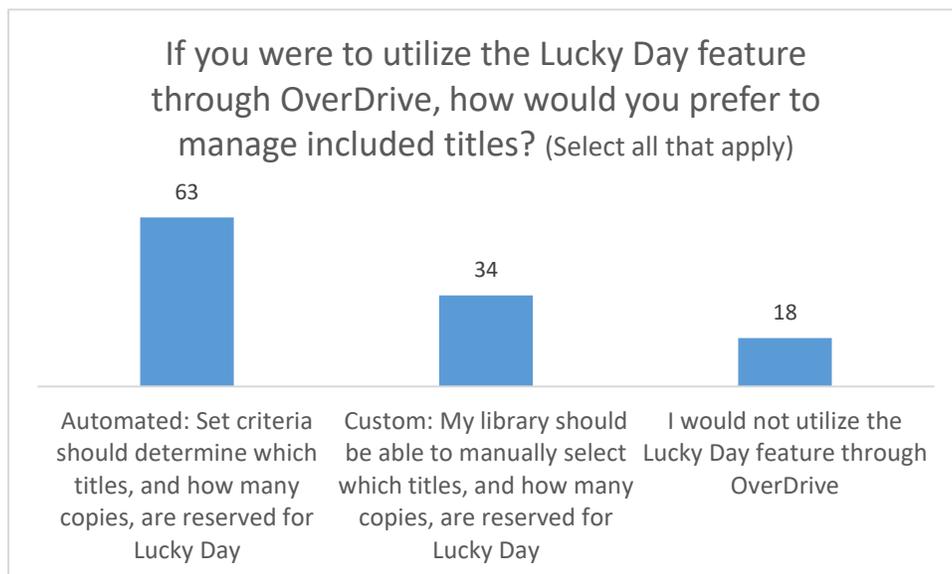
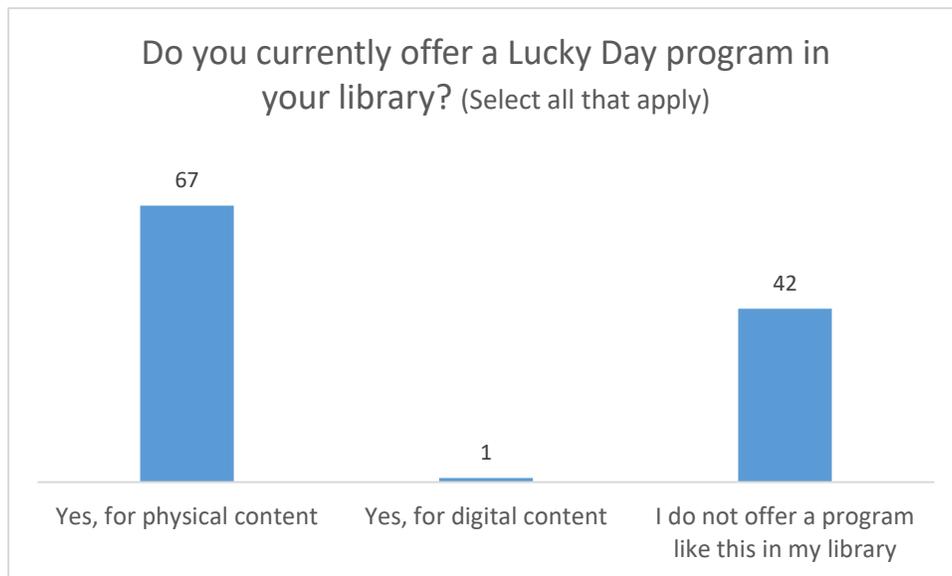


Summary of Wisconsin responses to OverDrive survey on “Lucky Day” collections 2/2019



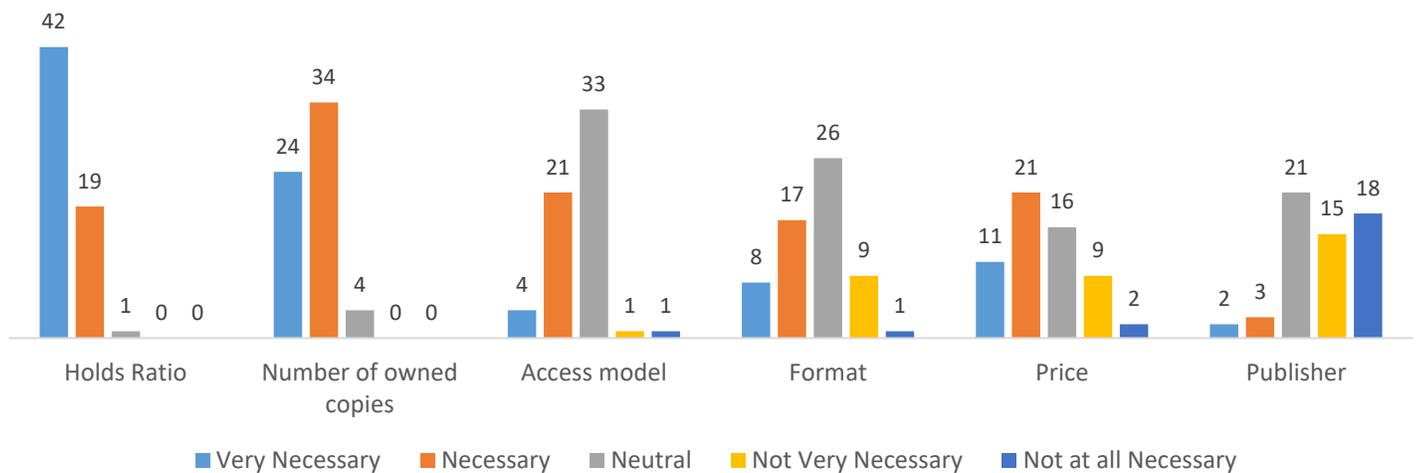
Why did you select this option?

- If talking about the statewide WPLC consortium, then I would prefer that it be automated. If talking about specific Advantage accounts, then I would like it to be custom.

- I think titles in Overdrive should go to whoever is next in the hold queue. Our library system's Advantage account more or less acts as a Lucky Day device to speed up that queue.
- In general I'd like to have a solid set of criteria in place that automatically populates Lucky Day collections with popular titles. With some local conditions, it would be good for a library or system to be able to add in cases of unusual need.
- I don't have time to curate that collection and I think it would be pretty obvious which titles were in high-demand.
- Depends on whether this is being managed by individual libraries, or by consortia. If individual library, would prefer to select my own titles.
- Customizing selection for our library sounds good in theory, but I don't think we have the staffing resources to consistently pay attention to this.
- Prefer more local control
- I would want the titles to match what we have in our physical Lucky Day collection.
- It would provide monitoring of the necessary titles thereby freeing up valuable time of the library staff members.
- This library is part of a consortium which would manage this. Also, the majority of users at this library do not use streaming services which includes OverDrive.
- At this time, we wouldn't want to go in this direction.
- Less staff time
- Do not have enough staff to do this manually. Not sure if we even want a Lucky Day feature through Overdrive.
- Frankly I don't have time to make a proper study of titles.
- My library has very low circulation with OverDrive, probably due to the low income level in the area, and to a lack of internet access.
- This option would be less hands-on. Also, OverDrive probably has access to the best data to choose titles.
- Users often see a large holds list and know they won't be able to get the book for many months and then don't put holds on things. So the holds ratio may not actually reflect the popularity of the title.
- I would like the option for both. If we had a community reading program, it would be nice to offer Lucky Day copies, otherwise automated would be the best idea.
- I'm not exactly sure how to interpret this question. For the "Custom" option, would each library within SCLS select titles or would this fall to the SCLS system staff? If so, I may change my answer to "Custom," but if it would fall on my individual library I think it would be too much work.
- Time involved could be too great to do a custom lucky day.
- If done for a local Lucky Day I'd want to keep closer track since we have a small book budget
- More accurate picture of what's popular.
- Sounds like more fun; would be able to tie in to special programs; would be able to take into account physical Lucky Day collection
- Lucky day titles should be determined by high demand. That is how we determine which titles to add in our physical lucky day collection, and if Overdrive is monitoring this I don't see the need for us to oversee it as well.
- It reduces the amount of staff workflow and we can clearly define the criteria for consistency.
- I did not know there was a LD feature through OD. I'm not sure what it is or how it works.
- This is how we manage our current Lucky Day items and it seems to work well. This way we can adjust for the needs and desires of our specific patrons.
- Would require less staff time.
- Better range of items suited to our demographics tastes.
- Lowest level of staff intervention - most likely to be consistent with practices at neighboring institutions.
- Cuz I don't want to monitor it and want people with expertise to handle the parameters for all of us.

- To keep the collection more in tune with my community's interests.
- I think our patrons would prefer staff who know their likes and dislikes to select titles and copies.
- we are a smaller library, so demand is not super high
- Most of the users at my library do not have devices or stream.
- It would save time.
- I think the premise of Lucky Day is wrong. We have items that should be available to all. Put your holds on them and wait your turn. Lucky Day just makes some folks angry!
- I don't care for Lucky Day collections, but if we had to have them I don't have the time to think about it. I would prefer to set parameters and be done.
- Local control seems best as we know what our library customers read and want.
- Time constraints. I can see how being able to set the titles would be helpful if you had a community read or a book club.
- I don't have time or staff to go through a selection process
- Then it will be done automatically as soon as titles are available.
- more local control
- I like the idea of a lucky day collection, but do not have the time to manage it.
- I do not have the time to also curate this collection as I am the curating and cataloger for the entire library
- Different communities have different needs
- Less work. I would suspect automated criteria would select titles that we would be selecting manually anyway.
- While I would like to be able to set specific titles, as the sole full time staff person, I do not have enough time to do this in a regular manner. Automated with a custom option to select a few manually would be ideal.
- We do not do a physical Lucky Day, so I would opt out of an e.book Lucky Day feature.
- I think having a set criteria with some manual custom options would be the ideal solution. A set holds criteria will catch some copies, but some patrons see a long hold list and don't want to bother tying up their holds on a book that they won't have access to for over six months. Some custom options would allow us to utilize Lucky Day on books that we know will appeal to our patrons.
- time to do a good job and monitor it are in short supply
- It would not take staff time to select titles.
- Because my library community has different preferences than other library communities and this way I can customize orders to suit their tastes and my budget.
- The existing model, first reserve, first serve, offers a predictable timeline for patrons to manage their check outs.
- not my area of expertise
- More Fair?
- Automated would be good but custom may be useful as we figure out what works & doesn't work. Both will depend on costs.

What criteria would be necessary for automating Lucky Day title selection?



{Note: 3 criteria – Author popularity, Date of oldest hold, and Return rate had only 1 response each and are not included in the chart above}

What automated selection criteria would you put in place? (e.g. If an ebook has a holds ratio of 5 to 1, with at least 10 copies available, reserve 2 copies as Lucky Day; 10% of owned units with a maximum of 5 units).

- I look at Lucky Day copies as extra copies, not ones already being used to fill holds. Copies should be purchased for any title with a holds ratio of 10 to 1 or greater; maybe 1 copy for a 10:1, 2 copies for 15:1, 3 copies for 20:1, etc. I strongly dislike the new PRH model and other models where copies expire after a certain amount of time but yet cost way above list price of a physical copy, so I would be more cautious in purchasing those titles despite the ratios. I also would be looking more closely at titles that are still actively having holds placed on them.
- use the example provided above
- Definitely a copy floor--if the consortium doesn't have X number of copies, none will be Lucky Day.
- I don't know.
- Must be at least 1:1 ratio for copies filling holds and lucky day.
- Not sure.
- I like your suggestion
- Without looking at all the data, I'm not sure what I would use. For print materials, we use 15 -29 holds or more = 2 copies; 30-49 holds = 3 copies. We will consider purchasing any title that we do not own if there are 3 or more holds on it.
- The example above sounds reasonable to me.
- The five to 1 people waiting per copy ratio would seem to be a good indication of what would be needed. If extra copies can't be afforded at that level, libraries should be able to choose their tier (5 to 1, 10 to 1, etc.) where the luck day books are only brought in at the higher ratios.
- Unsure
- Any format with over 200 holds that has a holds ratio greater than 5 to 1, additional copies would be purchased up to 5 for Lucky Day use. I would also have an option when holds were placed asking if the patron would be

interested in a shorter checkout - if the majority of the holds placed were no - the title should not be purchased for Lucky Day.

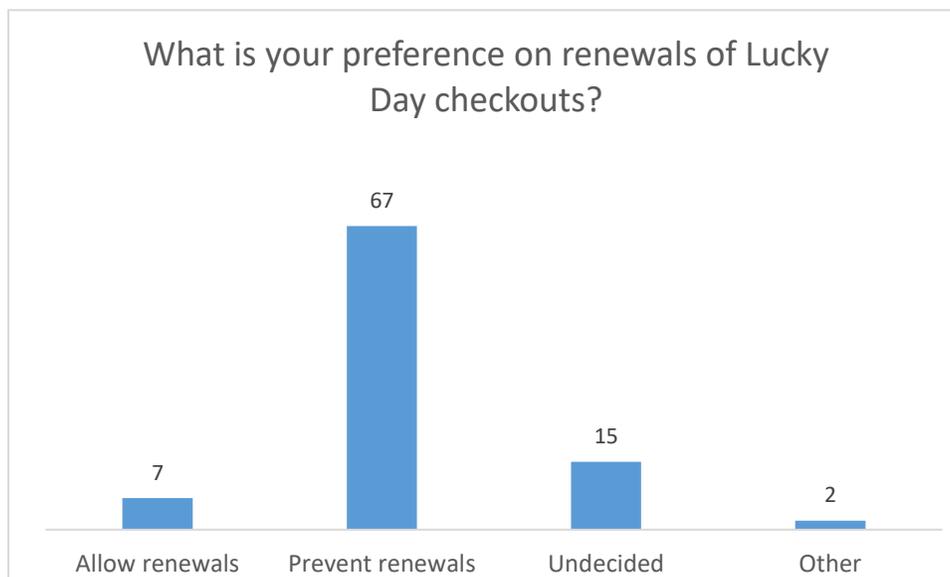
- something similar to example
- The higher the holds ratio, the more lucky day copies.
- The example seems fine but I haven't enough info. to determine anything.
- We would want input from WRLS libraries.
- I'm not sure.
- This is a tricky question since I'm not sure of how these stats play out in the WPLC. For print copies we do a holds ratio of 5 to 1. It also makes sense to just have a few be lucky day, so 2 out of 10 seems reasonable.
- 3 to 1, 12-15 copies, reserve 2 copies
- We belong to a system of many libraries. If our patrons have more than 10 holds on an item then we need to buy another copy for either lucky day or another circ-ing copy. We get a monthly report to alert us to titles that we may need to purchase.
- If an ebook has a holds ratio of 7 to 1, with at least 10 copies owned, reserve 2 copies as Lucky Day. If an audiobook has a holds ratio of 7 to 1, with at least 4 copies owned, reserve 1 copy as Lucky Day.
- If an ebook has a holds ratio of 10 to 1, with at least 15 copies available, reserve 3 as lucky day
- I'm not sure.
- The example sounds good to me!
- 1 lucky day to every 25 holds, regardless of total copies.
- I agree with the example
- Don't know.
- If an ebook or eaudiobook has a holds ratio of 8 to 1, with at least 10 copies available, reserve 2 copies as Lucky Day; 10% of owned units with a maximum of 5 units.
- holds ratio of 10 to 1 with 10 copies available, reserve 2 copies.
- I would say similar to your example.
- The above example
- If an ebook has a holds ration of 5 to 1, with at least 10 copies, reserve 2 copies as Lucky Day
- I haven't really thought about it. I could go with if the ration is 5 to 1 reserve 2 copies as lucky day.
- I'd prefer to work with collections staff in the consortium to set this. The example provided sounds good.
- Not sure
- Maintain a 5 to 1 ratio of hold-able copies and buy an additional copy for lucky day collection.
- Based on percentage
- The standard for physical copies is a 5 local holds to 1 copy ratio.
- I'd probably start with something similar to your example and then tweak based on feedback from our users.
- I am not sure what would work the best
- If holds ratio is greater than 5 to 1 then add additional Lucky Day copies
- If an ebook has a holds ratio of 5 to 1, with at least 10 copies available, reserve 2 copies as Lucky Day; 10% of owned units with a maximum of 5 units
- Not sure at this time.
- I'm not sure I know enough about this subject to offer criteria advice.
- If an ebook has a holds ratio of 10 to 1 with at least 10 copies available, reserve 2 copies as Lucky Day.
- 10 to 1
- I like the example. A 20% in the Lucky Day.
- I don't know
- If an ebook or audiobook has a holds ratio of 5 to 1 with at least 12 copies available, reserve 2 copies as Lucky Day

- Not quite sure how this would work if the public library did not own any of the copies, would this be part of the library system?
- NA
- Maybe something like 10 local holds on a title with at least 15 copies available, reserve 1 lucky day copy.
- If an ebook has a holds ratio of 5 to 1, with at least 10 copies available, reserve 2 copies as Lucky Day; 10% of owned units with a maximum of 5 units
- Anything over a 4 to 1 holds ratio could trigger a 1 copy Lucky Day Purchase. Maximum number of units would depend on cost of book and overall popularity of the title.
- sounds good.
- If an ebook has a holds ratio of 5 to 1, with at least 10 copies available, reserve 1 copy as Lucky Day.
- 5:1 holds ration; 10 copies available
- We have a holds ratio of 5 to 1, but we cap our numbers at 3 copies for books, 1 copy for audio, 2-3 copies for DVD. The ratio suggested (5 to 1, 2 out of 10 copies) might be a good place to start but might have to be tweaked.
- ?
- 5:01
- I think 5 to 1, with at least 10 copies in system (not available), do 2 Lucky Days
- Depends on consortium ratio & advantage ratio, number of holds and number of copies. Plus date of publication - how new is the material?
- No strong feelings

What process would you use to manually select titles for Lucky Day?

- I purchase for my system's Advantage account, so I would keep an eye out for those ratios when I'm going through the holds report. I'm already making some of these same judgment calls described in my previous answer when deciding whether to buy additional copies so it would be easy to adapt for Lucky Day titles.
- Librarians on staff would select titles.
- High-interest titles, popular authors, high hold levels.
- Based on the request and taste of our users we would extend select titles through digital collections.
- High demand e-books and e-audio books. Acquisition price would be a factor. More copies of less expensive titles.
- I would trust our system reps/committee to the state consortium to make a decision on this, hopefully with some input from member libraries
- same one we use for physical copies, popularity and good reviews
- SCLS holds reports
- We get a lot of word of mouth information, like if we hear that book has been selected for several local book clubs. Or in other instances we may be responding preemptively to a movie or TV series is being made.
- Seek out titles, community reads, book club,
- I would have to know more first to be able to answer this question.
- Go into Marketplace to look at local holds lists.
- From data collected that shows who the top circulating authors are along with some occasional seasonal or political information (biography of a recent sitting president, political figure, beloved movie/TV/music star, or something that pertains to current political climate.
- I probably wouldn't be the person to do it, although I'd be happy to make suggestions to whoever would. I'd like if it tied in with special events and programs, so I would make suggestions along those lines. I'd also pass along requests I got from readers.

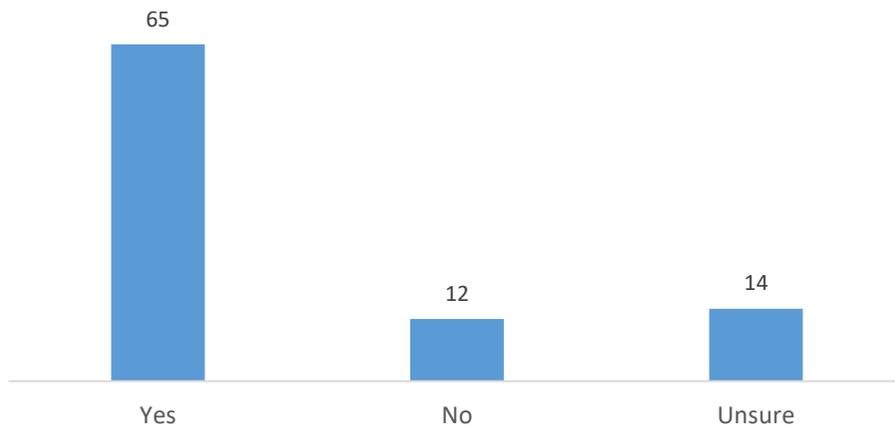
- Choose popular authors and series for our existing patrons, as well as using predictive book lists to decide what will be "hot."
- Our collection development manager through Overdrive Advantage purchasing.
- Combination of Collections HQ software and bestseller lists
- Looking at what is currently popular in physical content and looking at bestseller's lists.
- Demand, Use
- We would have to work out a fair process with the libraries involved.
- similar procedures for ordering physical books
- Selection from highest-demand titles in our local physical collections.
- Selection criteria would be determined.
- analysis of popularity
- Traditional scroll and click
- Current selectors would manually select Lucky Day titles based on knowledge of patron demand and usage.
- Copy to Hold ratio. Books that have high demand should be included in the lucky day collection.
- Examining the high demand holds lists and bestsellers
- Unsure.
- System selectors would administer.
- Emailed spreadsheet of potential Lucky Day titles.
- popular releases
- I have no idea
- Number of consortium holds, number of consortium & advantage copies. Date of publication - how new is the material.



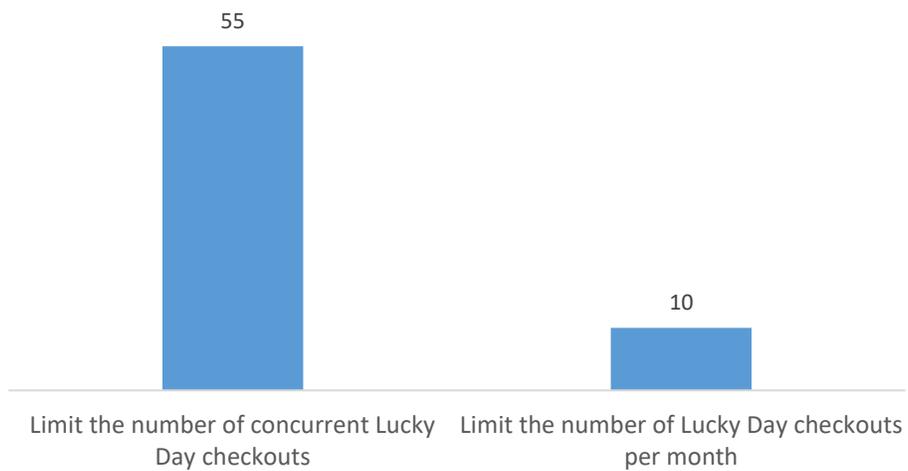
"Other" responses:

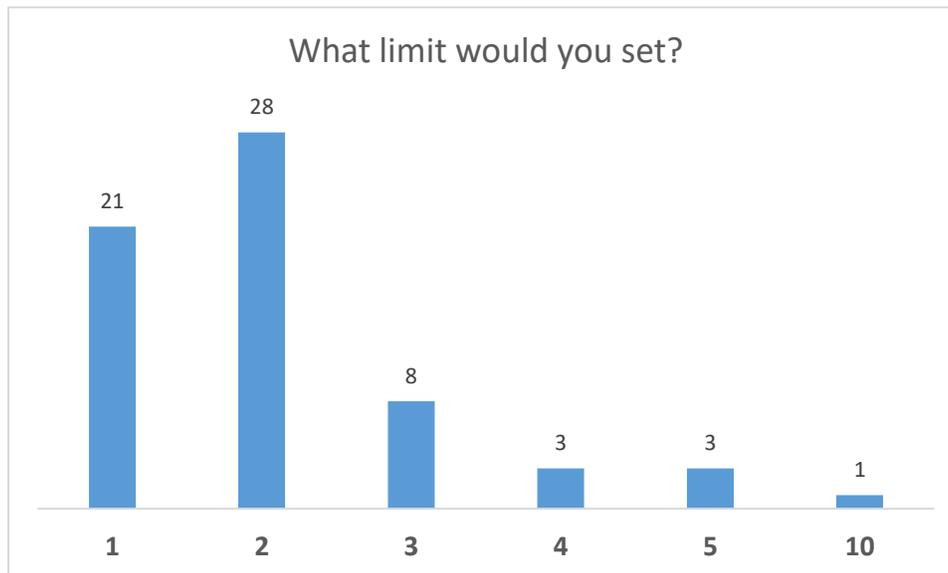
- Prevent renewals and disallow patrons from checking out the same LD title for at least a week
- only if no holds on that title

Should there be a checkout limit per user for Lucky Day copies?



How should the checkout limit be applied?



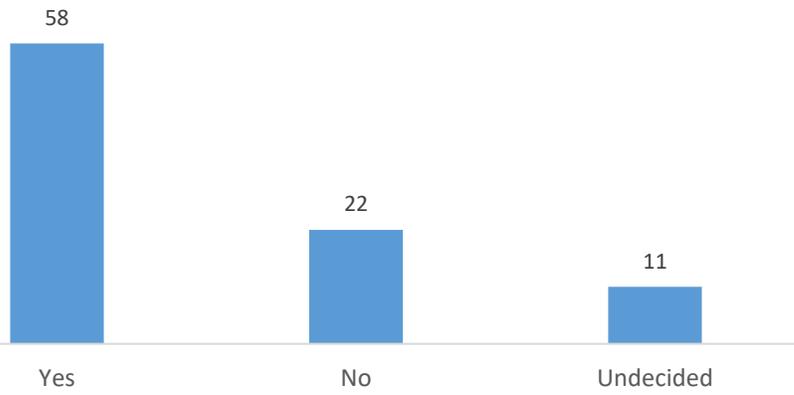


{Note: No one responded that 6-9 would be their preferred limit, so those are not included in the chart above}

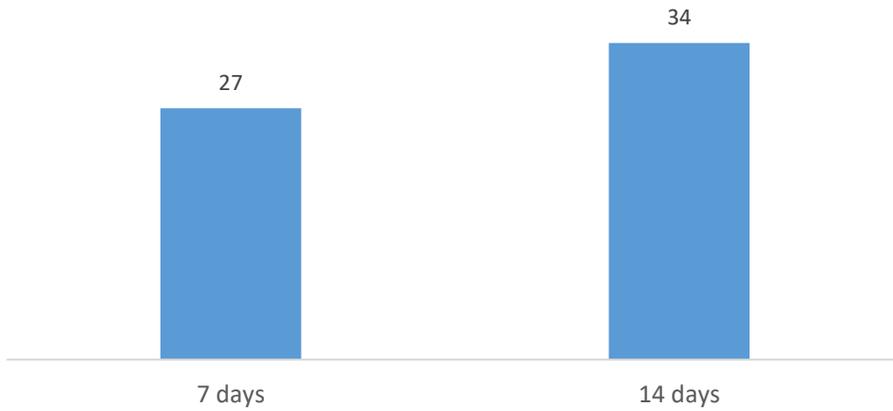
Comments on “What limit would you set”

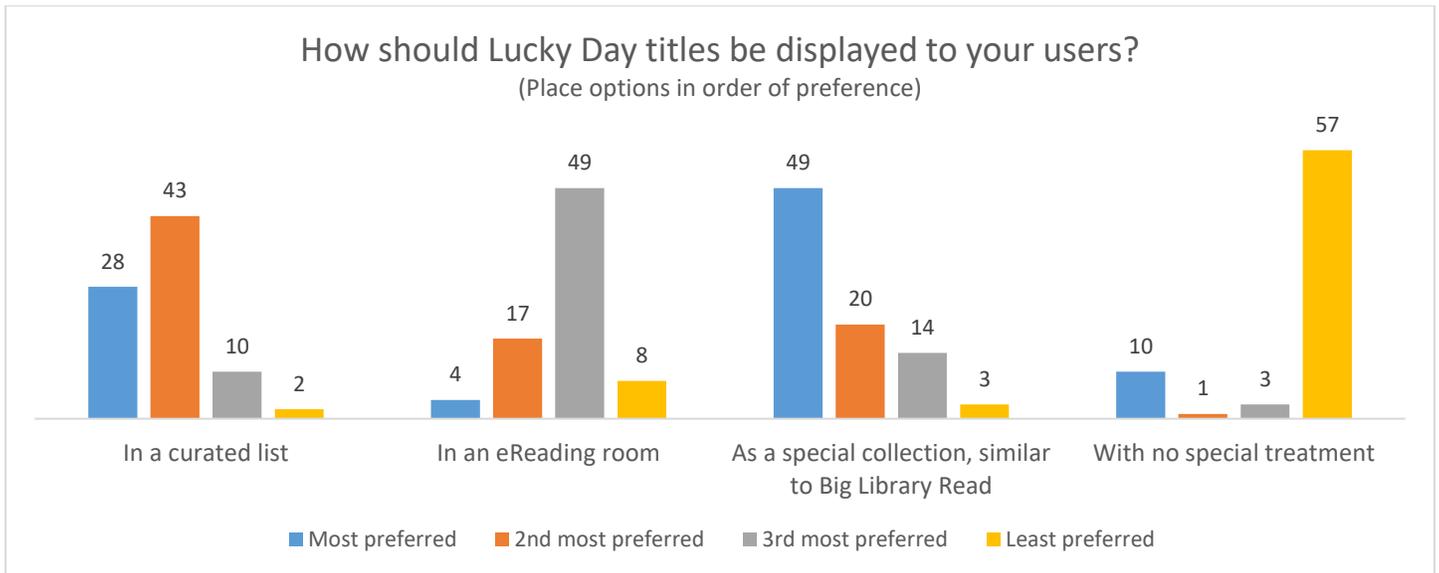
- Because these would be so rare and there are so many users, whether within the library system (Advantage account) or WPLC, I believe it's best to limit them to one at a time at least to start. If they're not being checked out then it could be revisited, but I highly doubt that would be the case.
- Considering a person could only read or listen to one at a time, I would limit it to 1. I would also not allow renewals, so they would need to read or listen to that title first.
- Have a limit of one per week so that all would have a chance to checkout Lucky Day materials.
- How many do most folks check out in a month? My number was arbitrary.
- I believe the whole point of "Lucky Day" is to spontaneously provide popular materials. If someone is able to have a lot checked out at once, or check out materials and then continuously renew them until they can get to it, then it defeats the point. I would want very fast turnover and would rather give everyone a short chance to benefit than have lax rules which will allow others to abuse the system.
- I think it would be nice to limit because then more people would get to experience the lucky day collection. It would let WLPC spread the luck around to more people which I think would be a plus.
- I would also argue that renewals be allowed on both ebooks and audiobooks. Currently, an audiobook has a maximum checkout of 14 days, and we have received several complaints that the checkout period does not allow them to complete the book during their commutes before it is gone.
- I'm concerned if we do more than 3, I am concerned that people will check things out but not have enough time to read all of them. Especially if they can return items early.
- Keep numbers low to get the holds filled.
- Lucky Day titles will be high demand. Want to spread these among as many patrons as possible.
- No more than 2 concurrent Lucky Day checkouts.
- Once an item is returned, another lucky day could be checked out. Can you really read more than 3 books at a time? Maybe lower. 1 seems too small.
- One at a time seems fair with the high use of overdrive in our state.
- The whole point of Lucky Day is to keep items circulating to all patrons. Limits help move the items through patron in a more timely fashion.
- Then they concentrate and read that book and still in the hold line on other copies.

Would you want to limit the lending period options on Lucky Day checkouts?



What lending period(s) would you offer?
(Select all that apply.)





Comments on “How should Lucky Day titles be displayed to your users?”

- This would be yet another thing to confuse people with.
- Since the checkout limit and loan limit will apply, these need to be a special collection so patrons will realize that special limits apply.
- Not sure what an eReading room is.
- no idea what an eReading room is, but still better than doing nothing to set them off
- may depend on the number of lucky day titles
- It needs to be obvious and clear to patrons.
- I think they should show with the available titles. I don't think they need special treatment - if they're not available then they're just like any other title and people who are familiar with Lucky Day collections in their library would think that those are all available at the moment and be frustrated to learn that they're not. If the due date is displayed, I could see having a special collection so patrons would know when to check back and try to grab it.
- I think any of those ways is okay as long as they are differentiated from the regular titles.
- I think a curated list highlighted on the home page would be the most preferable way to display these titles.
- I don't know what an "eReading room" is. I think that if users look for a specific title it could be their "lucky day" if they see that one it available. I wouldn't feature them prominently because people would check them out whether or not they are actually interested in that particular book.
- Good visibility.
- As a user, too many details make me go the other way. Call it a Lucky Day collection and have a little bit of explanation. That should work!

What aspects of an OverDrive Lucky Day feature would you consider “must-haves”?

- They are shown in an "Available" list
- The option to sign up for e-alerts when a new Lucky Day book is added, just like an author alert
- Special section to look at.
- Process should be very clear to patrons (and staff!). If patron is on hold for the same item, are they eligible for a Lucky Day checkout? Does their hold clear if they're able to checkout the item as a Lucky Day? What time/day

are Lucky Day items released? Can Lucky Day items be returned early? eBooks and audiobooks? Same titles in both formats?

- Popular titles, titles with highest holds or titles with movies pending.
- Popular titles, complete item descriptions just like the regular checkout option, manages itself.
- popular materials
- not sure
- Not sure
- Not entirely sure what you are asking for here.
- No restriction on lending periods. The biggest complaint we receive is that people cannot finish their item before the due date.
- No reserve list allowed
- No renewals. All formats.
- No renewals allowed.
- no holds no renewals 14 day loan period limit concurrent checkouts to 1 at a time, per account
- no holds
- Newer titles published within 1 year. Easily found in Overdrive. Similar means to put one on hold as regular Overdrive.
- New, popular titles More copies available
- New releases Popular authors Control over collections
- New and popular bestsellers.
- Multiple copies of popular titles
- Making popular titles more available to patrons.
- Lots of visible communication about the service. Make it easy for people to access and select. Clear directions on how many check outs one can have with Lucky Day and that they can't be held.
- I think that limiting the number of concurrent checkouts for Lucky Day items is a necessity so the feature is not abused. It may even be good to have a monthly limit so everyone is having a chance to use the feature.
- I don't know since we do not offer it currently
- I don't know enough about this to give any input.
- I don't know about features other than having titles that have the largest holds list be also available in lucky day collections.
- Fun marketing graphics for the program and the titles included in the Lucky Day collection. Keep it simple! Make the person feel lucky - a prize for the 1000th lucky day checkout for instance.
- equity of checkouts and available holds
- Easy to find titles (a link at the top of the page, different colored download buttons that say "Lucky Day", etc. in order for customers to understand that these titles are different)
- Easily tracked/stats for staff; ease of discoverability for patrons.
- ease of use in determining holds/copies ratios rapid deployment of selected titles reasonable pricing supporting publicity materials to advertise the new service, both digitally and in the real world
- Ease of use
- Each library able to choose their own Lucky Day materials. Limit renewals to one per item.
- Dynamic, regularly-changing list of titles
- Current Bestsellers list
- Cost control
- Clear information/instructions for patrons about what the feature is and how to use it.
- book, and audio book format
- Best sellers with high holds

- Audio as well as ebook whenever available in both formats.
- As long as there are enough copies of items to go around, there should be no problems.
- Access to new books.
- Absolutely can't renew it or check it out again within a certain time period.
- ?

Is there anything else we should consider as we develop this feature?

- Yes if someone gets a Lucky Day title that they have on hold the hold disappears. Can't have both. Lucky Day is to offer a it is here now and I don't think it is fair that a patron keep the hold while reading the Lucky Day, it will only clog up the holds moving quickly.
- Would titles only be available to patrons of the systems who paid into the feature? By system? By library?
- Thank you for thinking of doing this
- Please extend all audiobook lending to 28 days in consistency with ebooks.
- nothing comes to mind
- No
- Make sure statistics will be available for this specific collection.
- Make it easy for patrons and staff to understand.
- List all Lucky Day Books that exist in the e-collection, and then their status as available or checked out.
- Keep some sort of special logo or branding for these items so they are easily distinguishable from other items in OverDrive. Make it obvious!
- It would be nice to have an advance list so we could tell readers "Well, this book has hundreds of holds now, but next month it will be a lucky day title!"
- Include both audio and ebook formats
- If patron already has hold on that title, include question about cancelling existing hold. Would Lucky Day copies automatically go back to filling holds after a certain period of time? How will these titles be handled by Advantage Plus program if Advantage accounts use Lucky Day but Consortium doesn't? With budgets already tight & unable to meet demand, my concern is spending money on Lucky Day copies that are sitting unused when there is a long hold list.
- I think it may be difficult to communicate how this would work to the patrons but most libraries in my system have some form of a lucky day collection so I think our regular library users are pretty familiar with it.
- Highlight it and explain it. We have a physical lucky day collection and people are unsure about why a current hot bestseller is so readily available.
- Have to avoid the current "buy a bunch of copies, never need them again" issue. Would publishers be on board?
- Don't limit by title, format, or publisher. Allow flexibility, because what works for our consortium, might not work for the next.
- Can't think of anything.
- Can you build in a feedback opportunity for OverDrive readers using the program?
- Can this service be equitable for all library users regardless of home library size? If not, please don't.
- ?

Lucky Day is a working name for this new feature that will be managed in Marketplace. Is there a different term you prefer?

- We use the term "Hot Reads" but I'm not sure that is better than lucky day.
- We use "express" for our walk-in collection. I have also heard "jackpot" used. Maybe something like "no wait" collection? Or "in demand" collection?

- Serendipity
- Not as long as it works similar to how LD programs for physical items work in libraries.
- Nope.
- Nope
- No...name is already familiar to many library patrons
- No. Many users already know the concept. If they don't, they'll understand it right away.
- No.
- no, that says it all
- No, our patrons are used to this name so it would be a great carryover for us.
- no, it's fine
- no, it is a familiar name for books and dvds
- No - this is a good name!
- no
- Lucky Day is what we use for print so patrons know what it means already!
- Lucky Day is perfect
- Lucky Day is librarian lingo. Real people do not know what that is.
- literally almost anything besides "Lucky Day"
- I like Lucky Day, my patrons know what that is already.
- Hot Reads
- Hot Picks
- hot copies, quick picks, latest and greatest, high interest
- Digital Lucky Day
- Browsing Collection

As we consider more solutions to help manage demand on popular titles, are there other features or tools you'd like to see implemented?

- Soundbites from authors and book reviews should be something users can turn on as an option. It would Help the reader determine whether a title is worth the wait.
- Nothing comes to mind
- Nothing at this time
- Not that I can think of at this time. I really like the idea of a Lucky Day collection. We have Lucky Days, and it is extremely popular.
- not sure
- not at this time
- not at this time
- more checkouts per title

- Maybe an option at the end of an audiobook to remind them to return it early instead of waiting for it to expire.
- Longer loans for audiobooks. They should be the same length as a book. Some are 15 hours long. That's almost a full hour a day just to finish.
- Just having more copies in circulation on big name titles. I am currently on waiting lists for several items and the expected time is close to 6 months.
- It's pretty obvious that e-book usage has peaked, and is falling at libraries in my consortium. For the moment, e-audio is going up, but I expect that also to peak. I think OverDrive needs to figure out a different structure when working with publishers, something that will allow a sliding payment scale for titles so that more holds will generate more copies available, with a corresponding payment to the publishers.
- It is a difficult challenge, I think you are doing great in your attempts to solve it. The service does continually improve (even if it is incrementally).
- I'd like to see the purchase of audiobooks surpass that of ebooks; they're more popular.
- I would like you to advocate for a different purchase model. It would be wonderful if all companies offered two options - the former PRH option to buy a permanent copy at a higher price along with the HC option to buy at physical list price for 26 circs. It's so difficult for libraries to manage copies that expire or to estimate the demand for those following a length of time and we don't need 10+ permanent copies of old titles but it'd be nice to have one or two. At least with HC I don't have to worry about losing money because I know I'll get 26 circs even if it takes ten years. If libraries were offered these two options on all titles, we would be able to maximize our purchasing dollars and provide much better customer service.
- I don't know. It's a struggle whether it's ebooks or actual books.
- Cost per use models like Hoopla provide great value and no wait times for the users.
- Concurrent checkouts of materials, or even concurrent 'use' if materials aren't downloaded. Like several users could be accessing it in their browser at the same time, without officially checking it out and downloading the material.
- As I look at Lucky Day collections I like where they tell the patron that they should read it first so others can also enjoy the book. If a name like Zip Readers or something that conveys the time limit that would be good also. When we have Lucky Day at our Library we see it that they have to come in and it is their Lucky Day if it is there. This is more like the lines at a theme park where if you are willing to ride alone you get to go in the faster line.
- 2 week loan periods on high demand titles that are part of the regular, circulating collection