

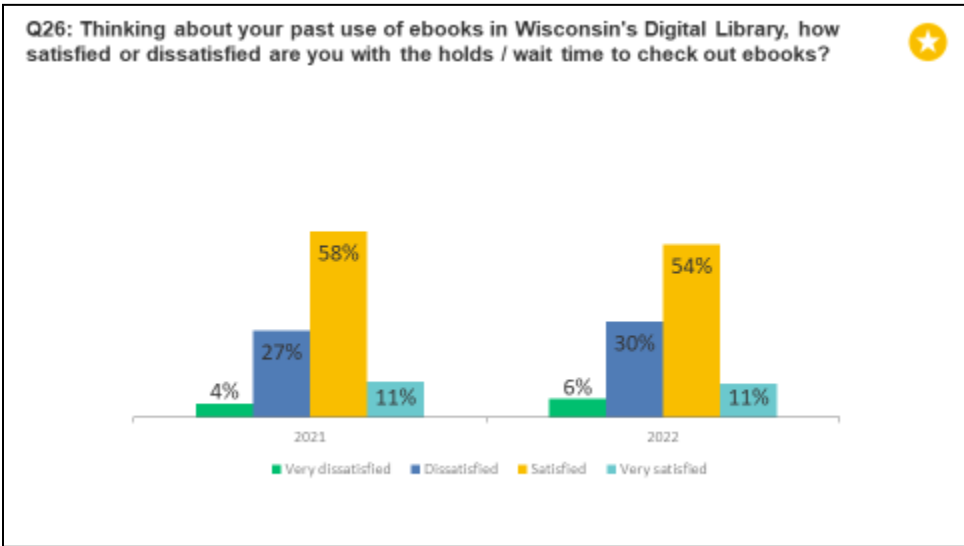
WPLC Collection Development Initiatives | 2023-2025

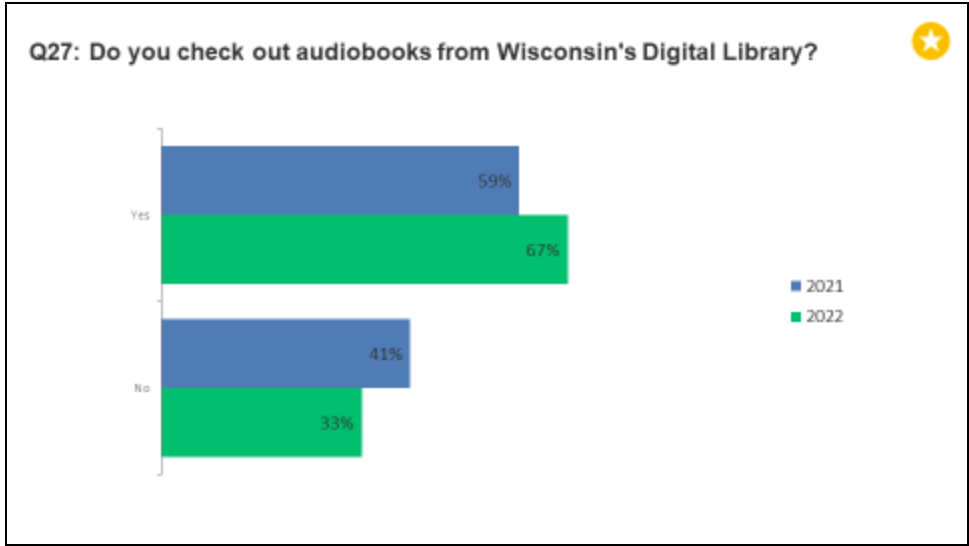
BUDGET/FUNDING RECOMMENDATION

With over 7.6 million checkouts in 2022, Wisconsin’s Digital Library (WDL) users helped the collection surpass more than 52 million lifetime checkouts. This record-setting number follows a trend of increased usage that clearly demonstrates the digital library’s popularity across the state.

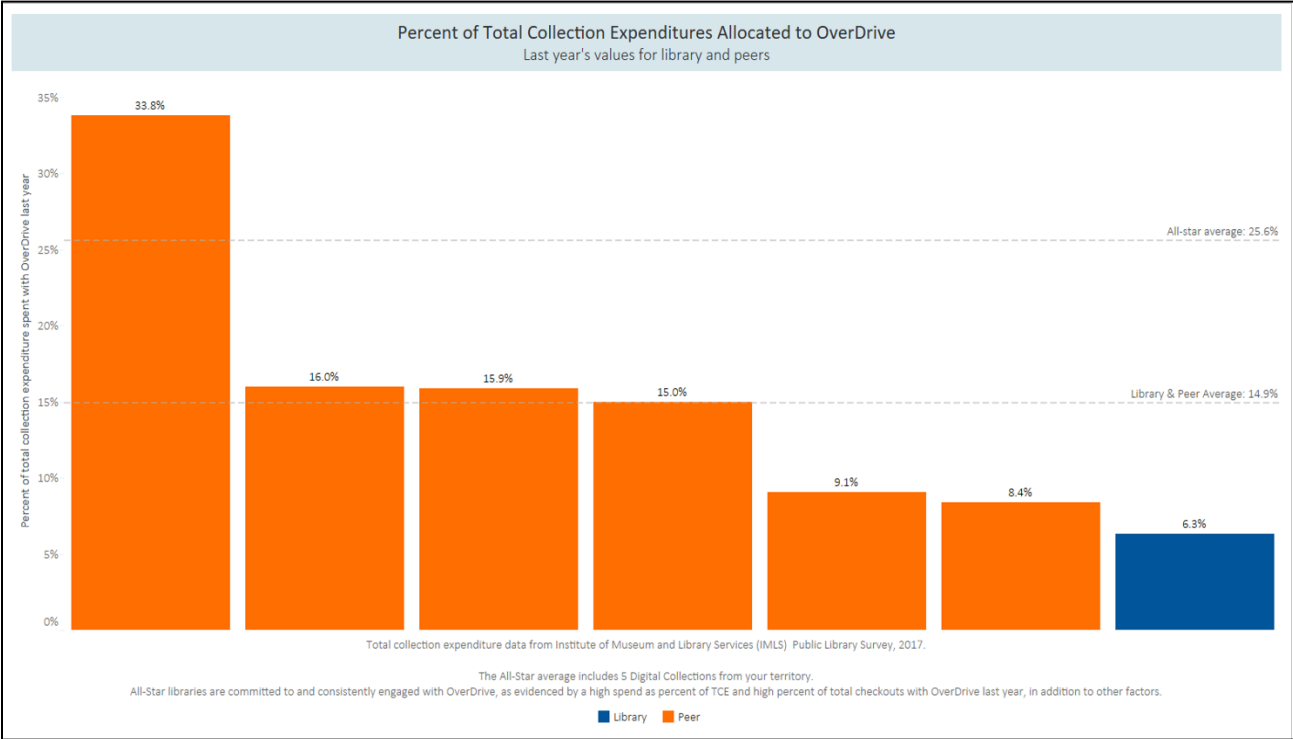
In spite of a five percent increase in funding for WDL’s collection budget, the average wait time is consistently between 50-60 days. Patron satisfaction in wait times is on the decline, even with more funding being put towards holds annually. Audiobook usage continues to increase year over year and it is important to recognize the average cost difference between audiobooks (\$75 per title) compared to ebooks (\$30 per title).

Asking libraries and library systems around the state to continue to increase their collection support of Wisconsin’s Digital Library is not sustainable indefinitely. Steering committee members suggest creating a plan to map a pathway to longer-term, statewide funding using strategic communications and advocacy work.



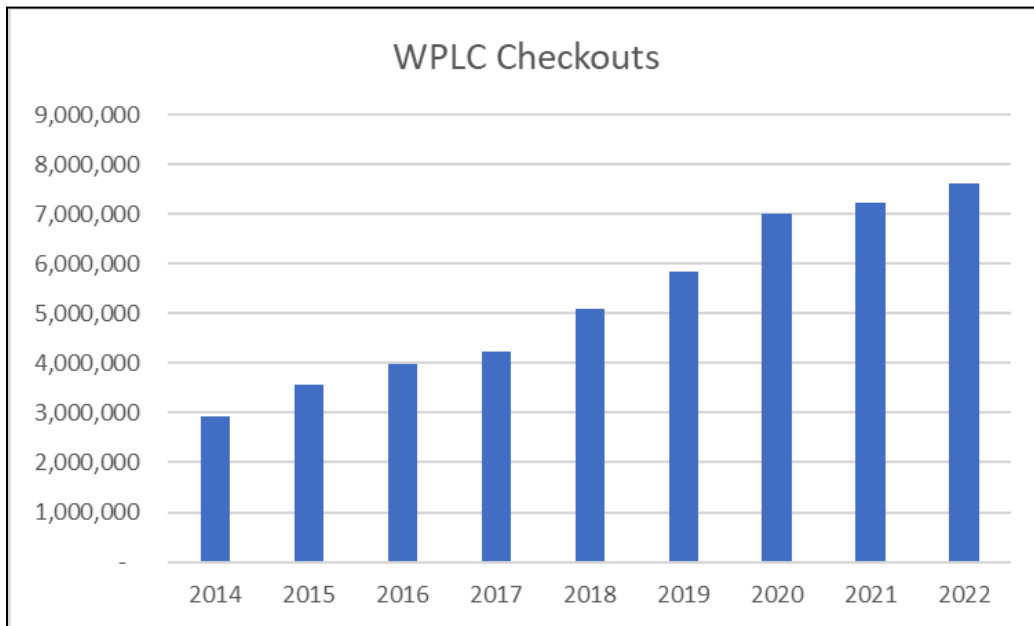


In the most recent peer review offered to the WPLC by OverDrive in 2020, it was noted that of its peers, the WPLC has the lowest percent of total collection expenditures allocated to their OverDrive Collection compared to comparable libraries. The chart below shows that WPLC libraries allocate 6.3% of their total expenditures (including print) to Wisconsin's Digital Library, which, when compared to its peers, is a small amount for its size.



Peer libraries listed in the chart above are libraries and systems comparably sized to the WPLC. Their identity is not disclosed to the WPLC.

The WPLC continues to see an increase in circulation. Year over year, it sees an increase. Over the past eight years, it has seen on average a circulation increase of almost 13% each year.



Activities/Projects:

- Increase buying pool amount by approximately five percent in 2023 and 2024 to fulfill the ~five percent increase for five years, a recommendation made and approved in 2020.
- Assist the Board Advocacy Workgroup in exploring planning efforts with an eye towards a legislative push for statewide, stable funding for Wisconsin’s Digital Library.

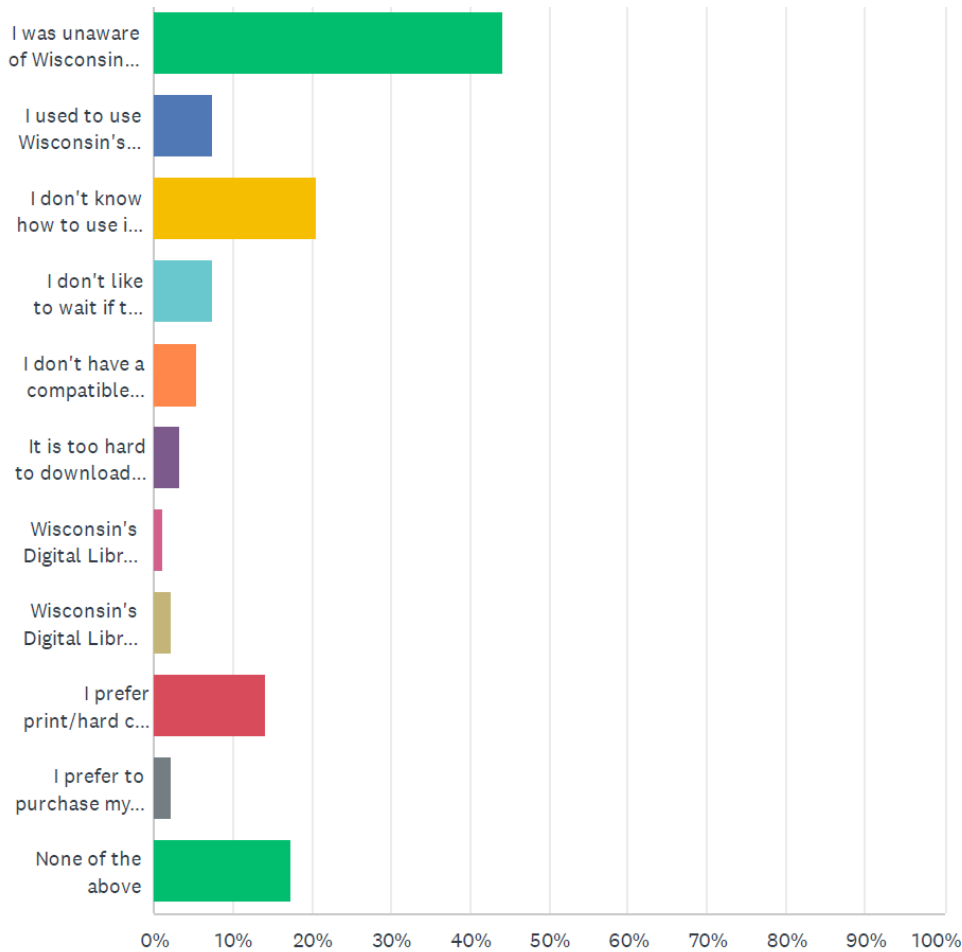
TRAINING & SUPPORT

Big changes are coming to Wisconsin’s Digital Library with the sunset of the OverDrive app. Library staff can expect an influx of questions and 1:1 requests for assistance as OverDrive users shift to Libby. In addition, there are significant changes coming to Libby regarding recommendations and notifications which will require increased training and support.

The following activities are suggested based on feedback from and questions posed throughout the year from various Wisconsin’s Digital Library committees. In meetings and via other committee communications, committee members share feedback, pain points, and areas of support they feel could be beneficial to them and to their library colleagues.

The staff survey responses to the question about requests for assistive technologies or features that staff have heard from patrons revealed that many of the features that are being requested are already available in Libby, but may not be obvious or even known to staff.

Among patron survey respondents to Q2, “Why haven’t you used Wisconsin’s Digital Library?,” 44% of respondents said that they were “unaware of Wisconsin’s Digital Library” and 20% said that they “don’t know how to use it / tried to use it but it was too difficult.”



Committee members point to the influx of new Libby users and new features within the Libby app itself as a reason to focus on staff and patron training and education. The OverDrive Support Course is regularly updated by WPLC Project Managers for use by WPLC member systems and is an excellent source of knowledge and training for library staff. Promoting the Support Course to systems not currently utilizing it, is recommended. Additional marketing and “did you know”-type posts on social media were raised as suggestions for continuing to coach patrons on Libby features and about Wisconsin’s Digital Library generally. These are explained in more detail in the “Communications & Awareness” section of this initiative document.

How to leverage existing resources for efficiency and efficacy continues to be a focus for Wisconsin’s Digital Library. Specific ideas that came up in this regard include ongoing training

about existing Marketplace reports such as title and user activity reports as well as new, upcoming reporting features in Marketplace. Other areas of focus include the administration of Advantage accounts, continuing to explore the new shelf talker feature, and coordinating consortium-wide use of shelf talkers.

While progress has been made to deepen the diversity of author voices and experiences within WDL, the committee agreed that keeping that work intentionally top of mind continues to be a priority for selectors and project managers.

Understanding reporting is a key component of managing a large, complex collection like Wisconsin's Digital Library. OverDrive provides support with articles on many aspects of the reports provided in Marketplace; these and other resources should be leveraged and shared more to establish a baseline understanding of reports and how all WDL selectors can use them.

Activities/Projects:

- [Shelf talkers](#) (link is to external document with an action plan for shelf talker work in 2023-2024).
- Advantage Ins & Outs (Spending, Purchasing, Holds, De-Selection)
 - Create case studies from ~3 systems around the state who have well-established Advantage plans. Ex. How they are spending, how holds managers are configured, de-selection plans, etc.
 - Focusing on training/support for Advantage selectors about de-selection in Advantage accounts.
- Continue providing support for diverse collection enrichment.
- Support staff development and training through project manager and OverDrive-facilitated workshops and/or presentations.
- Continue to update support course materials and promote the course as a way for systems to help patrons understand the changes with new features in OverDrive.

RESEARCH

There continue to be certain long-term research needs to enhance the offerings from Wisconsin's Digital Library and the WPLC.

Management of the digital library's collection, and where and how to distribute funds most effectively, is an ongoing project. The staff survey graphic on the following page shows that extensive wait times continue to be a point of frustration for both staff and patrons. Collection Development Committee members and project managers are intrigued by the prospect of learning more from Peer Activity Reports (PAR) about how other consortia spend their budgets, manage holds, etc.

Respondents were asked if they agree or disagree with the following statements.

	Disagree/ Strongly Disagree	Agree / Strongly Agree	N/A
The titles patrons want are usually in the collection to check out or place a hold on.	13%	85%	1.7%
Patrons are able to get the ebooks and audiobooks they want in a timely manner.	72.7%	25.3%	1.7%
Wisconsin's Digital Library website is easy for patrons to use.	20%	74.1%	5.9%
The Libby app is easy for patrons to use.	15.9%	82.7%	1.1%
Patrons can get help with problems using Wisconsin's Digital Library from OverDrive's Help or Libby Help articles if they need it.	19.4%	67.4%	13%
Wisconsin's Digital Library meets the digital reading needs of my users.	30.7%	65%	4.1%
The Lucky Day collection is beneficial to my patrons.	4.1%	77.9%	17.8%

Activities/Projects:

- Review Peer Activity Reports (PARs) from other consortia to understand their approach to collection management.
- Investigate ways to hear more specifically from patrons who are moving from OverDrive to Libby (via skip logic in the patron survey, or through a short, targeted survey) about what's easier, and what's more difficult or missing, from Libby.
- Work with OverDrive to obtain usage reports for 2021 and 2022 in the genre areas of WDL. Use this data to inform a promotion/awareness campaign incorporating WPLC Social Media Committee.

COMMUNICATIONS & AWARENESS BUILDING

Please do more with advertising. This is a statewide collection. EVERY LIBRARY card has access to it. Libby should be on billboards across the state, etc. ~Staff survey respondent

While the pandemic brought a lot of extra attention to Wisconsin's Digital Library, there are always opportunities to increase awareness of WDL overall, as well as some of its more niche or targeted offerings. About 25% of patron survey respondents said that they search WDL for young adult ebooks, while 8.5% responded that they are seeking middle-grade or children's chapter books in ebook format. 4% use it to find picture books in ebook format.

Nonfiction-Cooking / Cookbooks	13.62%	589
Nonfiction-Health / Wellness	12.86%	556
Nonfiction-History / Politics	11.24%	486
Nonfiction-Hobbies / Crafts	11.33%	490
Nonfiction-Religion / Spirituality	6.22%	269
Nonfiction-Self-help / Psychology	11.88%	514
Nonfiction-Technology / Science	7.24%	313
Nonfiction-Travel	7.65%	331
Picture Books	4.16%	180
Middle-grade / Children's chapter books	8.46%	366
Young Adult	25.23%	1,091
None of the above	0.23%	10
Other (please specify)	4.35%	188
Total Respondents: 4,325		

Among audiobook users that responded to the patron survey, 26% use the digital library to search for young adult audiobook titles, while 9% search for middle-grade or children’s chapter audiobooks.

Nonfiction-Religion / Spirituality	8.52%	304
Nonfiction-Self-help / Psychology	16.72%	597
Nonfiction-Technology / Science	8.77%	313
Nonfiction-Travel	3.98%	142
Middle-grade / Children's chapter books	9.30%	332
Young Adult	26.22%	936
None of the above	0.39%	14
Other (please specify)	4.12%	147
Total Respondents: 3,570		

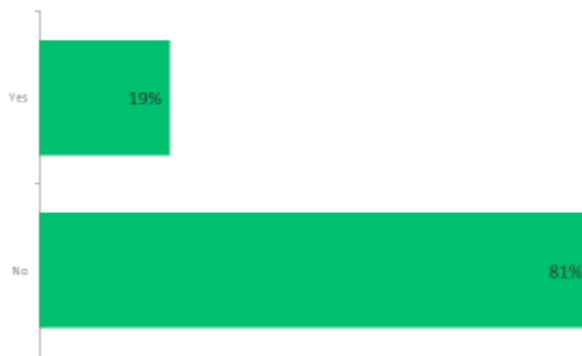
There is an opportunity here to capitalize on the already strong showing from the audience for young adult titles and to expand the audience for books for younger readers. The public library consortium can build on and complement the robust collection offered by the WSDLC through an intentional marketing and communications plan to further promote young adult and juvenile materials in Wisconsin’s Digital Library.

As noted in the Training & Support section of this document, Libby has many features that might be underused by or not known by patrons. While staff training on Libby updates and features should help address some of that, it was also felt that a continued focus on marketing and communications to patrons about Libby and WDL is needed, especially with the influx of OverDrive-to-Libby users. Q4 in the patron survey revealed that 44% of respondents learned about Libby through word of mouth, while 39% learned about it through a library website or an

email from their library. There is an opportunity to combine staff training with the powerful outreach that happens on the ground at the libraries to support patron use of Libby. There is support from the Collection Development Committee and selectors to infuse communications about Libby with a sense of positivity, highlighting the platform's strengths while also providing support and messaging about known issues or a lack of a specific feature.

One area for potential growth is the digital magazine collection. There are over 4500 magazine titles in WDL and in a given month less than half are circulating. They are always available with no wait times and they have potential for greater usage with some promotion earmarked for them.

Q33: Do you check out magazines from Wisconsin's Digital Library?



Activities/Projects:

- Create a two-year communication plan to promote young adult and juvenile collections to both staff and patrons.
- Build a communication plan to help patrons access and use WDL with Libby.
 - Utilize in-app messaging to share “did you know’s” with app users.
 - OverDrive-supported videos/how-to’s.
 - Social media committee help with “did you know” style posts.
 - Useful print brochures or handouts for in-person tours and assistance.
 - Make sure Kindle-specific how-to’s are available.
- Promote Digital Magazines to patrons.
- Use results from genre usage research project to inform areas for promotion.
- Establish a monthly email to WPLC committee members with highlights and updates from OverDrive and spotlighting “Did You Knows” to build awareness and communication between the various committees.

INTERNAL/ADMINISTRATIVE

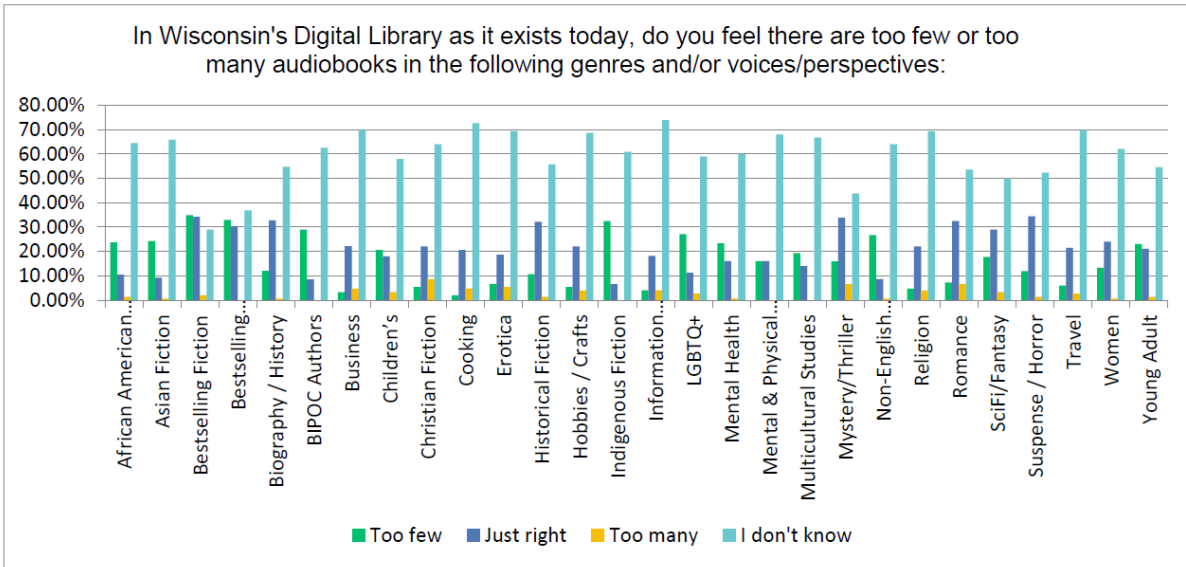
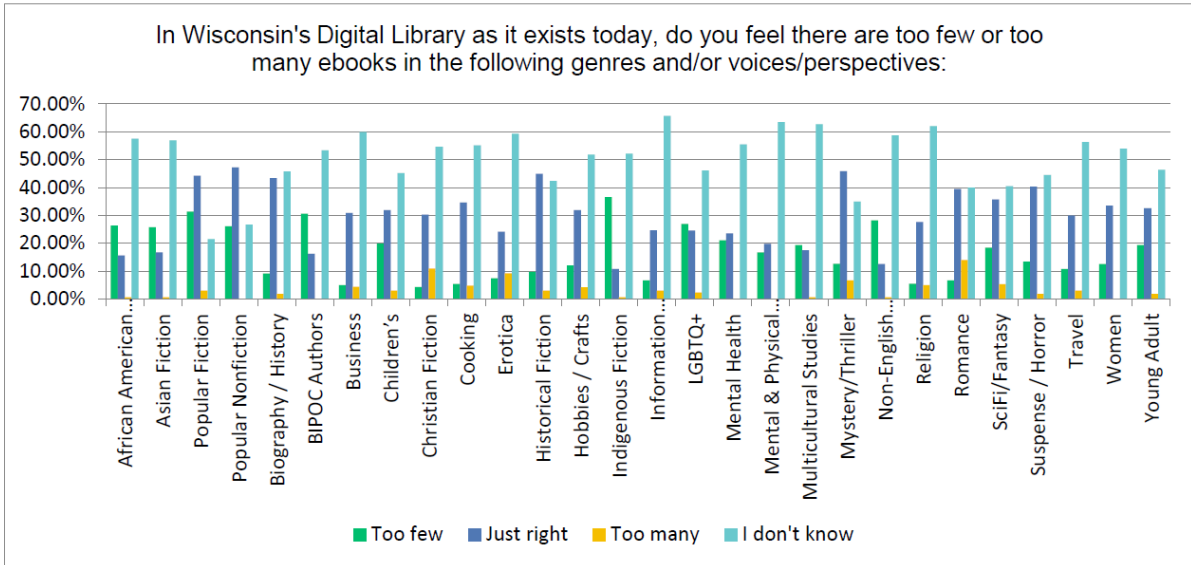
Wisconsin's Digital Library has grown significantly since its inception in 2006. There is an ongoing need to assess, evaluate, and implement new processes to how the collection is managed and maintained. The staff survey responses demonstrated this in the results of a couple of questions. Staff responses indicate an opportunity to focus more on Lucky Day titles. Survey responses, as well as information gathered in discussions with the Collection Development Committee and the WPLC Selectors point to an ongoing need to address high hold levels, long wait times, and to deselect outdated or other problematic titles.

Respondents were asked if they agree or disagree with the following statements.

	Disagree/ Strongly Disagree	Agree / Strongly Agree	N/A
The titles patrons want are usually in the collection to check out or place a hold on.	13%	85%	1.7%
Patrons are able to get the ebooks and audiobooks they want in a timely manner.	72.7%	25.3%	1.7%
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In terms of areas in which to grow the breadth and depth of the collection, library staff indicated a continuing need to expand the diversity of author voices and experiences in both ebooks and audiobooks in WDL.

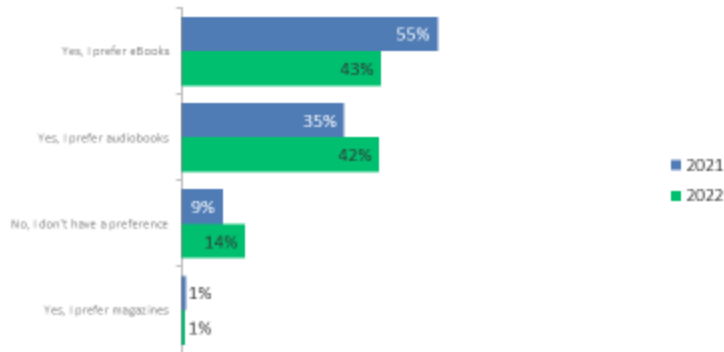
In regards to the number of titles represented by genres, voices, or perspectives; the following was shared.



The activities and projects in this initiative focus on internal and administrative tasks that can be coordinated primarily by project managers with help from OverDrive and selectors to keep the collection dynamic and able to address demand.

For New Users Only:

Q5: Do you have a format preference when searching for items in the digital collection?



Audiobook usage continues to increase year over year. Audiobooks are the most expensive items to purchase, with an average cost of \$75 per title vs. \$30 per ebook title. More funding is needed to manage this increasingly popular collection. One way to help manage demand and encourage browsing is to add additional copies of audiobooks to the Lucky Day collection.

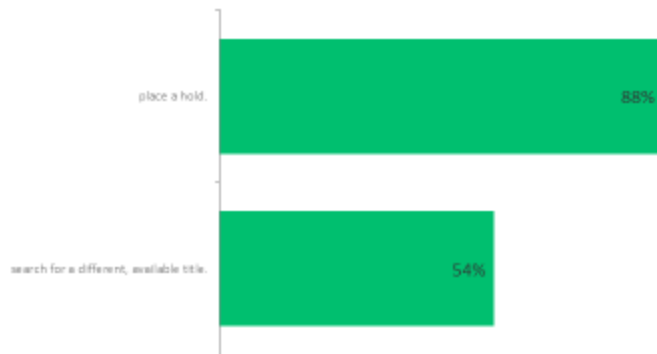
For New Users Only:

Q7: When you search Wisconsin's Digital Library, do you...



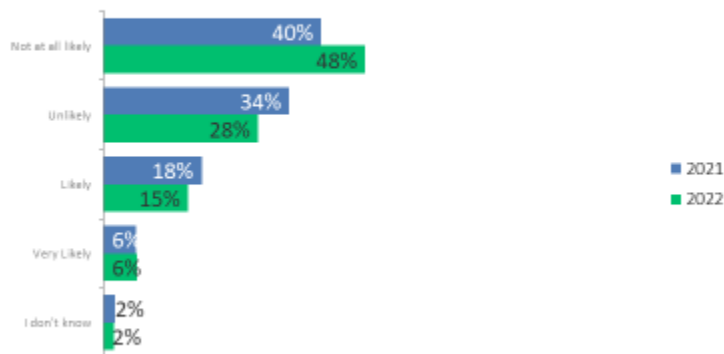
The patron survey indicates growth potential with users who visit WDL as browsers. Cultivating the Lucky Day Collection is an excellent way to encourage users to browse for a title to check out immediately, perhaps while they are waiting for a title on hold. This is further verified by patron responses to questions about what they do if a title or author they are looking for isn't available.

Q12: If you don't find the title or author you are looking for or it isn't available, do you...



54% of patrons will search for an available title, which makes them ideal candidates to utilize the Lucky Day Collection.

Q42: If the first title in a series is not available, how likely are you to read another title in the series first?



It is important for WDL to identify and own the first title in series, in both ebook and audiobook, whenever possible.

Activities/Projects:

- Create a schedule of tasks to monitor ongoing initiatives: i.e. diversity audits 2x a year and Public Library Connect (align with Wisconsin Schools Digital Library Consortium calendar).
- Deselection housekeeping, including cleaning up the shared collection (ex., removing titles that are expired and any titles that have a 24 month wait period, titles that contain outdated information such as travel guides).

- Document the deselection housekeeping process for future reference.
- Continue to work with Selection Committee to review and lower caps for total copies purchased for the shared collection.
- Expand the breadth of Lucky Day title selection, with a focus on audio format, and promote that collection to digital library browsers.
- Create a process for adding and removing titles from Lucky Day for both the shared collection and Advantage accounts.
- Explore expanding offerings of sim use titles for audio.
- Review checkout and hold limits for possible changes.
- Work with OverDrive to identify gaps in series, particularly first title in series.
- Ongoing assessment/evaluation of initiatives, and impacts of activities. Examples may include:
 - Diversity audit
 - Patron survey
 - Staff survey
 - Ongoing input and conversations with committees
- Continuing to contribute to resources that will assist selectors in their roles at both the consortium and Advantage levels.