

## **UHLS E-Content Advisory Committee (ECAC) - Meeting Minutes 8/21/23**

Attending via UHLS Zoom: Judith Wines (UHLS), Anne Myers (UHLS), Geoff Kirkpatrick (BETH), Catherine Snow (EGRN), Karrie McLellan (COLN), Sarah Clark (VOOR), Melissa Tacke (CAST), Stephanie Anderson (APL), Kristina Ronald (GUIL), Jane Chirgwin (RENS), Nate Heyer (EGRN)

Meeting called to order at 3:01pm by Kristina Ronald. Minutes from 7/14/23 meeting approved.

### **Effect of cancellation of holds over one year**

Judith said the average hold times dropped 5 days, with 2,239 holds removed on 612 titles. (with no complaints from patrons as of yet).

Nate said it makes sense to do this on a periodic basis; he asked if this is something we want Overdrive to do periodically on a schedule, and if we have set this up yet. Judith said she talked to Overdrive about doing it annually, but we wanted to see how it went first. We will request that it be done periodically.

### **Decision as to how to proceed with expired metered content**

Judith said the initial idea was if items had expired and hadn't been picked up by UHLS or another library after 2 months, they would be weeded. She proposed a cost per circ option, which could be used for fulfilling items with 1 or 2 holds without committing to buying a metered access copy. Many of the titles available in cost per circ were juvenile titles, which tend to be less expensive; they also weren't new titles. The cost per circ may be more than the Hoopla cost for popular new items.

Kristina said GUIL has cost per circ items in adult foreign languages, and the circ numbers are very low. Cost per circ is also done with popular titles for a long weekend. Stephanie said that APL uses cost per circ items for book club titles.

Nate said that trying the cost per circ model for low holds was a good idea; Kristina agreed, but wondered if it would be sustainable. Catherine asked if we were hoping to eliminate the weeding threshold and try to buy as much as we can to reduce holds. Judith clarified that we would try a hybrid model that involves buying items as metered access if it has a lot of holds (better value), and buying items as cost per circ if it only has a few holds (could be more cost-effective depending on the metered access cost and the cost per circ). Kristina said requests would be purchased if the item meets these criteria: the money is available to purchase it, a cost per circ model is available for that title, and the cost per circ is below a certain amount.

Sarah said we should make sure every library knows that they can use cost per circ for items their own patrons have on hold. Jane expressed concern that small libraries may be unsure how to order cost per circ items, so we would have to give clear instructions (possibly a training).

### **Effect of spending more Central Library funds on J Fic**

Anne said that so far for 2023, we have spent \$8,181.64 on juvenile fiction, with 48,148 checkouts (UHLS and UHSS). In 2022, there were 76,259 juvenile fiction checkouts (UHLS and UHSS). These 2023 circ numbers are about the same as last year's circ numbers, indicating that using Central Library funds for juvenile fiction isn't making a difference in circulation.

Stephanie said the ERO funds are divided between metered holds (50%) and high demand holds (50%). It was decided to apply the Central Library funds that would have been used on juvenile fiction to purchase more metered titles based on holds thresholds. If there are additional funds left over after purchasing metered content, the option for cost per circ could be considered.

Melissa clarified that individual libraries would be handling purchasing cost per circ for high-demand holds, and UHLS would use cost per circ to purchase titles with just a few holds to lower the list of expired items with holds.

### **Notify me vs RTL feedback**

Judith reported that there is general dissatisfaction with Notify me and nostalgia for RTL. Overdrive asked us what specifically we liked about RTL.

- We could see who was requesting through RTL, while Notify Me has less info.
- Nate: It is hard to find the Notify Me report in Overdrive, while it was easy to find the RTL report. From the patron side, it's not user-friendly. Patrons search for things, and unless they know to click on deep search they won't find anything.
- Jane: The phrase "Notify Me" implies that we will buy this and notify patrons when it's ready, rather than simply being a recommendation.
- Stephanie: Nothing about it is intuitive. Notify me tag is vague; will libraries get the item or not?

Judith will pass these responses along to Overdrive.

### **Holds intelligence reports**

Judith reported that a new Overdrive report is rolling out now that will help us figure out which holds make the most sense to purchase. We need to decide whether our primary goal is lowering the maximum title level hold ratio, reducing the total number of holds for the lowest price, or reducing the average waiting period.

Stephanie said she wants all 3 options and doesn't want to be locked in, because there are several factors to consider for different scenarios (e.g. how much money is left, what the popular titles are, standard vs. Advantage account, etc.). Catherine said that when we start purchasing cost per circ items for things with only 1 hold as an attempt to lower hold times, this is money that isn't being spent towards buying popular titles, which is what patrons want.

Nate asked if the new reports would replace existing ones, but Judith confirmed that they would not. Nate asked if there was one of these priorities that is harder to find from the existing reports, and said he thinks we should choose to reduce the total number of holds for the lowest price. Catherine agreed with Nate, but only if Overdrive doesn't get rid of the reports to find out average waiting periods and title-level hold ratios.

### **Digipalooza takeaways**

- Using cost per circ models for low ratio/low hold items.
- MARC Express:
  - UHls pays Overdrive \$3,700 annually for MARC records to be included in Sierra, which may not be the best use of money because only about 1% of people who borrow from Overdrive access this content via Sierra or Encore. There is the option of using MARC Express records, which are more bare-bones but are free, as opposed to \$1 per full record. Joe Thornton said we should do this; he will take it to the cataloging council and get their opinion. The committee agreed that we needed some kind of record in Sierra so that the item could be found, even if it's not a complete record.
  - Joe wanted to know if it's worth the \$3,700 annually to have these full MARC records; Nate said yes, especially since Hoopla records are in Sierra too, and it's a good service to be able to point patrons to use Libby and Hoopla. The committee agreed to consider switching to MARC Express.
  - Judith asked Overdrive to turn on MARC Express.
- The user base for audiobooks is more diverse than ebooks. Audiobook listeners are typically a younger crowd. When purchasing titles, especially diverse titles, definitely purchase them in audiobook form if available.

### **Parking Lot**

Jane said that she has been working with the Automated Committee, figuring out temporary cards and what patrons have access to with these cards. She wanted to know if temporary cards have Hoopla access; Judith answered that they do have Hoopla access since they are registered as UHLS accounts (with the cost getting divided amongst the libraries).

**To be answered: If a patron has a temporary card and they have Notify Me tags on their Libby account, will these tags stay active if/when their card expires without them making a permanent account? If not, will the tags get removed from the Overdrive reports (e.g. holds lists)?**

Judith discussed the option of implementing caps on Hoopla spending for libraries, emphasizing the need for transparency to avoid misunderstandings. Limits on authors and price points can also be put in. Stephanie shared her experience from APL, where a daily cap on Hoopla usage caused confusion and negative customer experiences due to its daily nature, rather than a monthly limit.

Next time:

Local authors/ self published content in Libby

*(No update 8-21-23, although Nate did introduce a product called Biblioboard, which handles community collections and self-submitted content)*

Adjourn meeting at 4:08