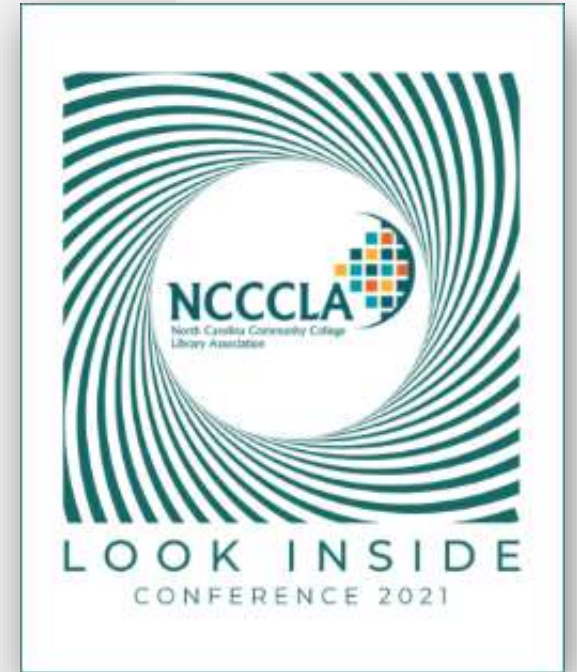


Building a Digital Library Consortium

Presented by: Alan Unsworth & Joel Ferdon



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- Motivating Factors
- Why OverDrive?
- Public Library Examples
- Recruiting Members
- Building the Structure and Organization
- Member Communication
- Marketing & Guides
- Future of the Consortium

OVERVIEW

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MOTIVATING FACTORS

RBdigital / OverDrive



COVID / Online Learning



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OverDrive



libby

SELECTING A VENDOR

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PUBLIC LIBRARY CONSORTIA

Affiliated with OverDrive



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RECRUITING MEMBERS

- Building relationships & trust over time
- Introductory emails / Benefits / NCCCLA
- Group Zoom Q&A sessions
- 1-to-1 Contact with Directors

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OUR CONSORTIUM



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CONNECTING OUR BRANDING

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MEMBER COMMUNICATION

Website

- Contact Info
- Forms
- Bylaws
- Meeting Minutes
- Tutorials
- Marketing Materials



Member Mgmt

- Memberplanet
 - Distribution Lists
 - Formal email communication
 - Tracking and analytics

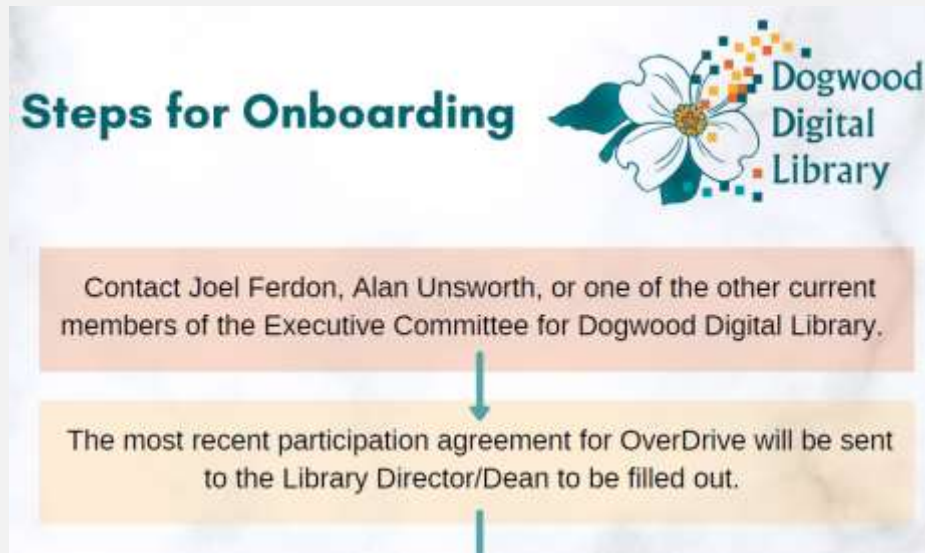
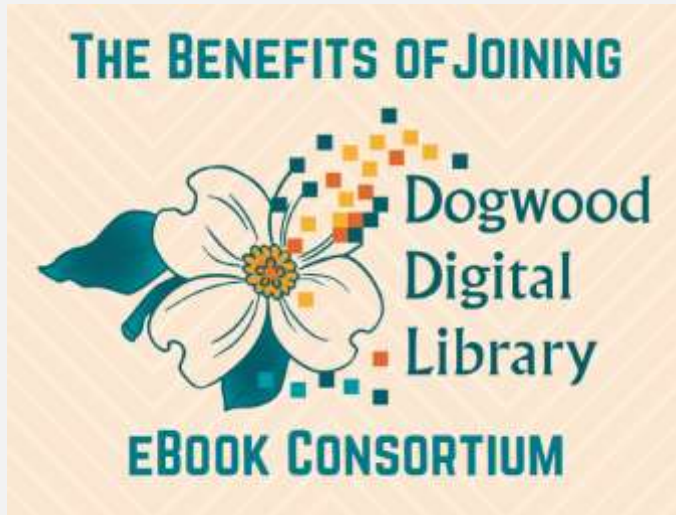
Slack

- Informal Communication
- Repository



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MARKETING & GUIDES



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OverDrive Marketplace Reports

Most popular reports

1. Checkouts
 - Usage over a date range
2. Current Holds
 - Track demand
3. Purchase Orders
 - Past orders
4. Title Status and Usage
 - Specific information about titles

How-to Video

Marketplace Insights: Running Popular Reports for Libraries:
<https://resources.overdrive.com/marketplace-insights-running-popular-reports-for-libraries/> (opens in new window)

Run a Checkouts Report for Your Library

1. Sign into **Marketplace**
2. Select **Insights** from top menu bar
3. Look for **Popular Reports** on left side menu

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Patron Recommendations in OverDrive

Recommended Titles Report

1. Sign into **Marketplace**
2. Select **Insights** from top menu bar
3. Expand the caret next to **Title activity reports** on left side of the screen
4. Select **Recommended titles**
5. Select **Run new report** towards the right
6. Within pop-up box titled **Report options**
 - Chart by: Branch
 - Date: Last or Specific
 - Note: selecting Specific and leaving dates blank will report from the inception of DDL to the current date
 - Branch: select your library
 - Format: all formats, audiobook, eBook, or video
 - Holdings: all, in collection, or not in collection
 - Select **Update**
7. Basic report will display on screen
8. Select **hyperlinked number** in the **Recommendations** column for individual title information
9. Select **Create worksheet** to export data or select **+Convert to new cart** directly from this report. Linked out to Run new report

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FUTURE OF THE CONSORTIUM

Flexible organizational structure

Other initiatives?

Interest from vendors

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THANK YOU!

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