

# Welcome!

**Shared Digital Titles Provide the Best  
Collections on a Budget**

Wednesday, May 13, 2020



## **Audio**

All attendees have been muted



## **Chat**

Add your location while we get setup!



## **Q&A**

We'll check here for questions (not chat)



**Tina Maura**

Collection Development  
Coordinator, Mandel  
Public Library



**Amanda Woolf**

Librarian II, AV & Electronic  
Services, Palm Beach  
County Library System



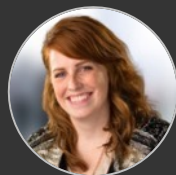
**Tom Mercer**

Senior Vice President of  
Digital Products, bibliotheca



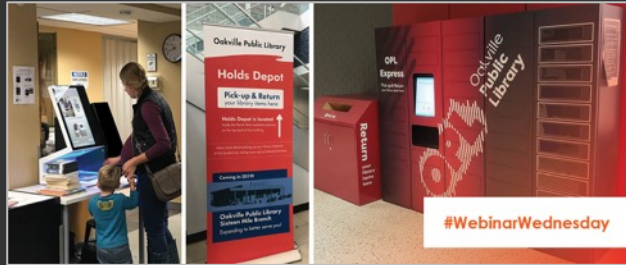
**Meghan Davis**

Vice President of Global  
Marketing, bibliotheca



**Monitoring chat and questions**  
Kelly Knutson and Kristy Goebel

# #WebinarWednesday series



Making Library Use More Accessible  
**On-Demand**



Featuring Hamilton and Oakville  
Public Libraries



No matter your size, create a 21st  
century library experience  
**On-Demand**



Featuring Sioux Center  
Public Library



Improve Staff Productivity  
and Make a Bigger Impact  
**On-Demand**



Featuring Iredell County and Forsyth  
County Public Libraries

[bibliotheca.com/events](https://bibliotheca.com/events)



**Webinar Recording:** we'll share the recording  
for absentees following today's live event

# Embracing technology to solve library challenges



**Awareness and  
Engagement**



**Outreach  
and Access**

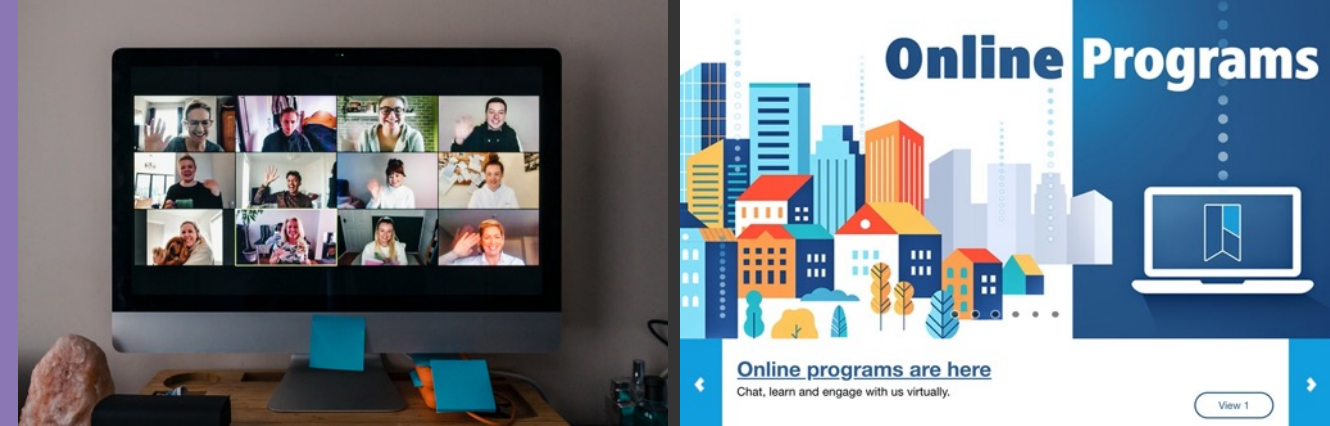


**Productivity  
and Funding**

# It's time to prepare for an extended "New Normal"

If restrictions were lifted tomorrow, some 80% say they are unlikely to go out to public places that are likely to draw crowds.

Source: Jackson, C. (2020, April 24). Americans: Social Distancing is Responsible Policy. <https://bit.ly/2SfGmll>



**#LUNCHTIMELIBRARYCHAT**  
Today, we'd like your graphic novel recommendations and, in preparation for #SuperHeroDay tomorrow, your favourite superheroes (gifts allowed and encouraged!!)

According to @volunteerWR in @RegionWaterloo 48% of the population over the age of 15 years old volunteer, helping make #Kawawesome a great place to live and work. In Canada, 12.7 million volunteers contribute their time and abilities to serving communities. #VolunteerAppreciationWeek

**CURBSIDE PICKUP**  
Beginning the week of April 27, the River Falls Public Library will offer curbside pickup of materials for limited hours and by appointment only. As of this time, we are only able to fulfill requests for materials that are available in the River Falls Public Library. We will contact patrons by email or phone when their materials are ready and will assist patrons with scheduling a pickup time.

**Daily Distraction**  
DAILY DISTRACTION 4/27/2020  
One of our local partners, Early Autism Services, is offering virtual Music & Movement classes that will get your little ones rocking and rolling this Monday morning. No matter your child's age or abilities, you'll find something here that will put a smile on their face. So pick up your baby, grab your toddler, and get ready for some dancing this week by joining the live class at 11 am: <https://meet.google.com/fggd-rtqj-tdm>

### SKOKIE LIBRARY BINGO

Let's play bingo! Fill out your card and tweet it out. Make sure to tag @skokielibrary!

LISTENED TO AN AUDIOBOOK	RESEARCHED FAMILY HISTORY ON ANCESTRY.COM	FINISHED A BOOK	STREAMED A MOVIE OR TV SHOW ON KANOPY	COMPLETED A ROOMBOX ACTIVITY
ATTENDED A LIBRARY PROGRAM ON ZOOM	WATCHED STORYTIME	READ A BOOK	CHATTED WITH A LIBRARIAN ON THE SKOKIE LIBRARY WEBSITE	JOINED SKOKIE LIBRARY'S ONLINE BOOK CLUB
USED THE HOOPLA APP	FILLED OUT A SCREENMATCH FORM	FREE!	STREAMED A MOVIE OR TV SHOW ON KANOPY	TRIED A CRAFT ON CREATIVEBUG
CHECKED OUT A NEW EBOOK OR AUDIOBOOK	TOOK A BOOK TALK OR BOOKBOX FROM SKOKIE LIBRARY	USED YOUR LIBRARY CARD	FILLED OUT A BOOKMATCH FORM	DID AN AT-HOME ACTIVITY FROM SKOKIE LIBRARY'S BLOG
PARTICIPATED IN AN INTERGENERATIONAL PROGRAM	STREAMED A SKOKIE LIBRARY MUSIC VIDEO	USED THE LIBBY APP	READ A POEM FOR NATIONAL POETRY MONTH	

## ADULTS

**MONDAY**  
Mini Screenmatch  
7-9 pm

**TUESDAY**  
Instagram Book

**WEDNESDAY**  
Learn to Crochet  
10:30-11 am  
ESL Café  
12:30-2 pm  
Inside Shakespeare's First Folio  
7:30-8:30 pm

**THURSDAY**  
Goodreads Book Discussion: *Weather*  
2-3 pm  
Career Action Group

**FRIDAY**  
Mini Bookmatch  
1-3 pm

### COVID-19 COMMUNITY RESOURCES

## VISIT THE LIBRARY ONLINE.

Alongside City of River Falls staff, we have been updating our website with ways for community members to reach out, get help, and stay connected.

Digital collection budget

\$50,000

Percentage budget increase

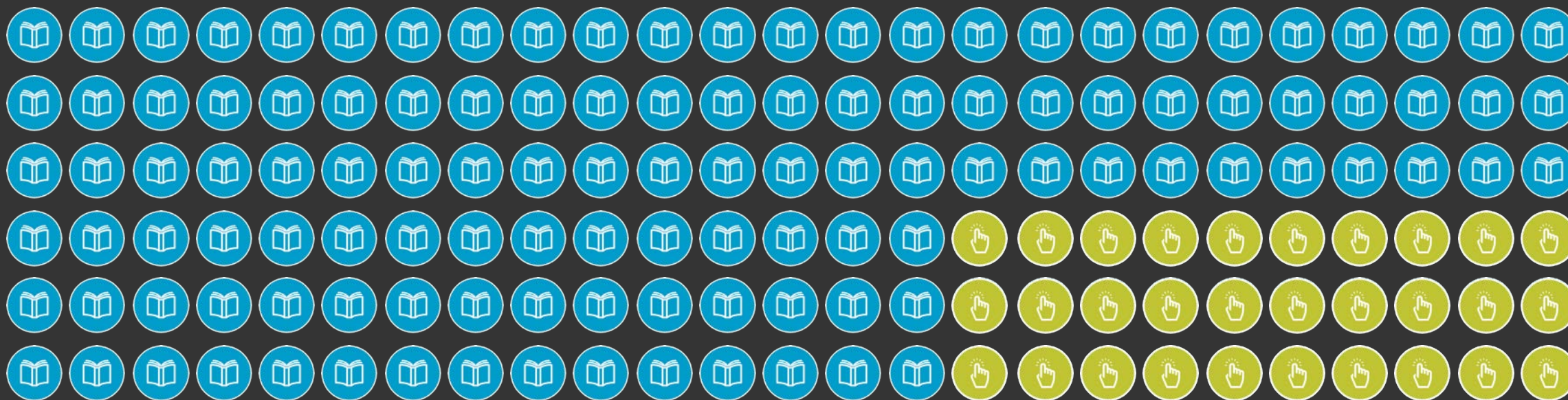
30%

**= 375**

**New titles purchased**

## Digital expectations vs. library budgets

- | How do you justify what titles you invest in?
- | What if titles you purchase don't circulate as you anticipate?



**150,000 items**

Average library physical collection

**30,000 items**

Impressive library digital collection

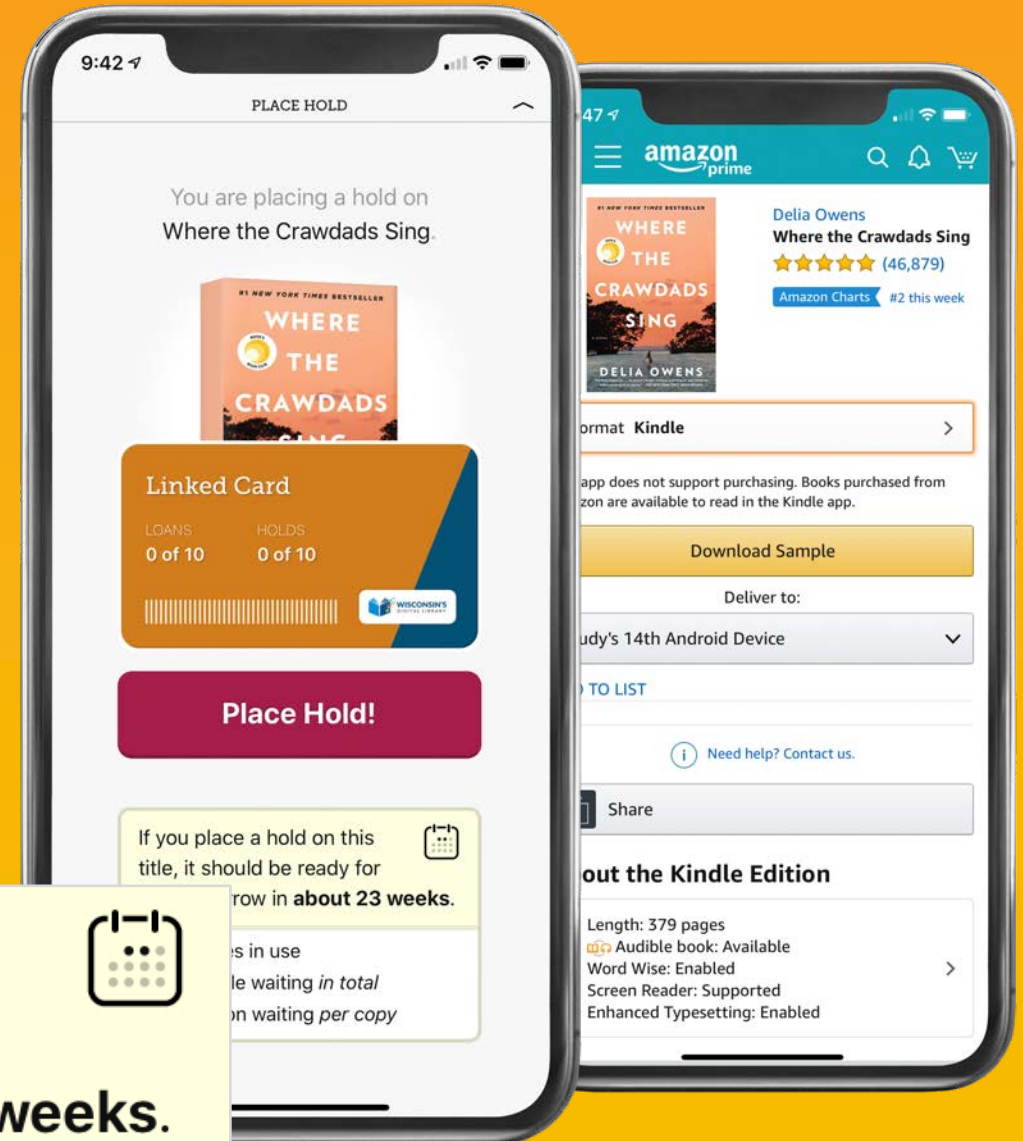
**When compared to the breadth and size of physical collections, digital can't compete**

# Bad experiences drive users to alternatives

- | What is your personal experience like borrowing popular titles?
- | How often do you find yourself on a holds list that is weeks or months long?



you place a hold on this title, it should be ready for you to borrow in **about 23 weeks.**



# Partnerships that maximize budgets and benefit users



Consortiums



ILL



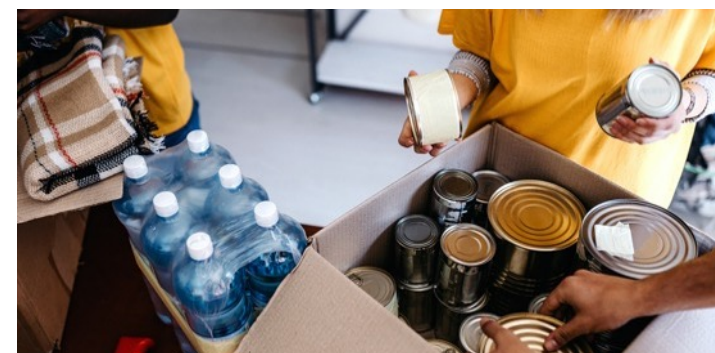
Public + school/academic



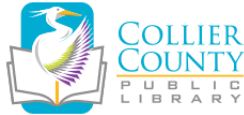
Community leaders



Local businesses



Government agencies

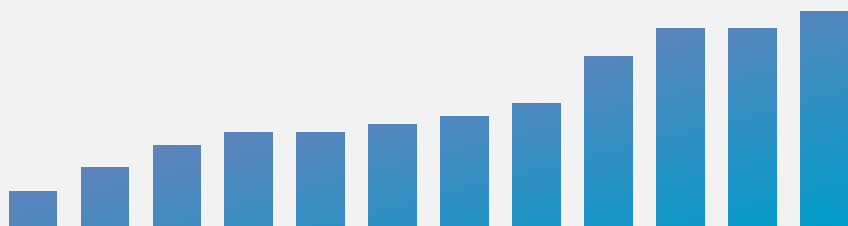


## Share with neighboring libraries while prioritizing your digital collection and users

With cloudLink, library users enjoy shorter hold times and greater collection breadth, while collection development teams maintain independent reporting tools and control of patron-facing shelves

# + 118%

increase in digital  
circulation in 12 months



Louisiana's Trailblazer Consortium

# 30+ libraries

across all of California



## 120,000 copies

Total digital copies of eBooks and  
digital audiobooks shared



## 10x circulation

San Diego Public borrowed 500K+ items  
from other member libraries in 2019!

California cloudLink sharing group

## What would it take for your library to achieve an exponential increase in digital circulation?

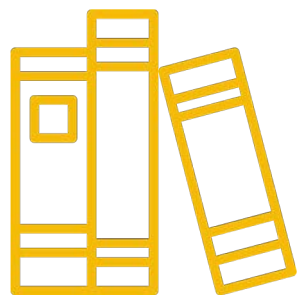


**Sunshine State**  
cloudLink group

**22**

**Member libraries**

Academic and public



**129,000**

Total copies of eBooks and  
digital audiobooks shared



**\$5.6M**

total collection valuation



**MANDEL PUBLIC LIBRARY**  
OF WEST PALM BEACH

## **Mandel Public Library**

Tina Maura, Collection  
Development Coordinator





## Library overview

- | We welcome over half a million visitors every year, loan about 700,000 items to 90,000+ library cardholders.
- | Est. 1895 in the West Palm Beach Reading Room in the Congregational Church!
- | 85,000 sq. ft. library in the heart of downtown West Palm Beach





### **S. R. Ranganathan's Five Laws of Library Science**

1. Books are for use.
2. Every reader his or her book.
3. Every book its reader.
4. Save the time of the reader.
5. The library must be a growing organism.

## **Finding a unique solution to a common library challenge**

- | Goal was to expand collection and reduce barriers to reading - the greater good is served by more readers!
- | Jumped at the idea of partnering with neighboring library in 2016
- | Had transferred entire digital collection to cloudLibrary years before so integration was seamless

# Prioritizing digital experiences during a pandemic



17,177

Shareable copies of eBooks  
and eAudiobooks



Net lender  
digital + print



Apr 2019



Apr 2020

142%

increase in monthly  
cloudLibrary users

April 2019 – 2020

10%

of circulations via  
pay-per-use

April 2020



101%

increase in circulation  
to other cloudLink libraries

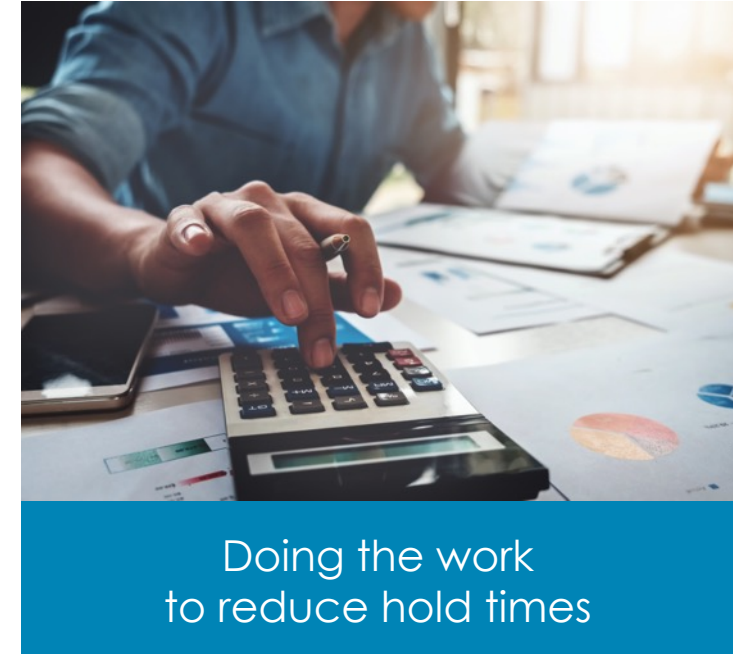
April 2019 – 2020

56%

increase in circulation  
to Mandel borrowers

April 2019 – 2020

# How our collection development team has adapted



# How the future might look in West Palm Beach

- | Anticipate the surge in digital demand to continue long after pandemic passes
- | Take pride in liberal cardholder policies – more vital than ever before!



ACCESS YOUR  
LIBRARY ANYTIME,  
ANYWHERE.





## Palm Beach County Library

Amanda Woolf, Librarian II, AV  
and Electronic Services





## Library overview

- | 17 locations
- | In FY2018, the Library lent over 7.8 million items and answered more than 1.6 million research questions
- | Collection includes over 1.92 million items
- | Just celebrated our 50<sup>th</sup> anniversary!



### **Mission**

Connect communities, inspire thought and enrich lives



### **Vision**

Opening minds to a world of unlimited possibilities



### **Values**

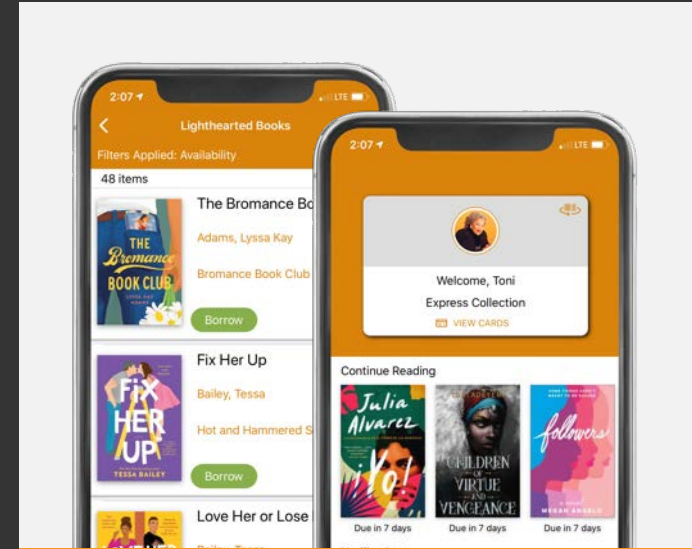
- | Making a difference
- | Empowering community
- | Learning and growing.



Large existing collection  
to share with users



Made sense from  
a budgeting perspective



Content transfers from  
previous vendors

# Why cloudLink made sense for our system

# Successfully transferring digital content



**6 weeks**

Staff announcement



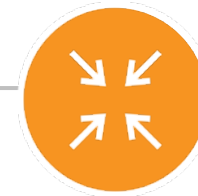
**5 weeks**

Public announcement, remove marketing and limit holds



**4 weeks**

cloudLibrary staff training and further limit holds



**3 weeks**

Last week of 21 day loans and limit holds to one



**2 weeks**

Remove MARC records and holds of previous vendor



**1 week**

Enter cloudLibrary AMRC records into catalog



**Launch!!**

cloudLibrary

# 2019 successes before the current crisis



45,387

Shareable copies of eBooks and eAudiobooks



440K

cloudLibrary circulation in 2019



85,000+

checkouts from neighboring cloudLink libraries in 2019



2,500+

new users per month in 2019



75%

increase in digital circulation in 2019



Surpassed circulation of last two years within first 6 months of offering cloudLibrary

# How our collection development team has adapted



Shifting budgets has proven to be a challenge



**Get a Temporary Card to Use Library Resources**

Don't have a card? *You can get a temporary card which will give you access to all library online resources.*

[Apply for a Card Now](#)

Created temporary online library card sign-up



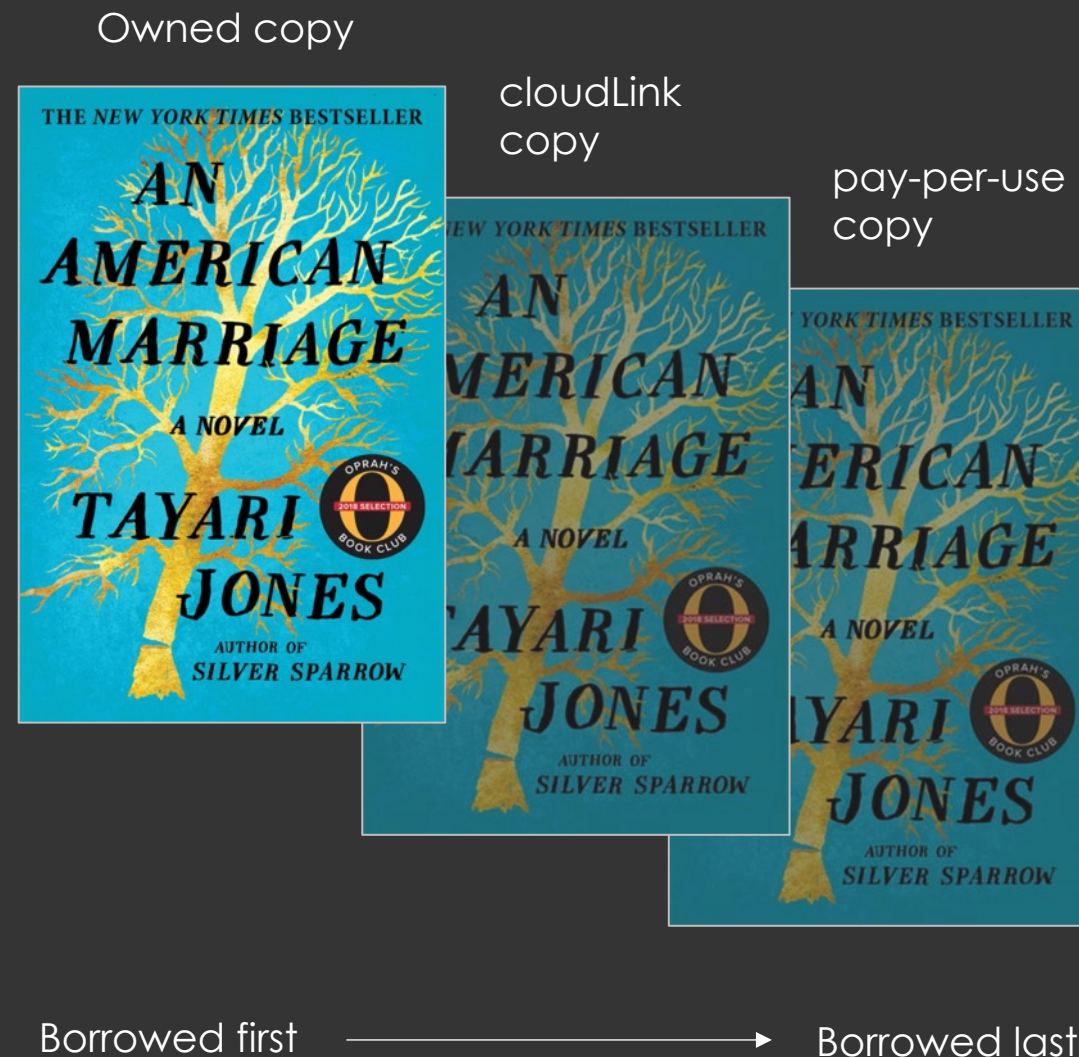
Taking advantage of changing publisher models



Users are rediscovering midlist gems and holds proportional

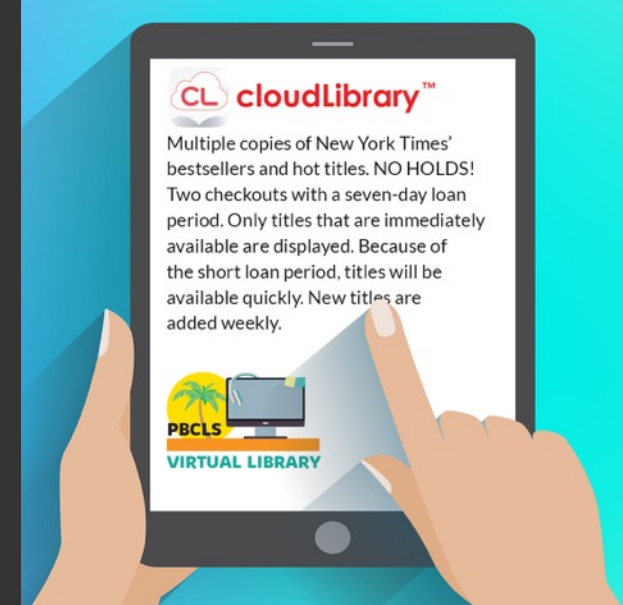
# Why pay-per-use?

- | Monthly caps can be set as well as price caps for per title costs
- | The PPU cost is displayed in the cloudLibrary ordering software
- | Can adjust caps throughout the month
- | Can choose to turn on PPU use for just e-books, just e-audiobooks, or both
- | Can turn it all off if needed. Library staff has access to this component



# What the future looks like at Palm Beach County

- | Anticipate some temporary library users dropping-off
- | Increased use of library services, spaces and collections due to recession
- | Shifting budgets and priorities



# Why not share?

- | With cloudLink, libraries often experience 50 – 150% increase in digital circulation
- | Right now, we have cloudLink groups in over 30 regions and four countries
- | If you are interested in learning more about who is participating and how large the group is in your state, let us know in the feedback survey!





Q&A

**1. Scan your library card**  
Place the barcode under the scanner. Select Borrow on the touch screen.

**2. Place up to 15 items on shelf at a time\***  
Set multiple items onto the shelf at once. Wait until the files appear on the screen. Continue this process for all your items.  
\*depending on issue, material and tagging method used

**3. Confirm your items**  
Review the list of items and ensure all your items were identified and properly checked-out. Press Continue.

**4. Choose a receipt option**  
You're all done! Pick up your library items and you're ready to go!

**You can check out your own items**

**1. Scan your library card**  
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**Mobile checkout is here!**  
Borrow library items from your smartphone

**1. SCAN**  
Scan the barcode on the book or audiobook. Tap the screen to confirm the item.

**2. CHECKOUT**  
Tap the screen to confirm the item. Tap the screen to confirm the item.

**3. DEACTIVATE**  
Tap the screen to confirm the item. Tap the screen to confirm the item.

**Download cloudLibrary eBooks and audiobooks**

**1. SCAN**  
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**Try our new digital Express Collection!**

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**Download cloudLibrary today!**  
yourcloudlibrary.com

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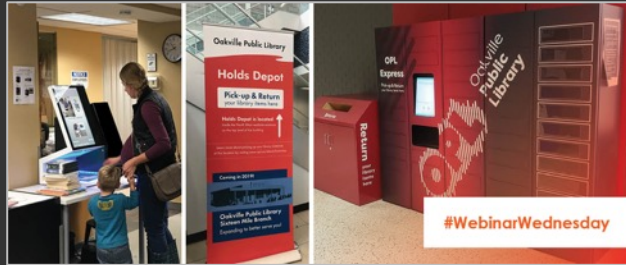
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# Promote digital collections, library events and self-service offerings with ease

- | Resources available on [bibliotheca.com](http://bibliotheca.com)
- | Self-service, cloudLibrary modules and Express Collections

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for absentees following today's live event

# Help shape the future of our digital events!

- | 5-minute follow-up survey immediately following webinar
- | Have successes, stories or ideas to share and interested in being a future presenter? Let us know.



transforming libraries

**bibliotheca Webinar Feedback Survey**

**How did we do?** We appreciate you taking the time to share feedback. Webinar comments and insights will be shared with our team and library presenters. Thanks!

\* Which webinar did you attend or watch on-demand?

\* How did you hear about this webinar?

☐ bibliotheca Account Manager

☐ Word of mouth

☐ Email

☐ Listserv or email discussion list

☐ Social media

☐ bibliotheca website

☐ Other (please specify)

\* How informative did you find the webinar?

0 (Not informative)

5 (Very informative)

☐

\* How interested are you in implementing one of the solutions discussed at your library?

1 (Not interested)

5 (Very interested)

☐

\* Would you like a member of the bibliotheca team to reach out regarding solutions discussed in the webinar?

☐ Yes

☐ No

Do you have any additional comments or questions?



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