

WPLC Collection Development Committee Notes

October 29, 2019 1:00 – 3:00 PM

Via GoToMeeting (see connection information below) *

ATTENDEES: Lori Belongia (Marshfield/SCLS), Evan Bend (OWLS), Chris Hamburg (Lester/MCLS), Deen Layland (La Crosse/WRLS), Mellanie Mercier (BLS), Jackie Portratz (Milwaukee/MCFLS), Amy Stormberg (Amery/IFLS), Maureen Welch (IFLS), Karin Zidon (Platteville/SWLS)

1. Introductions and Welcome

The meeting started at 1:00 pm. The group was welcomed and introductions were made.

2. Review Agenda

The agenda was reviewed. There were no additions.

3. Review New Committee Charge, 2019-2020 Process & Timeline

The WPLC Board and Steering approved the formation of the Collection Development Committee in September 2019. The Collection Development Committee is a committee of the Steering Committee and will report to that body. The group reviewed the charge and membership.

The Committee's charge is to evaluate the composition of the collection purchased by the digital buying pool with particular attention on known concerns and potential additions to the collection.

Specifically, the committee will:

1. Solicit feedback from the community regarding the collection.
2. Create recommendations related to the collection.
3. Review and offer recommendations for revisions to the selection policy.
4. Annually, create recommendation for the buying pool allocation.

The Committee membership consists of three representatives each from the Board, Steering Committee, and Selection Committee, and will be geographically representative. The group is a committee of the Steering Committee and will report to the Steering Committee.

Annually, prior to October, each body will solicit volunteers for the committee and will choose their representation before October 1.

The group also reviewed the tentative timeline for 2020 which can be found here: [WPLC Collection Development Committee Charge](#)

The timeline has been changed to allow for more time for Steering to provide feedback on recommendations and allow the group to do modifications based on their feedback. By starting earlier in the Fall, it will allow for this feedback to occur.

4. Discussion: 2019 Recommendations Check In:

In April, the Collection Development Workgroup created a series of recommendations that in May were approved by the Steering Committee with one exception, an additional 5% increase to the 2020 buying pool with the increase amount divided between the base and holds reduction amount. Some of those recommendations will take place in the upcoming 2020 budget year, and some were able to begin this current budget year.

The WPLC has been able to move forward with three of the 2019 recommendations; the CPC Spanish language pilot, the Midlist Titles with Low Copies and High Holds project, and the Holds Reduction Amount Policy.

Project managers have been working with OverDrive and the Selection Committee on the CPC Spanish language pilot. OverDrive curated a list of titles but after review by the Selection Committee, they were deemed either too old or inappropriate for what we want (many of the titles were language learning).

After talking with OverDrive about the lack of appropriate Spanish language titles, they have agreed to reach out to publishers to try to obtain better titles and more native written vs translated titles. Once the titles have been selected, the project will go live sometime in 2020 (hopefully January).

The WPLC has also begun work on the Midlist/low copy/high holds project. A \$10,000 gift received this year was designated for this project. Overdrive created a list of 81 titles and the WPLC purchased one additional OC/OU and then created a CPC collection of the titles to immediately fulfill holds. The CPC budget is set for three months and OverDrive is monitoring and will help the WPLC to analyze and evaluate this project.

Finally, last week the Board approved a Hold Reduction Spend Policy. It is as follows:

The digital buying pool is used to purchase content for Wisconsin's Digital Library. The buying pool is divided into a "Base" amount that is applied to share collection and a "Holds Reduction" amount that is contributed to an Advantage account for each system. The Holds Reduction amount is based on percentage of holds placed by each system in the previous budget year.

The Holds Reduction amount is applied to all WPLC System Advantage accounts at the beginning of the calendar year. Each system Advantage account is required to spend or encumber their Holds Reduction amount within the fiscal year it was received. If an Advantage account has not spent out their Holds reduction amount by 30 days after the end of the year it was given (Jan 30), the remaining, unspent funds will be moved back into the WPLC consortium account.

5. Discussion and Recommendation: BiblioBoard Review

As a part of the 2019 recommendation, this group recommended putting a placeholder for BiblioBoard in the 2020 budget, conducting an evaluation in the fall of 2019, and making a final recommendation to Steering this fall. Project managers have prepared a review with the identified elements. The group was reminded that they need to make a recommendation to Steering regarding the WPLC and BiblioBoard.

It was noted that one thing that has changed considerable since the beginning of this pilot, is BiblioBoard's relationship with OverDrive. At the beginning of the pilot, the BiblioBoard content was only available on their platform. This required patrons to discover and use another interface. Those who were already using OverDrive might never encounter this other source of content. In June of 2018, BiblioBoard partnered with OverDrive to allow BiblioBoard subscribers to access 50 BiblioBoard SELF-e Select ebook titles through OverDrive. These titles were available as simultaneous use to WPLC patrons and are a curated collection on the WPLC OverDrive website and Libby App. In July of 2019, 58 more BiblioBoard titles were added to the

OverDrive collection. From inception through August 31, 2019, these BiblioBoard titles have circulated a total of 27, 623 times.

The other big difference is the flow of independent author materials. We can now have WI and other State author contest participants' materials, directly submitted content and other WI small press content go through the Independent Author Project on the BiblioBoard Platform and end up in OverDrive.

The cost information for BiblioBoard content in OverDrive was discussed. A new collection will be available in OverDrive and initially have 350 top indie published books, curated by Library Journal, Publishers Weekly, Black Caucus of the ALA, and library editorial boards in 14 states and Canadian provinces -- from over 12,000 submissions. The collection will grow throughout the year with no additional cost. The published price of the collection for a consortium the size of WPLC would be \$9,975 per year for unlimited simultaneous use lending.

The other option is \$24,066/year for the collection, the statewide author contest with improved support/promotion from BiblioBoard, a platform for procuring/serving other local content, and the ability to add selected titles to the OverDrive collection. This assumes a 3-year commitment and pre-payment for all three years (which WiLS can support). If WPLC is interested in a shorter commitment, then the cost could be renegotiated.

The group was concerned about the lack of usage and the author feedback and impact. It is hard to get patrons to switch platforms. Introducing a new, separate platform has been difficult to get patrons to use both, and from the usage, it is clear they prefer to stick with OverDrive. Some have found issues with Pressbooks and feel there are other ways to save as an epub, like with Google Docs. It was noted that the 350 simultaneous use titles for \$10,000 comes out to \$28.50 per book. This is a great price for a title, but also because it is simultaneous use, it is even a better deal.

The group felt that this type of collection in OverDrive would coincide with the discussion at the Roundtable last week of support of simultaneous use models. There was concern over the authors' experience and BiblioBoard's ability to make adjustments for the following years to better support communication with authors. For the price and the current author satisfaction and impact, \$24,066 doesn't seem worth the cost.

C. Hamburg made a motion to expend the \$10,000 on the 350 BiblioBoard titles in OverDrive and not continue with the other BiblioBoard components. E. Bend seconded. Motion passed unanimously.

6. Discussion: Potential 2020 Projects

The Board and Steering have been discussing some potential projects that may require additional research or analysis by this group. One of the topics being discussed is the addition of magazines to the digital library.

It was shared that several libraries and systems have expressed interest in a magazine collection. The Steering Committee has requested a chart outlining the different magazine and streaming services and titles offered. Project managers are working on creating this for the Steering Committee, and they will review at their November meeting. The Collection Development Committee may be asked to review and weigh in on this as a recommendation for the whole consortium.

Many systems already have a magazine product. Would this be a duplication of effort? Some systems are canceling their product and many are already using a similar product. There may be some cost savings if more systems could work together. Without Time-Warner, some systems may not be willing to change from

their current product. The last time we talked about it, it was a conundrum. It's at least worth gathering information but it may be challenging to implement anything statewide.

The group discussed an issue that we may want to work on: first titles in a series. When those titles have very high holds, readers just won't read the series, which undermines our circulation. The Project Manager will gather some data around this for the committee to review at their next meeting.

7. Discussion: Patron and Library Surveys

The WPLC typically prepares and sends out an annual survey to patrons and library staff to gather information and satisfaction. This is typically done in the early spring. Because we have moved up the Collection Development Committee's timeline and work, the group needs to decide if they want to do a survey this year and whether or not to modify or add any additional questions. One of the topics discussed at the WPLC Roundtable last Friday was patron satisfaction and the Collection Makeup discussion group discussed the "Netflix mentality" that patrons will just search to find something, not necessarily something specific, just something to check out. It was suggested that questions could be developed for the patron survey to ask about this type of behavior.

The group discussed the possibilities of surveying more frequently and shortening the survey. There are pros and cons of surveying more frequently. Some on the committee felt that more frequent, shorter surveys may be better; others thought that sticking with once a year would be better. There are questions that we may be able to get the information from statistics, so we may be able to shorten the survey. We could try to do it this Fall, but we don't want to get it the holiday time, as people won't fill it out because they will be so busy. The survey cannot be promoted through the Libby app at this time. We may be missing out on the Libby users at this time as a result. WiLS will check with OverDrive to see if there is any movement on this.

Perhaps some of the questions could be separated out and given only to the focus group. It may also be possible to get rid of questions because we haven't learned from. The group and Steering could discuss what we need to learn. WiLS will review the survey, what we learned from it, and see how the survey could be modified for the group to review at their next meeting.

8. Discussion: Roundtable Debrief and Next Steps

The WPLC Collection Development Committee, the WPLC Board and WPLC Steering Committee met last Friday, October 25th, to discuss topics regarding the future of the WPLC and the national ebook landscape. One of the topics that needs immediate attention is how the WPLC will respond to the Macmillan embargo.

There were two groups that discussed this topic: Collection Makeup and National Landscape.

The National Landscape group also discussed this topic. Their group statement was: *WPLC should work with libraries, publishers, distributors and authors to create equitable access to digital items.*

There were several different activities were proposed around this:

- Working with other customers to ask OverDrive to boycott Macmillan. If they don't agree, the customers.
- Targeted Boycott: WPLC would pick a Macmillan imprint like St Martin's and contact midlist authors from that imprint and ask them to sign a petition supporting the equitable access of digital materials. If the authors don't comply, WPLC and member libraries will boycott those authors.

The Collection Makeup group also talked about Macmillan's embargo and how the WPLC should move forward. In the first eight weeks, we can purchase only 17 copies. After that, WPLC could purchase metered access. The Collection group discussed whether the purchase is done right away but at the end of the 8-week period. There were talks about boycotting MacMillan, but there was a lot of talk about the impact on mid-list titles and authors. There was a split within the group: many were in favor of a boycott and others wanted to make it work in some way. Some libraries that have decided to boycott are boycotting just the ebooks. In the short term, the next Nora Roberts book is coming out in November. It's possibly a concern if we boycott that particular title.

The group is conflicted on this topic. Patrons are going to want these authors. Saying no to MacMillan will hurt patrons. At the same point in time, the only way to communicate with publishers is by losing money. If we don't hurt them in the short term, they will continue to make draconian measures in the future. We need to do something uniformly, within the state and in conjunction with other large groups. It's best for us to do the right thing in principle. If we want to consider our options, come up with a tentative plan until a decision has been made. We could wait until the 8 weeks period is up and, for now, encourage all Advantage not to purchase any Macmillan embargoed titles for the first 7 weeks. We could gather more information about what the other top OverDrive spenders are doing. WiLS will put together a statement and let people know that they shouldn't be purchasing these titles until the last week of the 8-week period.

We spend 15% of our budget on MacMillan, which includes audiobooks. If we boycott them for just ebooks, it's not as big of a statement. Other big publishing houses are paying attention. What's the impact on our patrons now or in the future? The group noted this is a long game, but we don't know where it's going to end. We come up with a simple statement to get us through the next 7 weeks and spend some time talking to libraries, etc.

One option would be to bury MacMillan titles so that the holds and requests to purchase would be less. We would spend less money that way. We could talk with MacMillan authors in the state to get their opinion during these 7 weeks.

The question was asked if this committee should review the automated carts we have set up for filling holds to see if we can do it better. The project managers will look into this and figure out who this should live with.

9. Next Meeting Date

Project managers will send out poll to schedule all meeting dates for 2020.

Meeting ended at 2:41 p.m.