

E-Content Advisory Council

Meeting Minutes

12/17/14 3:00 p.m.

Attendance: J. Benedetti (UHLS); J. Chirgwin (RENS); D. DiCarlo (APL); M. Graff (COHS); R. Naylor (COLN); A. Peker (VOOR); J. Wines (ALTM); L. Zapala (MEND)

- The minutes from the October 29 E-Content meeting were approved.
- J. Wines welcomed L. Zapala and L. Teachout to the Committee.
- Dr. Seuss and Readalongs
 - J. Benedetti reported that Dr. Seuss titles are available for member libraries to purchase in the Overdrive Marketplace. They are published by Random House and available in Read format only.
 - The Committee discussed the value of supporting a collection of picture books on the OverDrive platform when patrons have access to Tumblebooks, a separate platform for children's books including picture books. The Committee determined it will be more effective to direct picture book readers to Tumblebooks rather than divide marketing efforts and patrons' attention between two collections.
- Promotion of Tumblebooks: It is unclear whether the link to access the platform is static. If it is, that will allow us to share the information using social media tools. J. Benedetti will follow up with the Committee with information about the Tumblebooks link.
- OverDrive eMagazines
 - OverDrive is promoting a special, \$3,000 instead of \$5,000, if libraries sign up for the eMagazine platform before January 1. The Committee considered the pros and cons of OverDrive and compared the platform to the Zinio platform. D. DiCarlo compiled information to facilitate the discussion including titles available in each platform, lending period, patron access, and the platform fee. Below are some highlights of the comparison:
 - OverDrive platform fee: \$3,000/Zinio Platform fee: \$35,000
 - OverDrive allows up to ~200 users to simultaneously access the magazine to download it. Once a title is downloaded, the user keeps that title forever. Zinio allows an unlimited number of users to access a title simultaneously and allows the user to keep that title forever.

- OverDrive does not provide access to back titles and users cannot read on their desktop. Zinio does provide access to back issues and allows users to read on their desktop.
 - The Committee recommends the purchase of the OverDrive platform using the Central Library Development Grant. L. Zapala will propose this to the Central Library Committee.
 - The Committee will identify a list of core titles to purchase. D. DiCarlo will share information about the magazines APL patron have access to through Zinio. J. Benedetti will share a list of titles available through OverDrive.
- Streaming Video: J. Wines shared that the streaming video collection is not circulating well. A. Peker suggested it may be because the videos cannot be streamed to a television using a game console, Roku, or Chromecast.
- Distributing spending throughout the year
 - There was a discussion about ways to ensure spending is distributed evenly throughout the year. D. DiCarlo suggested preparing a budget to project expenditures for the coming year. A. Peker suggested part of the challenge to distribute funds evenly is because purchases are based on criteria such as the holds ratio. M. Graff suggested some of the member libraries that do not order eContent directly may be able to put funds toward meeting the holds ratio and patron request.
 - D. DiCarlo will prepare a budget for the coming year based on 2014 expenditures. The Committee will discuss this at the next meeting.
- The next meeting is scheduled for January 28 at 3:00 PM.
- The meeting adjourned at 4:15 PM