

ULSTER COUNTY LIBRARY ASSOCIATION

June 22, 2017

DIRECTORS PRESENT: Brooke Dittmar (Town of Esopus), Margie Menard (Kingston), Kara Lustiber (West Hurley), John Giralco (Elting New Paltz), Pam Stocking (Ellenville), Chrissy Lawlor (Olive Free), Jody Ford (Stone Ridge), John Georghiou (Plattekill), Katie Scott-Childress (Saugerties), Lois Skelly (Milton), Jessica Kerr (Woodstock), Liz Potter (Phoenicia)

OTHER STAFF/TRUSTEES: Angie Antzah (Plattekill Clerk), Valerie Smith (Plattekill Trustee), Haley Van Vlack (West Hurley Clerk)

The meeting of the Ulster County Library Association was called to order by Margie Menard at 10:00am at the New Paltz Library.

Minutes: Margie Menard made a motion to approve the May minutes, 2nd. Approved with two abstentions.

Selection Committee: The committee makes a recommendation to purchase the legal database, NuWav, which includes NY, NJ (when available), CT and PA.

Brooke Dittmar made a motion to purchase subscriptions to NuWav for \$2750, 2nd. Approved.

eBook Committee:

Merribeth Advocate made a presentation about purchasing titles in Overdrive (attached). She has also offered her assistance if any directors need help with the system.

The Libby app is now available as an alternative to the Overdrive app. Merribeth Advocate will email a link to publicity for Libby.

Nominating Committee: Margie Menard made a motion to nominate Lynne Ridgeway as the Ulster County representative to the Mid-Hudson Library System board for a five year term, 2nd. Approved with one abstention.

Publicity Committee: The committee will start to distribute maps and holders.

Katie Scott-Childress will get quotes to print out Comics Plus bookmarks.

UC Fair: August 1-6. The tent will cost over \$300 so Margie Menard will send out a doodle poll to determine if there is interest in working the fair.

New Business:

Margie Menard will work on bringing someone to an UCLA meeting to discuss Narcan training.

John Giralco made a motion to adjourn, 2nd. Approved.

Kara Lustiber

Secretary

Operational/Management Functions of OverDrive Marketplace

revised June 2017

The MHLS OverDrive eBook and eAudiobook service was established in 2010 and has proved highly successful as measured by patron demand. Each year circulation has increased (235,839 circulations in 2016, a 21% increase over the previous year).

OVERDRIVE STATUS REPORT

- Total E-Book checkouts so far in 2017: 82,280
- Total E-Audio checkouts so far in 2017: 35,740
- Current E-Book holds: 4,981
- Current E-Audio holds: 1,800
- Current average wait time: 33.81 days

HOW ARE MY PATRONS USING OVERDRIVE?

- The following OverDrive statistics are posted monthly by MHLS at midhudson.org (in the Topics section) showing current usage by your patrons as well as annual totals of your library for trend comparison:
 - The number of eBook titles and eAudio titles your patrons checked out
 - The number of new users that registered from your library
 - The number of unique users with checkouts from your library
- Through OverDrive Marketplace Reports at <https://marketplace.overdrive.com> you can run reports with more detail for your library including:
 - Titles that patrons from your library are currently on the waiting list for, so you know what your patrons are interested in
 - Holds ratio for consortium owned copies, so you know how long your patrons will be waiting for their holds from the consortium collection
 - Metered titles on hold by your patrons that have no circulations left – these are titles that need to be repurchased for your patron to get their hold filled
 - Usage of materials by your patrons by subject, audience level (*adult, juvenile, YA*), language
- **Know what titles your patron have on hold (high demand holds)**
 - In OverDrive Marketplace you can create a Holds Manager plan that will build a cart for you based on your patrons high demand holds (following parameters you set), that you can review and edit.
- **Your patrons are asking for new titles they would like your library to purchase.**
 - A reminder that as per the DA, the built-in OverDrive 'Recommend to Library' was been enabled so that individual libraries would be able to get

recommendations from their patrons of OverDrive titles that would like the library to purchase.

- In OverDrive Marketplace you can run the Recommendations report to review your users' recommendations, and easily convert them to a cart that you can review and edit.

PURCHASING

- The invoice comes directly to the library from OverDrive. Titles (or copies) purchased are available for checkout within 24 hours.
- Marketplace Help at <https://help.marketplace.overdrive.com/> provides step-by-step directions for purchasing, as well as how to purchase content credit to spend on future purchases.
- Traditional individual accounts
 - Items/copies purchased through traditional individual accounts go into the consortium collection, and can be borrowed by all member library patrons, in the order that their holds are placed.
- Advantage accounts
 - **You can jump your patrons to the front of the holds queue by purchasing OverDrive content through an Advantage account.** OverDrive Advantage accounts are available to every member library. About 1/3 of member libraries have set up Advantage accounts at this point. Advantage library patrons have access to titles in the shared collection, plus they have **priority access** to additional titles or copies purchased through their library's (*as determined by home library code in the patron record*) Advantage account. **This is a way to reduce your users' wait time for popular titles.**
 - If you already have an Advantage account, note that the DA approved settings were applied at the consortium level, every Advantage account is automatically opted in, and no additional action is needed by you to enable this feature.
 - If you do not yet have an Advantage account, email our OverDrive Collection Development Specialist Kristin Preyss (kpreyss@overdrive.com) for the enrollment form. At this point OverDrive is continuing to offer enrollment for the price of 3 curated titles.
 - Libraries wishing to purchase Advantage content sign in to Marketplace through their Advantage account for purchasing.
 - Marketplace Help at <https://help.marketplace.overdrive.com/> provides step-by-step directions for running Advantage Reports.



June 19, 2017

New one-Tap OverDrive App is now live

- Libby is a new mobile app from OverDrive that is designed to get people reading as quickly and seamlessly as possible. Launched in June, Libby is the recommended app for 1st time users.
- Designed for ease of use, Libby eliminates the need for format selection (uses OverDrive Read and OverDrive Listen) and contains new features that make the digital library fresh and fun. Libby can be used in place of, or in addition to, the OverDrive app.
- You can install Libby from the Google Play or the Apple App Store.
- View a 45 min pre-recorded training at <http://resources.overdrive.com/library/staff-training>

