

E-Content Meeting September 30, 2015

Attending: Lenny Zapala, Deanna Dicarolo, Jane Chirgwin, Amy Peker, Jendy Murphy, Sarah Clarke, Laurie Drier (guest)

3:00 PM.

### **Designing survey for UHLS library directors on reducing e-content hold ratios.**

Amy suggested we add more context to explain each strategy we are proposing. The survey will come with a cover letter that explains and encourages individual libraries to purchase more duplicate copies and continue patron education. The letter will include a reminder that the committee does not think that Advantage titles are the answer to this issue, as they create a silo effect, cost a platform fee, create a divide in our patrons, can create a negative patron experience, and do not effectively increase circulation statistics. Currently no libraries are using Advantage.

The two strategies the committee will propose will be to :

1. Change loan period default to 14 days from the current 21 days. (This would shorten the time items that are automatically checked out but not downloaded are unavailable for the next person.)
2. Reduce how many e-books and audiobooks can be borrowed at a time, going from the current 10 down to 7. (Magazines and movies would be unaffected.)

The automated check-out option can not be turned off. Deanna will find out if currently the option is already selected, or the patron needs to opt in. If it is currently an "opt-out" choice, she will see if it can be changed to an "opt-in" choice.

It is unclear if either of these options will decrease wait times for items on hold. We do not know how many items the average patron takes out at a time.

The committee agrees that the goal is to eventually have individual libraries managing the purchase of e-content in the future. There should be a designated purchaser of content at each library. Purchaser education will also help our hold wait time. The collection is changing as it matures, and now needs more maintenance and less growth.

Patrons receive an email reminder that physical items are due in 2 days, can that be done for digital items?

What happens if a patron has 10 items out and a request with automated check-out becomes available to them?

Emails sent to each purchaser could encourage spending, by alerting them that resident patrons have made requests to purchase, by reporting what percentage of their monthly circulation is e-content by local patrons, and by having a hand-out of "things to do once a month".

Sarah asks, is it possible that demand will decrease? Sales of e-books may be decreasing, according to a NY Times article([http://www.nytimes.com/2015/09/23/business/media/the-plot-twist-e-book-sales-slip-and-print-is-far-from-dead.html?\\_r=0](http://www.nytimes.com/2015/09/23/business/media/the-plot-twist-e-book-sales-slip-and-print-is-far-from-dead.html?_r=0)) Since some of this decline is because of a rise in e-book prices, customers may actually increase library usage.

### **CLAC suggested budget**

The Central Library Association Committee met and approved a suggested budget for 2016 that includes the Gale Virtual Reference Library and Bookflix. The two services were discussed. Jendy is uncertain if the funds planned for a renewal of Tumblebooks will be used for Bookflix in 2015. Currently Tumblebooks is still active.

Gale Virtual Reference Library is a platform that provides simultaneous use of nonfiction titles. These titles can be put into Encore, allowing patrons to link via static URL. Patrons can print and share pages, translate books into other languages, and listen via MP3 files. UHLS will own the material as long as we pay the platform fee. This may be a low-demand service, but it is also low-cost. Marketing will be important to increase usage. If 7,500 people use it in 2016, that would be \$1 per use.

Bookflix was recommended by a sub-committee of the youth services committee to replace Tumblebooks. It is a stand-alone system owned by Scholastic. It pairs fiction videos from Weston Woods with nonfiction e-books, with options for read-along or narrated text. It also has educational games. (<http://teacher.scholastic.com/products/bookflixfreetrial/content.htm>)

Move to Adjourn 4:30 PM.

Next Meeting scheduled for Wednesday October 28 at 3 PM.