WPLC Annual Membership Meeting 2018

Wednesday, May 2, 2018
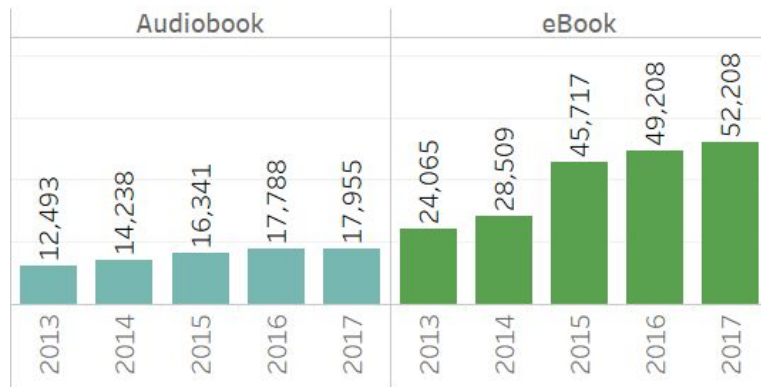
WPLC
Wisconsin Public Library Consortium

Circulation and Collection - Five Year Comparison

Annual Checkouts

Year	Checkouts
2013	2,153,229
2014	2,934,730
2015	3,578,621
2016	3,975,934
2017	4,257,460

Titles in Collection

Year	Audiobook	eBook
2013	12,493	24,065
2014	14,238	28,509
2015	16,341	45,717
2016	17,788	49,208
2017	17,955	52,208

Unique Users

Year	Users
2013	119,140
2014	130,286
2015	144,957
2016	154,555
2017	155,258
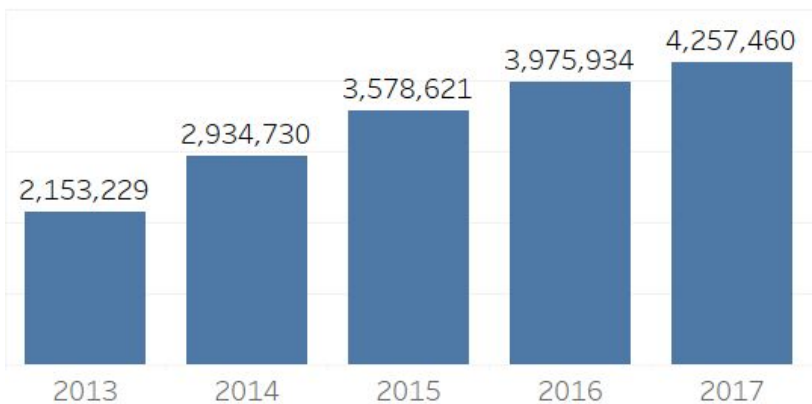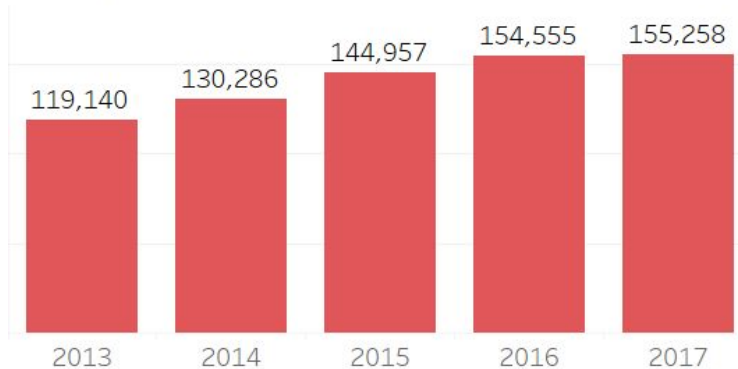
2017 Digital Library User Activity

Circulation by Format

1,583,776
20.42%

1,315,193

2,656,865
4.24%

2,548,828

Material Type
- Audiobook
- eBook

2015   2016   2017   2018
Year

Holds Placed

1,764,600
5.195%

1,677,454

2015   2016   2017   2018
Year
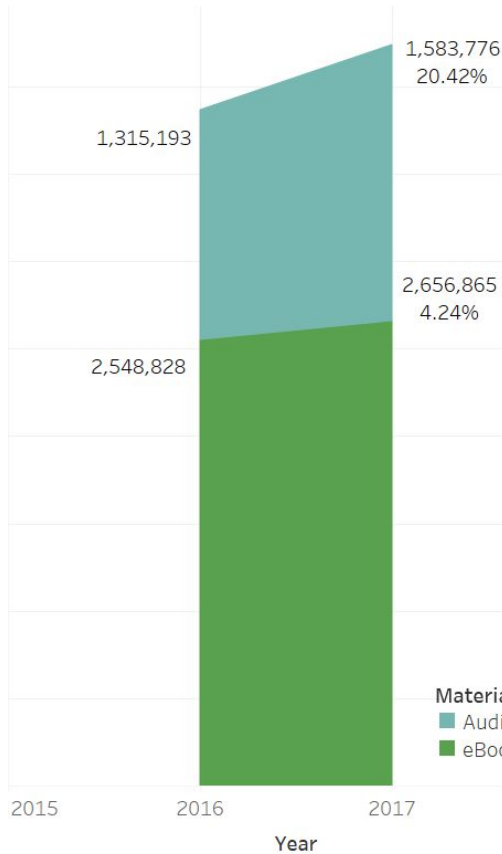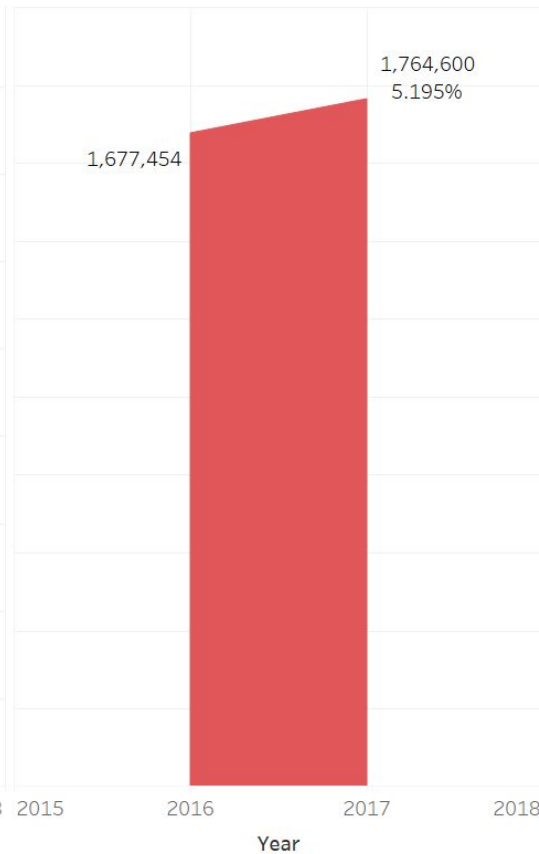
2017 Unique Users: 155,258

Circs per User
27

Holds Per User
11

Visits per User
41
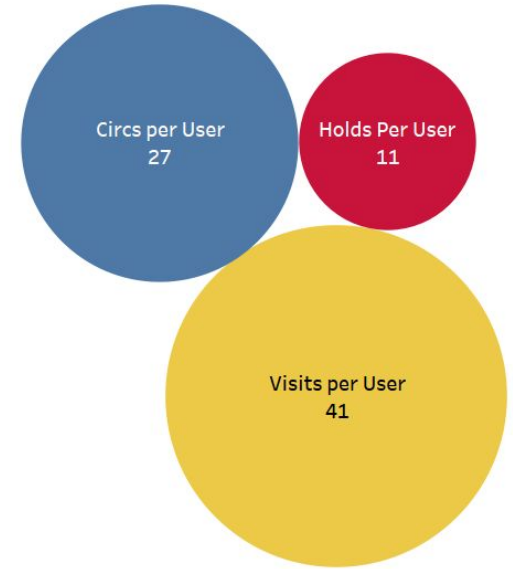
2017 Patron Visits: 6,338,328

Checkouts: 66%   Holds: 28%

WI Physical vs Digital

Copies Owned

19,945,684
99.19%

162,489
0.81%
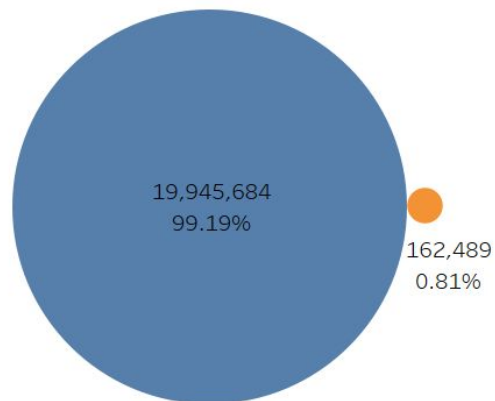
Materials Budget
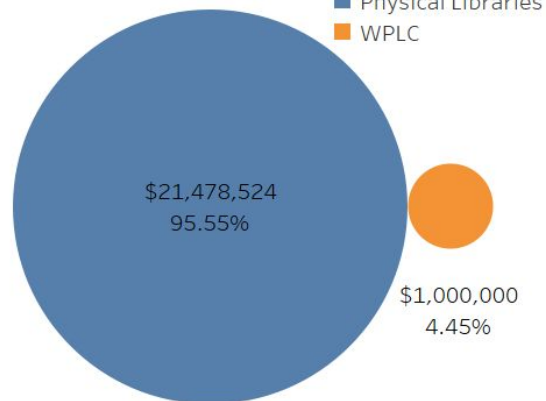
Collection Type
■ Physical Libraries
■ WPLC

$21,478,524
95.55%

$1,000,000
4.45%

Patron Visits

29,181,157
82.04%

6,388,328
17.96%

Circulations

53,266,695
93.24%

3,864,021
6.76%
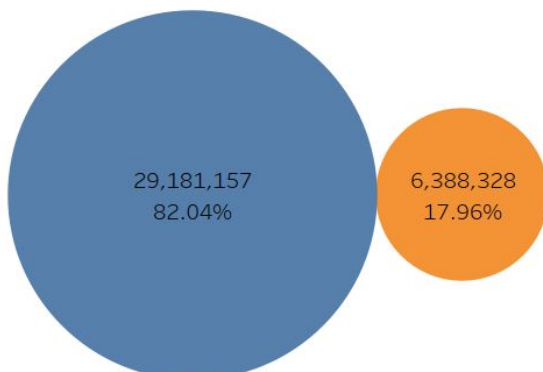
Physical Library Data Source: DPI 2016 Annual Reports
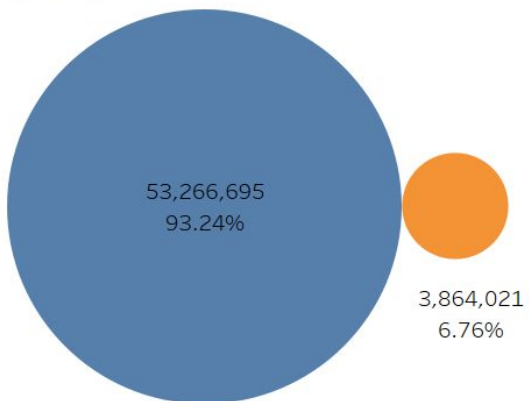
Selector Guidelines

Can be found here: https://www.wplc.info/committees/selection-committee

Guidelines for both the Consortium and Advantage.

Focus on new selection areas.

New schedule for purchasing.

Communication Best Practices

- Focus: How Board Members and Steering Representatives communicate WPLC info with one another and with their systems.

- Best Practices include:
  - Before Meetings
  - After Meetings
  - General Information Sharing
  - Decision Making and Voting

- Includes lists of Board and Digital Library Steering Members.

Bylaws Complete!

Bylaws Complete!

Highlights:

- Allow online meetings.
- Partner Opt Out clause.
- Voting is simple majority; votes on recommendations from Steering may be approved by simple majority, rejected by a ⅔ majority of all Board members, or sent back to the Steering Committee for further consideration.
- Voting via electronic communication - ⅔ majority to pass.
- Steering will not include more than 25 representatives.

BiblioBoard Update - Available Now to Wisconsin

Statewide author contest for adult or young adult fiction open through June 30th!
https://www.wplc.info/authorproject

Online software that allows users to create professional-quality print-ready ebook files
https://www.wplc.info/pressbooks

Allows submitted books to be shared with patrons of participating libraries across the state.
https://www.wplc.info/self-e

BiblioBoard Update - Coming Soon!

https://widigitallibrary.org

WPLC
Wisconsin Public Library Consortium

Create

PB
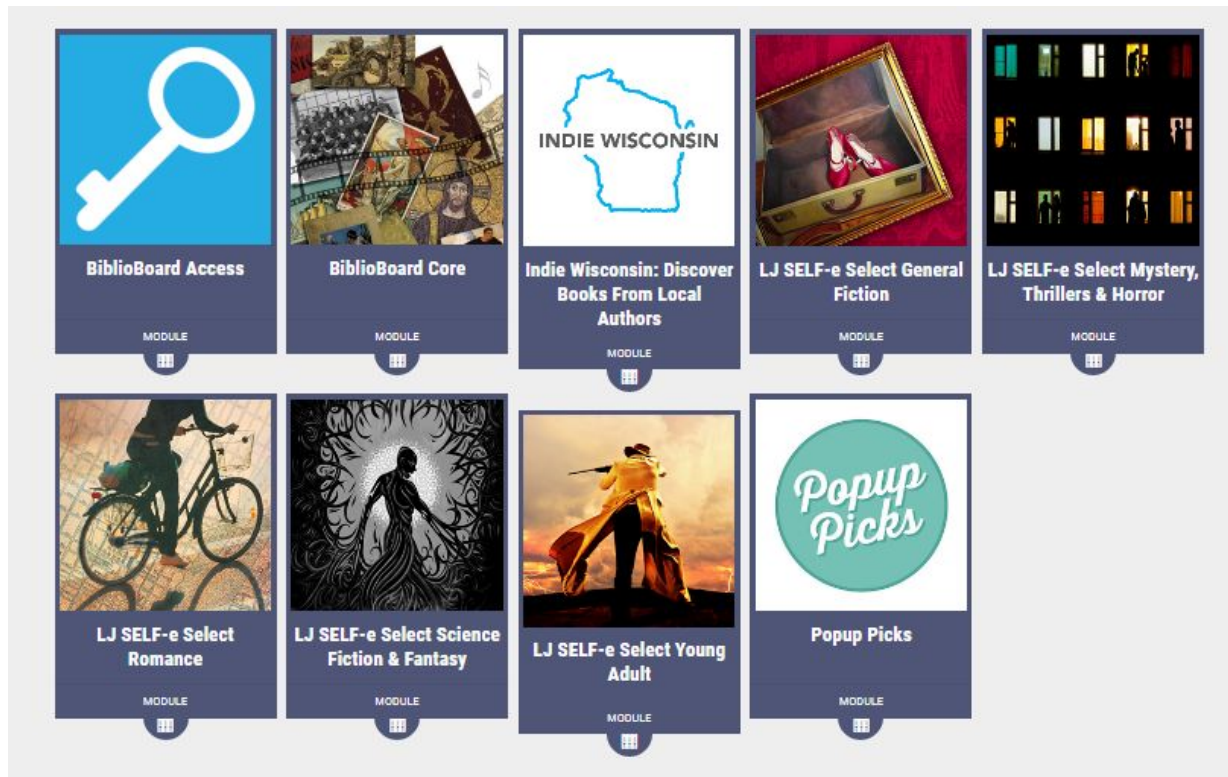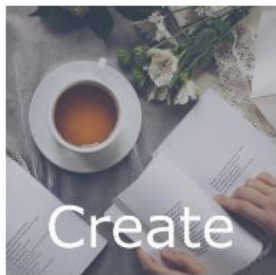
Design your own books, newsletters, poetry, novels, and any other written content in digital and print ready formats using Pressbooks.

Share

Wisconsin Author Project

Through the Wisconsin Author Project, libraries are helping local authors get the recognition they deserve for writing great books. This year's contest kicks off on April 1, 2018, and submissions will be accepted through June 30, 2018.

SELF-e LIBRARYJOURNAL

With the SELF-e program, authors can submit their ebook to SELF-e to have it showcased in the Indie Wisconsin Statewide Collection while retaining all rights to their work. Readers across the state can discover your work with the potential for national exposure.

Discover

WISCONSIN'S DIGITAL LIBRARY
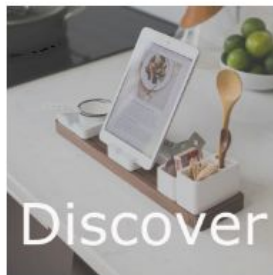
Wisconsin's Digital Library includes both the OverDrive & Libby platform and the BiblioBoard library platform.

OverDrive and Libby provides access for library patrons to digital audio and ebooks as well as other econtent on a wide range of subjects.

JIIL

BiblioBoard library contains local content from self-published authors, top indie ebooks and so much more.

2019 Digital Buying Pool Recommendations

Report and Recommendations can be found here: http://www.wplc.info/digitalcollectionworkgroup

2019 Buying Pool and Holds Reduction Amount
RECOMMENDATION: The Workgroup recommends no increase for this year's buying pool and holds reduction amount, keeping the amount at $1,150,000. In addition, the group recommends discussions about regular increases with the Board and Steering Committee to determine if there is support for such a model within the community and what factors such a model could be based upon.

Thoughts from Steering
- No discussion on the buying pool amount.
- Committee is open to discussing regular increases for the buying pool on an annual basis.

2018 Digital Buying Pool Recommendations Cont.

Selection Guideline Evaluation and Accountability
RECOMMENDATION: At this time, there are no additional collection recommendations other than evaluating the recently implemented selection guideline process.

Thoughts from Steering
- There was no discussion on recommendation to not have additional collection recommendations for this year.
- Agreed it is good to evaluate the recently implemented guidelines at a six month and one-year period.
- Agreed any accountability issues would arise and could be addressed during the evaluation period.

2018 Digital Buying Pool Recommendations Cont.

Cost Per Circ Lending Model

RECOMMENDATION: The Workgroup recommends the following data be collected for the discussion at the Annual Meeting:

- A sample list of titles available via CPC.
- The intent of OverDrive to move to a true CPC collection (where a collection of titles is available for patrons to borrow) and not just a title-by-title selection model.
- For titles already owned in the collection, an average cost per circ.
- An average cost for all available CPC titles.
- A cost comparison of specific, popular titles with the one copy one user and CPC models.

Thoughts from Steering

- Discussion included gratitude towards Overdrive for introducing the CPC model.
- Concerns about overall cost of this model for the consortium.

2018 Digital Buying Pool Recommendations Cont.

OverDrive Periodicals
RECOMMENDATION: The Workgroup wanted to table the discussion and not make a recommendation for implementation until more information is available from OverDrive on periodicals.

Thoughts from Steering
- Steering asked that OverDrive be encouraged to allow the purchase of periodicals at the Advantage level, regardless if purchased by the consortium.

2018 Digital Buying Pool Recommendations Cont.

Default Checkout Periods

RECOMMENDATION: Do not increase the default checkout period until the Workgroup receives more information from OverDrive regarding the identified questions.

Thoughts from Steering

- Agreed this was an appropriate action.

Get a Library Card Discussion

- Now called Instant Digital Card (IDC).
- Uses phone number and name to validate address.
- IDC users will not be associated with a home library - no access to Advantage.
- IDC users will not be validated through library catalogs.
- Stats for users will not be associated with a particular library or system.
  - Associated with new IDC branch.
- Digital cards are valid for one year from the time of issue.
- Consortium will be billed for this feature. $0.90 per card.
- A list will of IDC users be provided by OverDrive on a regular basis.
- No control over messaging, but can modify a link in the message.
- The service is available to all users, they are required to confirm they are over 13.

Get a Library Card Discussion Cont.

Thoughts from Steering:

- Discuss this topic with the membership and Board at the Annual Meeting.

- It is a positive, proactive way to engage with patrons.

- General concern that it would not encourage patrons to come into the physical library.

- Funding of the program - who pays?

Get a Library Card Discussion Cont.

Group discussion:

1. What are the advantages of this program?

2. What are the concerns?

3. How should payment be handled?

4. Do you want the WPLC to pursue this program?

Cost Per Circ (CPC) Lending Model

Current cost per circulation in the WPLC Collection:

- Of all time and *all formats*: cost per circ is $0.42
- Of all time and *audiobooks*: cost per circ is $0.41
- Of all time and *ebooks*: cost per circ is $0.43
  - Of all time and ebooks and *OCOU*: cost per circ is $0.34
  - Of all time and ebooks and *all Metered Titles*: cost per circ is $0.54
    - Of all time and ebooks and *Metered by Checkout*: cost per circ is $0.66
    - Of all time and ebooks and *Metered by Time*: cost per circ is $0.41
    - Of all time and ebooks and *Metered by Time or Checkout*: cost per circ is $1.58

Cost Per Circ (CPC) Lending Model

Current cost per circulation in the WPLC Collection continued:

- Of all time and *adult fiction*: cost per circ is $0.40
- Of all time and *adult non-fiction*: cost per circ is $0.55
- Of all time and *juvenile*: cost per circ is $0.36
- Of all time and *young adult*: cost per circ is $0.45

Cost Per Circ (CPC) Lending Model

Purchasing Scenario: Bestseller with High Holds: *An American Marriage*

- Available as OCOU or CPC.
- OCOU price = $26.95; CPC = $2.62 *(CPC price seems to typically be 10% of purchase price)*
- Currently has 115 circulations and 368 holds on 18 copies (at consortium level)
- Spent on OCOU: $485.10
- Current OCOU cost per circ: $4.22
- Anticipated OCOU cost per circ when all holds are filled: $1.00
- It would take 62 weeks to fill all holds, assuming 3-week checkout and no additional holds placed.
- Cost to fill all holds immediately using CPC: $964.16. Overall cost per circulation after filling those holds and with the existing circulations of OCOU copies would be $3.05.

Cost Per Circ (CPC) Lending Model

Purchasing Scenario: Bestseller with High Holds: *An American Marriage*

If we wanted to split the difference of OCOU and CPC and aim for a cost per circulation of $2.00:

- Overall budget would be 483 (circulations + holds) * 2.00 = $966.00
- We've already spent $485 on 18 OCOU copies
- Remaining budget for CPC = $481.00, or 183 circulations
- 185 holds remain, it would take 31 weeks to fill those holds

Versus taking the same budget of $966 and spending it on OCOU copies:

- 18 copies already purchased. $481.00 remaining would purchase an additional 18 copies, for 36 copies total.
- It would take 31 weeks to fill 368 holds with 36 copies.
- Cost per circ would still be $2.00.

Cost Per Circ (CPC) Lending Model

Purchasing Scenario: Bestseller with High Holds: *An American Marriage*

Takeaways from this scenario:

- OCOU in the long run is more cost effective as the cost per circ of this model lowers as items continue to checkout.

- CPC model offers greater patron satisfaction.

- Selector time and effort is great when contemplating these models.

Cost Per Circ (CPC) Lending Model

Data still being collected:

- Better year-by-year analysis of consortium spending per circulation, as we know this number goes down with more time/more circs.
- Current cost per circulation vs CPC pricing for specific titles in the collection, with examples for various lending models, RTL, Audio and eBook.
- Additional scenarios for titles other than a recent bestseller, e.g.:
  - Mid-tier title with a high holds ratio
  - RTL titles with low interest/low build-up of interest (not flagged by normal lending model)
  - Additional analysis of Juvenile titles (fiction/nonfiction, and by format)
  - Better comparison of CPC vs Metered by Time

Cost Per Circ (CPC) Lending Model

CPC Lending Model Member Sharing

- Is there a cap per patron per a specific time period?

- Is there a monetary cap per collection or per item?

- Other thoughts about the CPC lending model?

Cost Per Circ (CPC) Lending Model

Discussion Questions:

1. The advantage of CPC is that it will provide many copies of a title at once. The disadvantage is that it would likely cost more in the long run for titles with high circulation. Should patron satisfaction be considered as a factor as we think about CPC? In other words, are you willing to pay more for more copies at once? And, if so, how much and for what titles?

2. Where do you see items that you want in the collection that may not circulate well? Ex: Juvenile audiobooks? Could these be potential CPC candidates?

3. If CPC does not scale well for the state, would it be beneficial for Advantage?

4. Could the Digital Collection Workgroup use the CPC model as a way to audition new categories to see if there is any interest in adding the new category permanently to the collections?

Thanks for joining us!