

eContent Advisory Committee Meeting | March 30, 2016 | 3:00 PM

Attending: Deanna Dicarlo UHLS, Anne Pitlyk UHLS, Jane Chirgwin RENS, Geoff Kirkpatrick, BETH, Sarah Clark APLM, Laurenne Teachout, NASS/STEP, Judith Wines RCSC, Matt Graff COHS. (Guest: intern Emily)

Minutes approved with amendment.

Bookflix and GVRL: These new services have started. We could improve usage statistics by making sure each library's website has its own Bookflix link button. The committee encourages libraries to promote these services through social media, face to face customer promotion, prominent display on websites, and other marketing techniques.

New Overdrive Rep: Chris Herpers is stepping down from the position of Overdrive regional sales representative this April. A new representative will take over his duties.

History of eContent collection: Deanna shared an overview of UHLS eContent growth since 2006 that she prepared for UHLS's participation in the NYS Assembly round table on "The use of 21st Century Technology in Libraries" in March. Total circulation of the collection started at 8,601 items in 2006, to 321,509 in 2015. Circulation this year is projected to be 400,000.

Individual statistic reports for each library: Anne is creating e-content usage reports for each library, which will be distributed at the DA meeting as well as through email. These reports use pie charts and graphs to show how the collection is being used, compared to usage by the entire system. Anne hopes to be able to add in comparisons to the print collection, currently we don't have enough accurate data for that. The committee thanked Anne for her hard work putting these reports together. Judith will ask for feedback at the DA meeting for future reports.

Committee opening: Amy Peker is taking a new position at the state library. Her position could be filled by another "at-large" person with relevant experience or knowledge.

Local Content: The committee discussed the pros and cons of adding local or self-published content and decided to encourage purchasing curated content, especially of local authors. Self-published material is sold in a separate section of Overdrive's content reserve. Jane explained how she created content available to Overdrive using the service Smashwords. Deanna suggests selectors add the subject "self-published" when they purchase these materials.

Promotion: The committee encourages libraries to continue promoting our e-content. One-on-one word of mouth interactions appear to be the best way to increase usage. Deanna will hold a "train the trainer" workshop on April 14th to help staff teach use of e-content on different devices. Registration is required for this class. Deanna is also willing to come out and do presentations to the public on how to use Overdrive, but noted that attendance for that type of event is waning, and daily staff interactions are better for reaching patrons that need help. Other ways of promoting the service would be to have a "download Overdrive App" button on library website, social media promotion, signs in the library and mentioning our service during other events (such as computer skills classes).

Move to Adjourn 4 PM.

Next meeting scheduled for Wednesday May 25th at 3 PM