

Oregon Digital Library Consortium
Governing Board Meeting Fall Meeting: Friday, October 14, 11:00 a.m. – 2:00 p.m.
Eugene Public Library, Singer Room on the 2nd Floor

1. Introductions

In attendance:

Todd Feinman – Chair (LINCC)
Lorie Vik – Vice Chair (Eugene)
Hillary Ostlund – Secretary (WCCLS)
Fawn McGee – Marketing Chair (LINCC)
Karen Haack – Selection Committee Chair
(Klamath County)
Greg Williams – Web Site Liaison (LINCC)

Barbara O'Neill (WCCLS)
Brandon Barnett (Multnomah County)
Carrie Ottow – (Corvallis-Benton)
Heidi Nowak (Klamath County)
Jenny Berg (CCRLS)
Kim Wolfe (Jackson County)
Mary Jane Fisher (Coos County)
Max Leek (Douglas County)
Ted Smith (CRSN)

Alice Darnton (Volunteer Grant Writer,
McMinnville PL, CCRLS)

Teleconference:

Perry Stokes (LEO), Jane Tucker (representing Associate Libraries)

Guest:

MaryKay Dahlgreen (Oregon State Library)

Absent:

Bob Renfro – Cataloging Committee Chair (MCL)
Colin Rea (Lane Council of Libraries)
Kris Gleisner (Josephine County Libraries)
Reita Fackerell (Associate Libraries)

2. Approval of minutes from April 7, 2011 meeting

No requested changes or additions made.

Barbara O'Neill motioned to approve the minutes; Carrie Ottow seconded.

Minutes approved.

3. Committee Reports:

a. Selection Committee – Karen Haack

- i. Reviewed report distributed to committee, including LSTA spending and general spending.

(will post to Google site once received). Overview:

1. \$164,925.18 remaining funds for FY2011-2012.
2. \$5500/month budgeted for holds.
3. Kindle format has increased holds queues.
4. LSTA grant submitted 8/31 – funds to be used to reduce holds list. Added 1602 copies of 1335 ebook titles and 1016 copies of 780 audio book titles.
5. Renewed 2 max access audio subscriptions – Blackstone, Tantor

ii. **Holds manager recap:**

Holds manager capped at \$10K/month, trying to run on a ratio of 5:1; holds manager shows if we have less than 5 copies of a title AND more than 5 holds – automatically adds 1 more copy. Additional copies can be added on a case-by-base basis. Holds manager is actually a lot of work.

- iii. Discussion about how Advantage program works into holds manager – Karen confirmed that selectors can see what Advantage copies have been purchased. Question if there is a report for what Advantage program has purchased and what consortium hasn't purchased? Karen will look into it.
- iv. Discussion about number of copies purchased and OverDrive's lending model. Ted inquired about getting "x" amount of copies of big titles (like a leased program, e.g. McNaughton) and then returning them for credit toward other purchases. Discussion about Harper Collins model (26 circulations) – no credit received for expired or returned titles. Group noted that if HC offered simultaneous loans, their model would be more appealing.
- v. **Collection Update:**
 - 1. Withdrawal list sent to Bob Renfro (Cataloging Committee Chair) so records will get pulled from catalogs.
 - 2. Trying to fill in gaps, and meet holds demand.
 - 3. Question about withdrawals: Hard to do by title, easier by OCLC number. Can OverDrive provide this?
 - 4. Question about deleting max access titles – in the past ODLC would purchase permanent copies of deleted titles. Do we want to do this? Karen: Many are being pulled because they are not circulating, but she will look into replacing.
- vi. **Purchase requests:**

September 2011 requests (349): 81% ebooks, 19% audio
Compared to November 2010 requests: 61% ebooks, 39% audio

 - 1. Question about what percentage of requested titles are we actually able to purchase (i.e. OverDrive has available for collection). Karen will look into this.
 - 2. Question about how many purchase requests are to ask ODLC to buy more copies of popular titles. Karen said they receive a lot of these requests, but we can't have 1000 copies of *The Help*. Alison Kastner (MCL) does the patron requests (MCL) and selection is a very busy job.
 - 3. Karen submits orders once per month, but it's been very busy lately with the grant money. Last order was huge and there was a month-in-a-half between last and most recent order.
 - 4. Barbara noted that WCCLS is requesting more Spanish, children's and YA titles – Lorie mentioned that subject headings are not consistent, so we may have more YA titles than are coming up in the search. Karen will let YA selector know.
- vii. Karen mentioned she gets great feedback from committee and always welcomes input. We have 5 active selectors now.
- viii. Discussion of using different vendors, e.g. Ingram's MyiLibrary or 3M's Cloud Library. OverDrive mentioned ebook max access in "ebook explosion" webinar, but what is available? Todd will get a list of competition together. MCL has 5 or 6 ebook vendors, working with Ingram MyiLibrary. Concern noted about using different vendors and having a different look and feel for each service, but also noted that people are getting more used to just getting what they want and it doesn't matter what it "looks like." Concern noted about long wait times for popular copies and group is very interested in investigating other collection and circulation models.

b. Marketing Committee – Greg Williams (Web), Fawn McGee (Print)

- i. Update from Greg about web site:
 - 1. Set up tracking system for web site issues, for troubleshooting and record keeping, also can be passed on to next person.
 - 2. Working on knowledge base system.

3. Design changes requested – Greg is working with Susan (OverDrive).
 - a. Discussed redesigning site entirely – templates available from OverDrive, couple months process, good thing to get going in light of WIN program coming.
 - b. Todd will send information about OverDrive’s WIN (Want-it-Now) program as he has it. *As of 10/21, here is what Susan at OverDrive had to say: "My team has not been given any screenshots or further information from the development team here in regard to the WIN updates. I imagine there will be screenshots to share at some point here and I will be happy to send them along as soon possible. Stayed tuned for more information!"*
 - c. Smaller changes, like moving “MyHelp” to front and center of page, are doable, but might be better to put energy into better design/picking a different template.
 - d. Current web site is very busy. More patron friendly site would include a cleaner interface.
 - e. Discussion of small subcommittee to work on design/web site.
 - f. Question about new logo and banner – might need to have a graphic designer work on something on subcommittee.
 - g. Question about OverDrive hosting our web site – if we continue with OverDrive, how will we organize the site should we contract with additional vendors? Group noted that library catalogs are often the main discovery tool for patrons.
 - h. Greg asked if we want to market ODL or OverDrive? Right now our “brand” is OverDrive. Greg will investigate web site hosting options and report back to Board.
 4. Tech Support options:
 - a. Yahoo! Group for tech support working well. A reminder where to find information about the Yahoo! Group: <http://sites.google.com/site/odlccommittee/library2go-news/library2gotechsupport--yahooglegroup>
 - b. OverDrive tech support coming soon, but will NOT be available for consortia.
 - c. Lorie noted that tech support issues seem to have decreased in volume; Todd reminded Board about the importance of training staff on Library2Go – he has been visiting LINCC libraries to do training.
 - d. Other members noted to refer staff to OverDrive’s Online Learning Center: <http://www.overdrive.com/learningcenter/resources.aspx>
 - e. Group noted that “MyHelp” is deficient in some ways; not detailed enough.
 5. Question about how we can better communicate to patrons how “Advantage” copies work. Currently, display doesn’t let patrons know where they truly are on the waiting list. Greg will ask OverDrive.
- ii. Update from Fawn about print marketing.
1. Trying to get marketing committee back together – passed around list of contacts and asked libraries to edit/add/update contacts.
 2. Asked group what is needed from marketing committee. Board is invited to contact Fawn with ideas and needs.
 3. Marketing toolkit (including a new Kindle press release template) is on Corvallis web site: <http://corvallis.libguides.com/content.php?pid=52182&sid=382719>

4. General consensus that having so many sites (e.g. Marketing site, Google site for ODLC info, individual library sites) to check is confusing – can we get everything onto one support site?
 - a. This could be incorporated into a new Library2Go (ODLC) site – Greg is going to investigate hosting options.
5. Discussion about bookmarks available to order from OverDrive:
 - a. Given our usage, how much do we need to market the service?
 - b. Fawn has pricing from OverDrive for bookmarks and “SmartGuides.” See OverDrive Marketing site for examples: <http://overdrive.com/Resources/PartnerServices/MarketingOutreach/>
 - c. Group seemed interested in moving away from OverDrive marketing materials and creating our own. Marketing and Web committee will begin this process – look for email messages on this topic.
 - i. Heidi Nowak noted she has a graphic design background and can help.
 - d. Marketing will begin work on a new survey.
 - e. Fawn will call a Marketing Committee meeting soon.

c. Cataloging Committee – Bob Renfro (absent)

- i. Submitted written report for Board to review. Also posted on the ODLC Google Site: <https://sites.google.com/site/odlcccommittee/committee-rports>
- ii. Questions:
 1. When we canceled PBS subscription, did records get removed from catalogs? If records were missed, is there a way to tell/find them? Karen will resend list of canceled PBS titles for libraries to check.
 2. How do you get MARC records for advantage titles that the consortium does not buy?
 3. Lorie asked about the delay in receiving MARC records. Todd will talk with Bob and investigate with OverDrive.
- iii. Jackson County is not currently adding MARC records to their catalog, but they’re looking into it. They are a Polaris library system. Recommended that Jackson County talk with other catalogers and contact Bob.

4. Old Business

- a. Reminder about Library2Go Yahoo! tech support group. (see 3.b.4 in the minutes)

5. New Business

a. Focus of Library2Go development: Should we just focus on popular materials?

- i. Discussion on this topic brought up great ideas and issues about ebooks and ebook collection development. Should Library2Go be for popular materials to supplement libraries’ collections OR stand alone library of materials?
- ii. Stats are slanted toward mostly “popular” materials, but we need to define popular.
- iii. Board would like to see wait time decreased for holds.
- iv. WCCLS and Corvallis noted they want a rounded collection – we will never catch up with holds lists, more variety is needed. Idea for selection committee: look at materials that aren’t circulating to get a pattern for what NOT to buy.
- v. MCL noted they would prefer a well rounded collection, supplemented with Advantage titles.
- vi. CRSN indicated a need for more popular titles now, and Board discussed the effects of the Advantage program, essentially allowing libraries who can to purchase additional copies for their patrons. Many ODLC member libraries are using Advantage; CRSN will be looking into Advantage program. Board wondered if it is possible to see a list of Advantage titles owned by library(ies).
- vii. Holds Manager discussed again (see 3.a.3 for recap). Ideas for consideration:

1. Todd proposed that we keep the Holds Manager going, and manually add more copies when needed.
 2. Purchase more copies based on circulation.
 3. Submit orders in smaller batches, more frequently.
 4. Increase number of holds? Needs more discussion.
 5. Shorten loan times for “best sellers.” More discussion needed.
 6. Market available titles better on the web site – how can we generate lists based on availability within OverDrive’s system? Greg will investigate. Mary Kay (OSL) advised the Board to think about future and to find ways to display “virtual shelves” and point people to what’s available.
 7. Need to make it more clear to patrons that ebooks are not unlimited access materials.
 8. Board would like to know the unclaimed ratio of holds; and also if we are able to see how many people check out and return early. Is there a way for patrons to cancel holds if not needed any longer – can we put this in the email notice?
- viii. Kindle library lending was discussed. Usage and holds increased when this format became available and we anticipate even greater use and demand. Board expressed frustration that OverDrive provided no “go live” date and just added the feature without alerting key players.
- ix. WIN program discussed. More information available here:
<http://www.overdrive.com/news/Entire-eBook-Catalogs-to-be-Available-for-Discovery-Sampling--Links-to-BooksellersFrom-the-Public-Library>
Further discussion needed once we know more from OverDrive. Todd will request that OverDrive give us information and a demo of WIN program before going live.
- x. Board expressed concern about OverDrive’s model for library ebook lending. Other vendors’ models should be researched and Board will continue to watch the developing market.
- xi. Barbara read the ODLC Collection Development Policy (from May 2006). Jenny requested that we draft collection procedures. Karen noted that she is actively refining process for purchasing; she will write up procedures for spending plan and purchasing for ODLC and send to Board for approval.

b. New budget vote (2012 – 2013): Should we increase budget?

- i. Jenny asked about raising the budget based on huge increases in interest and demand for multiple formats. Several people mentioned that if we don’t increase the budget, we will not be able to entertain the thought of another vendor.

Max motioned to propose a 10% increase in ODLC libraries’ individual budgets; Todd seconded the motion.

Motion approved.

Voting will be done online and votes need to be received by 11/15/11.

c. Open DRM-free format materials: should we purchase them?

Information and publishers available here:

<http://overdriveblogs.com/library/2011/07/06/drm-free-ebooks-are-now-available-to-libraries/>

- i. Board is concerned that all the different formats will be confusing to patrons.
- ii. Question came up if the Open DRM-free titles were max access or one-user at a time. From OverDrive web site, “All DRM-free eBooks are available under the one-copy/one-user model.”

Todd motioned that we add Open DRM-Free titles to collection; Heidi seconded. Motion approved.

Marketing committee will develop training information – January 2012

deadline. After training info is completed, then we will start purchasing titles.

d. Grant writing update -- Alice Darnton (and Lyn from LEO [absent])

- i. Alice provided an update about organizations we are seeking grant funding to supplement materials: Ford Family Foundation and Meyer Memorial Trust.
- ii. LEO would be grant administrator.
- iii. Will not necessarily be a sustainable amount of money, but good to try for grants.
- iv. Money would be available in July 2012 should we be approved for a grant.
- v. Breakdown of what grant funding could provide:
 - 1000 adult ebooks
 - 583 youth ebooks
 - 517 adult audio books
 - 280 YA/children's audio books
 - 22 adult videos
 - 5 YA/children's videos
- vi. Board members are encouraged to send letters of support for grants to Todd.

e. Kindles: how are things going?

- i. Group discussion about lending Kindles (and devices). Lake Oswego recently started lending Kindles and other libraries are considering circulating devices.
- ii. Privacy questions: seems to be unclear to patrons that when they complete an Amazon transaction through Library2Go, they are covered by Amazon's privacy policy – not the library's policy. Can OverDrive put something up on the site about privacy? Todd will ask OverDrive for clarification.

f. MaryKay Dahlgreen (discussing un-served Oregonians)

- i. Overview:

OSL Board (governing body) is very interested in initiatives to provide library services to un-served Oregonians. Want to focus LSTA dollars and energy on un-served populations. Thinking of offering a competitive grant project for libraries that are adjacent to un-served populations – opportunity to come up with creative ideas to start service that could be built into regular services.
- ii. Currently working on portal to all online services available to Oregonians. Working with OSU library (Terry Reese) on this project – librariesoforegon.org.
- iii. State Library wants to become a member of ODLC to provide Library2Go services to those un-served populations.
 1. ODLC turned down a request from OSL in February 2011, based on technical and support issues not addressed in proposal. OSL Board wants to be reconsidered for membership. MaryKay asked if ODLC would consider another proposal.
- iv. Concerns and questions:
 1. Board noted concerns about OverDrive's contract – OverDrive ultimately approves who can be added to consortium now.
 2. How would this work if OSL gave library "cards" to un-served patrons for Library2Go?
 3. OSL could potentially contract with libraries – give them money for supporting those customers.
 4. Concern that if OSL pays for access for un-served patrons, what's to stop people from not supporting their library in levies and tax dollars?
 5. Reminder of ODLC's mission – not our mission to serve all of Oregon per se, but mission is to provide access to patrons at a reduced rate.
- v. For OSL to be considered for membership in ODLC, several questions need to be addressed:
 1. How many people?

2. How would authentication work?
3. Differences in library cards: some have limited access and full access. CCRLS Example – basic (“free”) service card provides access to Library2Go.
4. What about non-residents who have purchased non-resident card? Do they get a discount/refund? How can OSL subsidize this?

Board recommends that OSL talk with public library directors to discuss how this could work. More discussion about serving the un- (and under-) served needs to happen.

6. Report on Open Library (Carrie Ottow)

From Carrie's email to emedia-or listserv dated 10/13/11, subject: Open Library Project

Open Library (www.openlibrary.org) is a project of the Internet Archive. It is a huge open source catalog of books, with links to scanned texts and to other sources such as online book sellers, OCLC and libraries. They also have an in-library lending program, where patrons of participating libraries can borrow ebooks. Here's what they are doing: Open Library is taking donations of **in-copyright** books from libraries, scanning them and then making the digital copies available to member libraries to circulate to their patrons on a one-copy/one user at a time basis. They keep copies of the physical books in a warehouse. It apparently is all legal and has not been challenged by any publishers. Boston Public Library was the first public library to participate, and they had their lawyers look it over. Some libraries are sending them their discards; Open Library pays the shipping. Here's more information about their in-library lending: <http://www.openlibrary.org/borrow/about>.

I'm not sure where ODLIC fits in. It would be interesting to hear if they feel we have a role. Mr. Miller (from Open Library) was interested in talking to us at a future meeting. The Kansas and Colorado consortiums are members of Open Library. I think it is worth considering supporting them because they are taking a whole different approach to ebooks: one where libraries still OWN them and have much more control.

Discussion will happen at a future meeting.

Review of assignments

Todd Feinman:

- Put together a list of OverDrive competitors.
- Look into delayed MARC records.
- Reports/stats needed: Board would like to know the unclaimed ratio of holds; and also if we are able to see how many people check out and return early. Is there a way for patrons to cancel holds if not needed any longer – can we put this in the email notice? (Work with Greg on this)
- Talk with OverDrive about getting a demo of WIN program before this service goes live.
- Ask OverDrive for clarification about privacy policy and Amazon.

Karen Haack:

- Look into what reports are available for reviewing Advantage holdings. Can we see Advantage titles purchased by library?
- Find out more about patron requests and percentage available to purchase from OverDrive.
- Let YA selector know there have been requests for more children's and YA titles.
- Resend list of canceled PBS titles so libraries can check to see if they have been deleted.
- Write up procedures for spending plan and purchasing for ODLIC and send to Board for approval.

Bob Renfro:

- Ask OverDrive if withdrawal lists can include ODLIC number in addition to title.

Fawn McGee:

- Get Marketing Committee together for a meeting and work on designing new print material for ODLC.
- Work with Marketing Committee to develop training and information about the new Open DRM-Free format titles before we begin purchasing in January 2012.

Greg Williams:

- Ask OverDrive about better display for Advantage titles and holds queue position.
- Investigate web site hosting options.
- Get small subcommittee together to work on web site redesign.
- Investigate possibility of adding reading lists to market available titles.

Hillary Ostlund:

- Online voting for budget issue.

Reading of interest for all Board members:

- <http://newsbreaks.infoday.com/NewsBreaks/Kansas-Leading-the-Fight-for-Fair-Ebook-Access-in-Libraries-78302.asp>
- <http://bestofpublib.wordpress.com/2011/10/01/amazon-in-competition-with-libraries/>

7. Next meeting: TBD.

Todd will send an email for meeting request in early 2012.

Meeting adjourned 3:00 p.m.

Minutes submitted by Hillary Ostlund.