

# E-Content Committee Meeting

03/24/2020

## Attendees

Elizabeth vonTauffkirchen, Pine River Library, Chair  
Jeffrey Bullington & Mary Walsh, Adams State  
Haley Baker & Nancy Trimm, Bemis Public Library  
John Major & Alysa Selby, Bud Werner  
Oliver Schulz, Colorado Christian University  
Yuliya Lef, Colorado Mountain College  
Diane Levin, Eagle Valley  
Darla Baumli & Amy Shipley, Garfield County  
Tallie Gray & Heidi McNinch, Grand County  
Brena Smith, Lake County  
Elizabeth Bush, Betsey Dick, Di Herald & Jennifer Murrell, Mesa County

Wendi Weinstein, Pine River Library  
Nathalie Crick & Genevieve Smith, Pitkin County  
Julie Wilson, Rampart Library District  
Rebecca Kane & Sarah Nordholm, Summit County  
Jo Norris, Vail Public Library  
Alison Farnham, Wilkinson/Telluride  
Pascal Brammeier, Marmot  
Adam Murray, Marmot  
Tammy Poquette, Marmot  
Ashley Sneesby, Marmot  
Abbey Patton, OverDrive

## New York Times Pricing (Adam)

- Marmot has been working with the New York Times people on the distribution of prices.
- Trying to get pricing that looked good at an individual level without penalizing the larger libraries.
- The NYT people allowed Marmot to separate out the schools, academics, and public libraries for this new pricing.
- Unfortunately, this new pricing was separated out by population which ended up putting a really large price tag for Mesa Valley Schools, which is more than Marmot was confident they would be willing to pay.
- With this new breakout it no longer includes schools. This means the 15% discount will no longer be available for the three-year contract. It could still be structured as a three-year contract, so the price would not change for three years. It is an all-in pricing deal.
- Any libraries that currently have a subscription to the NYTs will have to speak with their rep about their current contract to be migrated to the Marmot contract. They will do whatever works out best for your particular needs like applying your current year payments to the new contract, or refunding what you have already paid.
- This will need to be one invoice that is paid by Marmot to the NYTs. Marmot will invoice each library for their portion of the contract.
- Since this is an all-in pricing structure, if not everyone agrees to the pricing there is no longer a deal
- Adam shared the new pricing spreadsheet and asked people to put a check mark in the “Yes” column.
- Liz offered to pay more to help libraries that cannot pay a larger amount.
- Adam created a column asking if people who would be willing to pay more to add the amount in that column.
- **Action Item:** Adam will follow-up with the libraries that have not filled out information in the spreadsheet.

## Discussion - Diverting Funds Toward eContent

- Abbey shared the options that have been released by the publishers
- [Blog](#) post with the publisher updates
  - Publishers list when their changes will end
  - Some of the publishers allow titles that were purchase before March 1<sup>st</sup> to be Simultaneous Use (SU)
- [Blog](#) post about Macmillan changes
  - Moved to a more standard 24 months metered access model
  - Does not state if the change is temporary or permanent

- Abbey stated that OverDrive thinks it will be permanent since there was no end date listed
- [Blog](#) post about Penguin Random House (temporary changes)
  - They introduced a lot of really good, popular titles into the cost per circ ([CPC](#)) lending model
  - It will cost 10% of the 24-month metered access price.
  - Offering a 12-month lending model at half the price of the 24-month lending model
  - Look at the CPC drop-down in Marketplace and sort by holds. This will show all a library's Advantage holds sorted from highest to lowest. Look for titles that you can afford to clear the holds list for your patrons.
- Abbey offered to work with Maria to create curated collections for the SU lists for any library to add their Advantage sites. Maria can also put a cart together for anyone. Please contact Abbey if you are interested.
- If people wanted to add more titles to the [Always Available SU](#) titles, they would have to discuss the extra cost.
- Some libraries are taking money allocated for physical materials and using it to purchase more OverDrive titles

### OverDrive Instant Digital Card (Abbey)

- What is Instant Digital Card ([IDC](#))
- [Blog](#) post about IDC
- Patrons sign up with a mobile phone number that is verified through a third-party vendor using approved zip codes provided by your library to OverDrive.
- The IDC card lasts for a year. Thirty days before the card expires the mobile phone will receive a text message telling them to reach out to their library to get a full access card.
- Usually for every successful card issued it costs \$.90 to cover the fees paid to the third-party vendor. Due to the current circumstances, OverDrive is waiving the fee until June 30th.

### Q & A Information:

Q: How does Overdrive know that the user does NOT have a current library card number?

A: Since OverDrive cannot authenticate users through our ILS, it would not know if a patron has a library card.

Q: Can we cancel at any time?

A: Yes, you can cancel this service at any time. It is best to give at least one week's notice to give OverDrive time to adjust on the backend.

Q: Does this have to be a consortium wide decision?

A: Yes, because every patron will see the pop-up. However, only the libraries that give their zip code will have patrons who can fill out the form.

Q: Do the Marmot self-registration temporary card numbers allow OverDrive checkouts/holds?

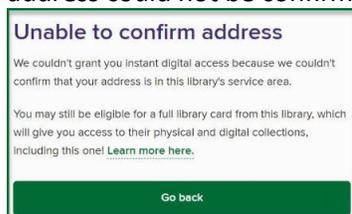
A: The self-registration through Pika does allow patrons to checkout and place holds on OverDrive titles. This is for the libraries who are currently using this feature.

Q: Can a patron use the IDC card to login to the catalog?

A: No, they would still need to get a library card from their local library.

Q: Is the service advertised regardless of whether or not libraries provided zip codes?

A: Yes, every patron would see this pop-up box to sign up for IDC. They would get a message that their address could not be confirmed, if their library did not give their zip code.



Q: Couldn't people with blocked accounts then get access?

A: Since OverDrive cannot authenticate users, a blocked patron could get access.

- Libraries that do not want IDC (Bemis, Bud Werner, CMC, Eagle, Grand, Pine River, Pitkin, Rampart, Vail)
- Libraries that do want IDC (Adam State & Garfield)
- Libraries that did not weigh in yet or undecided (Basalt, Buena Vista, CCU, CMU, Gunnison, Englewood, Lake County, Mesa, Montrose, Salida, Summit, Western, and Wilkinson)
- With the current people attending the meeting who voted no, it looks like this will not move forward.

### Decreasing or Increasing OverDrive Holds and Checkout Titles Amounts

- Current Checkouts Limited to 5
- Current Holds Limited to 10
- Audiobook and eBook checkouts default to 21 days
- The group decided to not increase or decrease any of the settings at this time.

### Sharing a List of Free Online eBooks or Audiobook Sites

- Here is a "[Free" Digital Resources for Consideration](#) Google Doc (anyone can edit)
- Links to these resources can be added to your [Pika sidebars](#) for your patrons

### Pika Self-Registration (Ashley & Pascal)

- Several pieces of information are needed before turning on this option in Pika
  - Patron type
  - Expiration period
  - Patron agency
  - Any special fields that a library wants in filled in for a self registered patron upon registration has to be coded individually by library
    - PMESSAGE, patron note, PCODE3, etc.
  - Other information that is needed from Sierra that can come from Marmot office
- Pika creates a seven-digit temporary barcode for self registered users
  - Self-registered users can use OverDrive only with this temporary barcode
  - Other eResource vendors that authenticate with a library's barcode prefix which is not included in the temporary barcode
- Contact [pika@marmot.org](mailto:pika@marmot.org) if you want to set this up for your library

### Other Topics

- Reallocating the shared Macmillan funds at the next meeting on April 14<sup>th</sup>.

### Macmillan US

As of the end of business day March 19, 2020, Macmillan US ebooks will be offered in a Metered Access model at a 24-month term. Macmillan has waved the embargo on ebook titles with further details below.

#### Additional details:

- With this change, libraries will no longer be restricted from purchasing additional copies during the first 8 weeks following a title's publication.
- Macmillan is eliminating the one-unit perpetual access option. Titles currently preordered under the One Copy/One User model will be converted to the Metered Access model at a 24-month term. You can also order additional preorder units of these titles, as the one copy limit has been removed. Please contact your Account Manager if you'd like help reviewing these titles.
- **All Macmillan US ebooks will be eligible to move or share via Advantage Plus**, with the exception of any titles owned in the One Copy/One User model.
- There will be no changes to the lending terms for audiobook titles. Audiobook titles will remain available in the One Copy/One user model.

- In light of this change, we will remove applicable patron messaging from Libby and your library's OverDrive website.

**Next meeting is on April 14<sup>th</sup> at 1 p.m.**