E-Content Advisory Council
Meeting Minutes
7/30/14 3:00 p.m.

Attendance: J. Benedetti (UHLS); J. Chirgwin (RENS); D. DiCarlo (APL); M. Graff (COHS); S. Jarzombek (APL); J. Murphy (APL); R. Naylor (COLN); A. Peker (CAST); J. Widrick (UHLS); J. Wines (ALTM)

The minutes from the June 4 E-Content meeting were approved.

- Selection guidelines regarding 12-month titles: D. Dicarlo provided an updated version of the selection guidelines. Also included is the Committee's stance on purchasing titles that expire in 12 months.
    - R. Naylor made a suggestion to add an additional cart, 'Best of the Small Press,' under Cart Naming Conventions – Member library carts.
    - J. Benedetti suggested the names of APL selectors be removed from the guidelines.
    The Committee agreed on the revisions. The document will be posted on the UHLS website and available for selectors in UHLS. The Committee also agreed the guidelines will be reviewed annually.

- Overdrive Collection Highlights from around the world: R. Naylor shared information about Overdrive's collection of foreign language titles. Purchasing foreign language titles does not include an additional foreign language page that is currently provided for the Chinese and Spanish collections.
    - There was a concern that patrons might not be able to identify the foreign language titles if the titles are in English but the content is in a different language. J. Benedetti will contact Overdrive regarding the identification of foreign language titles. S. Jarzombek suggested there could be a banner added to titles that are not in English similar to the way the different formats are identified.
    - R. Naylor will order content to diversify the collection of foreign language titles.

- Statistics and collaboration:
    - R. Naylor, T. Burke and J. Benedetti presented to RCLS about the collaborative efforts of UHLS and member libraries. R. Naylor shared that UHLS has a well-used digital collection as a result of the collaboration.
    - R. Naylor shared information about the eBook market share percentage for publishers and libraries: eBooks make up 21% of the market share for publishers and 4% of UHLS' digital collection is eBooks.
- Best of the Small Press: J. Benedetti shared that this collection circulates very well! She also shared Overdrive's presentation of the titles to patrons browsing the collection. Currently, the same titles populate the website rather than newly added titles. Overdrive can rotate the books every hour but cannot put the newly added books on the website. J. Widrick suggested removing some of the titles for a day to allow the other titles to populate the list, and then replace those items. A. Peker would like clarification from Overdrive to distinguish the algorithm used for some banners from the algorithm used to populate the featured collections.

- Simon and Schuster 'classics': J. Widrick shared information to help the Committee determine the value of purchasing 'classics.' The committee agreed to purchase 'classics' from Simon and Schuster that are in very high demand or are on school reading lists.
- Updating Study Guides: The committee agreed to purchase test prep titles to update the titles currently in the collection and allow for further assessment. J. Murphy suggested the selection guidelines include a plan to purchase and update these titles in the future. It was noted that some tests are only given annually and guides may be in high demand for a few months but because the guides are not simultaneous use, they are not available to every patron who needs them at that time.
    - J. Murphy asked for information about what patrons are searching for on the Overdrive website to help guide collection development.
- Frequency of purchase: The banners are populated by newly purchased titles. Best practice is to order frequently in each topic to populate the lists with newly added content.
- Digital Collection Links: J. Wines noted the links on the catalog are confusing. The 'Return to library' link in the top left corner takes the user back to the UHLS website. The logo below that link 'Upper Hudson Library System…' takes the user back to the home page of the digital collection. The committee suggested clarifying the wording of the 'Return to library' link to specify the UHLS.org website.
- Streaming Video Promotion: D. Dicarlo suggested adding a streaming video icon to make the video collection more discoverable in the digital collection. It was noted there is a 4-banner limit on the website but additional icons may be added.
- Advanced search for award titles: J.Wines pointed out the extensive list of awards users can pick from when performing an advanced search. The committee agreed it will be helpful if the choices for awards were limited to 'awards.'

The meeting adjourned at 4:40 PM