Wisconsin Public Library Consortium
Digital Library Steering Committee Meeting Minutes
DRAFT
July 21, 2014, 1:00 p.m.

Teleconference meeting held via GoToMeeting – See instructions at end of agenda

Attendees: Wyatt Ditzler, Arrowhead/Beloit; Mark Troendle, Indianhead/ L.E. Phillips; Sue Queiser, Indianhead/Barron; Jessica MacPhail, Lakeshores/Racine; Stacie Pajewski, Manitowoc Calument/Manitowoc; Amy Lutzke, Mid-Wisconsin/Dwight Foster; Bruce Gay, Milwaukee County/Milwaukee; Jennifer Loeffel, Milwaukee County/Franklin; Dale V. Cropper, Nicolet/Brown County; Kristin Stoeger, Nicolet/Farnsworth; Amy Stormberg, Northern Waters/Shell Lake; Beth Carpenter, Outagamie-Waupaca/Kimberly-Little Chute; Heidi Cox, South Central/McFarland; Molly Warren, South Central/Madison; Bob Stack, South Central/Portage County; Karina Zidon, Southwest/Platteville; Jennie Stoltz, Waukesha County/Pewaukee; Inese Christman, Wisconsin Valley; Evan Bend, WPLC Board/Outagamie-Waupaca; Andi Coffin, WiLS; Sara Gold, WiLS; Bruce Smith, WiLS

Actions and Decisions

Decisions:
- **Approves to recommend the buying pool stays at $1 million, is used for OverDrive content and that further investigation continue into Flipster for consideration for 2016**
- **Approves the Open Content Committee newspaper pilot project plan and recommends that the WPLC Board approve the use of R & D funds for the pilot.**
- **Committee consensus was to wait to take action on Buy It Now until September.**
- **Recommends WPLC Board discuss promotion of WPLC services, including digital library, to determine what should be done as WPLC and what is the responsibility of systems and libraries.**
- **Approved Selection Committee recommendations to increase holds managers purchasing amounts for next three months.**
- **Approved Selection Committee recommendation to increase purchases to 250 max for titles exceeding a 10:1 holds ratio.**
- **Next Meeting Date: Sept. 25, 2014 at 1:00 p.m.**

Committee to-do's:
- **Contact Bruce or Sara if your system is interested in Flipster for 2015.**
- **Will get feedback from system peers about Buy It Now to discuss and take action at September meeting.**
- **Will get feedback from system peers if they have gotten requests digital format (ebooks, audiobooks, and streaming video) Multilanguage materials and in what languages to discuss at September meeting.**
- **Workgroup volunteers: Let Bruce know by 7/30 if you are interested in serving on one or both of the following workgroups:**
  - **Prioritize OverDrive wishlist**
  - **Develop a wanted statistics list for OverDrive use.**
- **Committee members should ask their system's libraries what training and documentation is wanted/needed from the project managers to help libraries better support OverDrive and assist patrons using OverDrive. Send any ideas to wplc-info@wils.org as soon as you have them.**
- **Committee will get input from member libraries about changing default check-out period for popular, high-hold titles to a maximum of 7 days. The Selection Committee will review information about such a**

change and make a recommendation to the Steering Committee for potential action at the September Steering Committee meeting.

- **E. Bend will send Kids and Teens E-Reading Room development update.**
- **Committee members should send any questions it would like WiLS to ask OverDrive staff whenever they have them.**

WiLS to-do's:
- **Will follow up with OverDrive regarding new Buy It Now questions.**
- **S. Gold will find out what language choices do we have for content and interface.**
- **WiLS will do a short survey of Advantage systems to find out how much each are spending and whether they are purchasing copies to fill holds, buying titles WPLC can't or a combination of the two.**
- **WiLS will check with OverDrive to see if there are any changes to changing check out periods for particular titles and will inform the committee as soon as it learns what is possible.**
- **S. Gold will send out a spreadsheet to committee with titles and publishers whose titles go beyond the 5:1 ratio.**
- **A. Coffin will send update on OverDrive support transition.**

1. Call to order: J. MacPhail at 1:06 p.m.

2. Review Agenda – changes or additions: None

3. Approval of minutes – April 25, 2014: Wyatt Ditzler was present at the last meeting, but is not in minutes. B. Stack motioned to approve, M. Troendle seconded. Motion approved. J. Stoltz abstains.

4. Action Items
    a. Vendor Selection Committee (VSC) Report – E. Bend & M. Warren
        i. 2015 Buying Pool recommendation: The Vendor Selection Committee recommends that the buying pool for digital content from OverDrive remain at $1 million and that amount is used exclusively for content from OverDrive.
        ii. New product recommendation: The VSC recommends that Flipster be purchased for the state and the cost to do so is added to the buying pool to be in addition to the $1 million for OverDrive content.
            - M. Warren – Flipster seems to meet all VSC criteria for statewide consideration. Madison and other libraries beta tested Flipster (EBSCO). Titles can be purchased independently. WiLS has access to the trial, which includes the Time Warner suite of magazines. There are a variety of options for access – unlimited to 50-500 simultaneous users. During the trial, Madison made some observations – search function was not perfect but has greatly improved; mobile version of the website looks good; still working out title list and more are being added every day.
            - E. Bend – Authentication looks to work for statewide. We don't know exactly how an advantage system (where individual systems can add to core list) would work, but EBSCO says it will be possible.
            - Is this something we want to do for 2015?   We'd have to do it pretty quickly if we wanted to do it for 2015. Is there a way to set aside some money? It would be hard for some systems and libraries to do for 2015 since some budgets are done or soon due.
            - EBSCO had submitted a price of about $205k annually for the first 81 titles they had licensed. Now that Time Warner signed on, the 50 title list VSC submitted

resulted in pricing of $369,000 if the systems purchased individually and $332,000 if done statewide through WPLC. S. Gold is working to get individual system and title pricing. There is no platform fee, but there is a 5% total fee for administration included in the subscription price.

- Major discussion points include:
  - o Flipster has a better title list than Zinio and has a more flexible purchase options
  - o Because of demand and usage of digital library there should not be money taken from the $1 million to start a statewide magazine platform
  - o With the last $100,000 of LSTA going away for 2015 systems, libraries are already facing an increase even staying at $1 million
  - o There is interest for this in 2016 and for some that is the earliest they can consider it. There are also systems that have funds set aside for a magazine product for 2015. We can look at moving forward if some are interested, and starting it with a handful of systems, but not statewide. So, some can wait until 2016 and some can go forward with 2015. **Contact Bruce or Sara if your system is interested in Flipster for 2015.**
- **B. Stack motions to recommend the buying pool stays at $1 million, is used for OverDrive content and that further investigation continue into Flipster for consideration for 2016. K. Stoeger seconded. Motion approved.**

b. Open Content Committee - Bruce
   i. This committee is proposing a pilot to test a platform to host digital versions of local newspapers for patrons to access everywhere in the state. Action is requested of the Steering Committee to approve the plan and, if approved, then make a recommendation that the WPLC Board approve the use of R & D funds in the WPLC budget to do this pilot.
   - **W. Ditzler motioned to approve the Open Content Committee pilot project plan and recommends that the WPLC Board approves the use of R & D funds for the pilot. J. Stoltz seconded. Motion approved.**

c. OverDrive's Buy It Now option - Jessica
   i. Simon and Schuster, the last of the big 6 publisher holdouts, has agreed to work with OverDrive. In order to purchase and lend their titles, they require that OverDrive digital libraries have the Buy It Now option implemented on their site. An FAQ document about Buy It Now has been sent with this agenda. It asked that this committee make a recommendation to the WPLC Board about whether or not to implement the Buy It Now option. The committee can decide to make a recommendation at this meeting or take back to discuss with peers and make a recommendation at the Sept. meeting.
   - Information shared during discussion:
     a. Two options about where the content credit goes: Either to Advantage accounts when patrons are logged in, those not logged in would go to WPLC (and the systems that don't have Advantage). Or it could all go to the WPLC, regardless of logged in or out.
     b. Simon and Schuster titles are perpetual access, i.e. not metered. The buy it now button cannot just be there for S & S titles. It would be for all titles. Books are currently available to purchase from S & S.

        c. Cost for patrons to buy would be standard consumer pricing offered by the booksellers. Because of this, publishers do not allow titles to be donated back to digital library.

        d. We already have something similar with the Kindle books, offering them to purchase from Amazon after Kindle book expires.

- **Committee consensus was to wait to take action on this item until September. The committee asked WiLS to find out the following information:**
  - a. Can we add text for clarity that it's voluntary to purchase and they are purchasing for their private collection, not to donate to WPLC.
  - b. Learn what the use of Buy It Now has been at libraries that have implemented it.
  - c. Will the Buy It Now button stay so Borrow remains the most visible choice for a patron?

d. Committee topic prioritization, actions and assignments.
- i. Multi-Language Interface and Content - make recommendations to consider adding multi-language options
  - S. Gold reports: Asked selection committee if there was any interested from patrons for Spanish language digital materials. SCLS and Milwaukee said yes, but others did not respond. **Please ask your member libraries if they have gotten requests digital format (ebooks, audiobooks, and streaming video) Multilanguage materials and in what languages.** We are trying to get a sense of whether this is something we want to pursue at the statewide or Advantage level. Is this something we'd integrate or as a separate platform? There are a bunch of questions. "Is there interest and at what level" are the main questions we need to answer first. We'll discuss this again at the next Steering Committee meeting, to give a chance for committee to talk to member libraries.
  - **S. Gold will find out what language choices do we have.**
- ii. Digital Library/Content Promotion - develop recommendations and best practices
  - What do people do for promotion? Should this go to the board?
  - **It was determined it fits better with the board to determine what level it is wanted to do any WPLC services promotion on a state level.**
- iii. Wish List for OverDrive - develop and prioritize
  - **Let Bruce know if you are interested in being on a workgroup to finalize a wish list and prioritize the wish list.**
- iv. Regular Topics for Committee Review– determine topics and process for review, i.e. reviews of various policies
  - Not discussed at this meeting.
- **v.** Presentation and use of statistics: **Let Bruce know if you are interested in being on a workgroup to develop a statistics wanted list for OverDrive use.**
- vi. Additional training and documentation: **what training and documentation is wanted/needed from the project managers to help libraries better support OverDrive and help patrons. Committee members should ask their system's libraries and send any ideas to wplc-info@wils.org**
- vii. API's for ILS's – the sooner ILS's integrate API's for discovery, holds management, check out, renewals and returns, the sooner the digital library is not dependent upon a vendor's platform and considering other vendors for content will be more feasible.

- Discussion points: How do we move this forward? Start with ILS admins? Eastern Shores has done it, and Waukesha is planning the same thing with their LSTA money next year. Both use Polaris. There were some issues with Eastern Shores' implementation. SCLS is supposed to have API capabilities in their next Koha upgrade. OWLS will be doing something early 2016 with an upgrade. Perhaps each system works with vendors and shares the experience with one another. Might be a little early, since most are dependent on what vendors can offer.

  viii. Use of Advantage program by systems: The board thinks it would be beneficial to understand how systems are purchasing with the Advantage program. **WiLS will do a short survey of Advantage systems to find out how much each are spending and whether they are purchasing copies to fill holds, buying titles WPLC can't or a combination of the two.**

5. Reports: Committees, Work Groups and Project Manager Updates
   a. WPLC Board
      i. Evan - Met May 7th. We decided to decommission the gadget packs for WPLC training. They go out of date too quickly to be maintained. The remaining items will be donated to the WLA Silent Auction. Also, the Board is looking at other projects now that OverDrive has the Steering Committee. An Analytics and Marketing committee has been formed to look at data analytic produces and collaborative marketing/planning to give libraries a clearer understanding of who their patrons are and what they are using.
   b. Selection Committee
      i. S. Gold reports: We want to address concerns from WPLC members regarding high holds and long wait times, which is an average of 23 days. The goal is 5 hold to 1 copy and we are not meeting it. S. Morrill ran a report, to fulfill all the holds in the shared collection would cost $800k. Since we don't have that, we have recommendations:
         - Decrease the holds to copies ration to 8:1, which doesn't really help the problem
         - Titles exceeding a 10:1 ratio, we automatically bump to 250 copies max (current policy is not to order more than 100 copies of a particular title unless it's exceptional and been reviewed). This would do this automatically. Unknown how many copies this would affect.
         - For exceptionally popular titles, 500 copies should be ordered right off the bat.
         - For the next three months, we increase the holds manage (an automatic list that runs every month to identify) for audio from $10k to $20k, and ebooks from 20k to 40k.
         - Focus on titles with a 2010 or newer copyright date. The collection's breadth and depth is increasing, but the committee suggests that we only select titles that are within the last four years, focusing on best-selling and fiction. For non-fiction, focus on popular titles like cooking and crafts.
         - Set up a holds manager for streaming video. They are very popular with patrons.
      ii. Comments:
         - Concern was expressed about the 250 limit for the expensive titles (Random House). As far as buying back titles, the great thing is that they are cheap and they don't go away. For the cost of one or two bestsellers you can get 30 backlist titles. Not sure automatic with bestsellers is a great idea. S. gold noted we can put a limit on them and we are very aware of the Random House titles. Should have clarified that this is part of our practice already, to not order significant amounts of RH copies. We can limit that. Now, we are not

coming close to fulfilling any high demand titles, regardless of publisher. We'd like to ease up on backlist titles and address those that people have on hold.

- Has it ever been explored for those that have long holds queue, changed the checkout period? Ebook default is 21 days though patrons can change. This would be a steering committee decision. **WiLS will check with OverDrive to see if there are any changes to changing check out periods for particular titles and will inform the committee as soon as it learns what is possible.** The default for audio is 14 days. **Committee will ask member libraries about this and take any potential action in September.** To clarify: We are looking to change the maximum check out period for very popular titles to seven days. The question was raised about whether this will help or just result in more holds because people won't be able to finish some titles in 7 days and will just put on hold multiple times to finish.

Decisions made:

D. Cropper moved increasing holds managers for next three months. M. Warren seconded. Motion approved.

S. Gold will send out a spreadsheet with titles and publishers whose titles go beyond the 5:1 ratio, perhaps it could be done over email. Could also have an amount with it ("nothing over $60). Some titles are already over the 100 copy max.

B. Gay motioned to approve the increase purchases to 250 max for titles, given that S. Gold will provide a list of those titles. J. Stoltz seconded. Motion approved.

    c. Kid's eReading Room Work Group
        i. Progress Report – **E. Bend will send update.**
    d. OverDrive Support & Training
        i. Update on transition. – **A. Coffin will send update of transition.**
    e. OverDrive Update
        i. Report sent with agenda.
- **Committee members should send any questions it would like WiLS to ask OverDrive.**

6. Ongoing Discussion Items - none

7. New Discussion Items - none

8. Committee information sharing and questions - none

9. Next Meeting Date: Sept. 25, 2014 at 1:00 p.m.

Recorder: Andi Coffin