A holistic and strategic approach

The City of
Newcastle

eBooks at Newcastle Library

2009 – Introduction of a small collection from Gale Virtual Reference Library.

2011 – Development of assessment criteria for downloadable eBook collections.

2011 – Trial of EBL eBook Library.

2012 – Successful grant application, introduction of EBL (eBook Library) and Baker & Taylor Axis 360.

2013 – Introduction of Bolinda digital and Baker & Taylor Axis 360 eBooks.

Way back in 2011

"an onslaught of confused masses beseeching librarians to teach them how to use their newly purchased eReaders or tablet computers."

Later that year…

- Sue Hutley, at the 2011 NSW.net eResources Seminar, confirmed that libraries considering eBook collections had to handle some big issues:
    - Knowledge of Digital Rights Management and licensing issues, basic copyright, formats, digital literacy and use of eReading devices
    - The need to develop basic staff knowledge across all sections and to encourage expertise and deep knowledge in specific sections.
    - The pace of change – keeping up with changing forms, formats, devices and acronyms.

Evolution of the eBook Action Plan

eBooks Prior to Grant Funding

Research/groundwork phase.

eBooks to supplement *information* resources (dwindling printed reference sources).

Small scale & non-downloadable.

Move towards downloadable eBooks via EBL.

eBooks After Grant Funding

Demand from customers for this *format* was well established.

More staff interest in eBooks.

Need for an Action Plan & grant acquittal process.

Training, training, training and more training.

The eBook Action Plan - aims

- Identify funding.

- Expand existing eBook collection to create a balance between fiction/non-fiction, appeal to different age groups, genders etc.

- Determine the overall balance between traditional books and eBooks – long term staging required.

- Identify the most suitable platforms.

- Involve all staff where possible e.g. trials, cataloguing decisions.

The eBook Action Plan – aims continued

- Ensure key staff were aware of all eBook challenges (create experts).

- Provide basic training to support staff, giving them the ability to respond to the "confused masses".

- Provide a logical access point on the library webpage.

- Aspire towards a web-scale discovery layer. Our Enterprise LMS currently enables a discovery layer. E-Resource Central (Enterprise) will be implemented in the near future.

Implementation

Stage 1 - Planning & Research

- Identify what we had, what we needed (what our customers wanted) and how we would get there.

- Presentation & workshop with key staff from Lending Services, IT, Collection Management, Promotions, Information & Research.

- Additional needs identified and ideas shared.

- Action Plan developed by staff e.g. identify collection gaps, identify and purchase eReading devices for training purposes, trainers identified, training planned, promotion planned.

Implementation

Stage 2 – Grant acquittal

- Team formed – Lending Services, Library Management, Collection Management, Information & Research Centre.

- Various platforms compared against agreed criteria.

- Three major suppliers selected EBL, Baker & Taylor Axis 360 and Bolinda digital.

- Training, promotion, cataloguing procedures and website development all followed.

Training - staff

- IT and Information & Reference Centre staff embraced the task of staff training.

- First response was to develop help sheets to convey eBook industry knowledge e.g. "eBooks 101- FAQs for library staff" etc.

- Explaining DRM, copyright and the eBook landscape was crucial to managing the expectations of our customers.

- Most staff (from all areas) undertook initial formal training and refresher training 6 months later.

- eReader & Tablet "Petting Zoo" roadshows supported formal training.

- Topics included:
  - How DRM will affect your job.
  - Where to find the eBook collections
  - Using different portals and formats.
  - Demand Driven Acquisition and requesting eBooks.
  - Selecting and building the eBook collection.
  - Using eBooks in reference interviews.
  - How to download eBooks.
  - Hands-on use of devices.
 - Troubleshooting.

Customer Training

- eBooks came to dominate the workload of some staff in the Information & Research Centre – learning to use each portal and various devices, creating help sheets, fielding phone calls from staff and customers.

- Help sheets were developed and placed on website e.g. Getting Started with eBooks, sheets for individual readers, comparison tables (to deal with different DRM rules) etc.

- "Discover Your eLibrary" lessons (where we discovered people only wanted to know about eBooks, not the rest of our online services).

- Advertised drop-in "Petting Zoo" sessions at some branches.

- Partnership with Jobquest and local high schools.

When the teenagers took over…

Something Strange & Unexpected Happened

Staff

Customers | School Students | Branch Staff
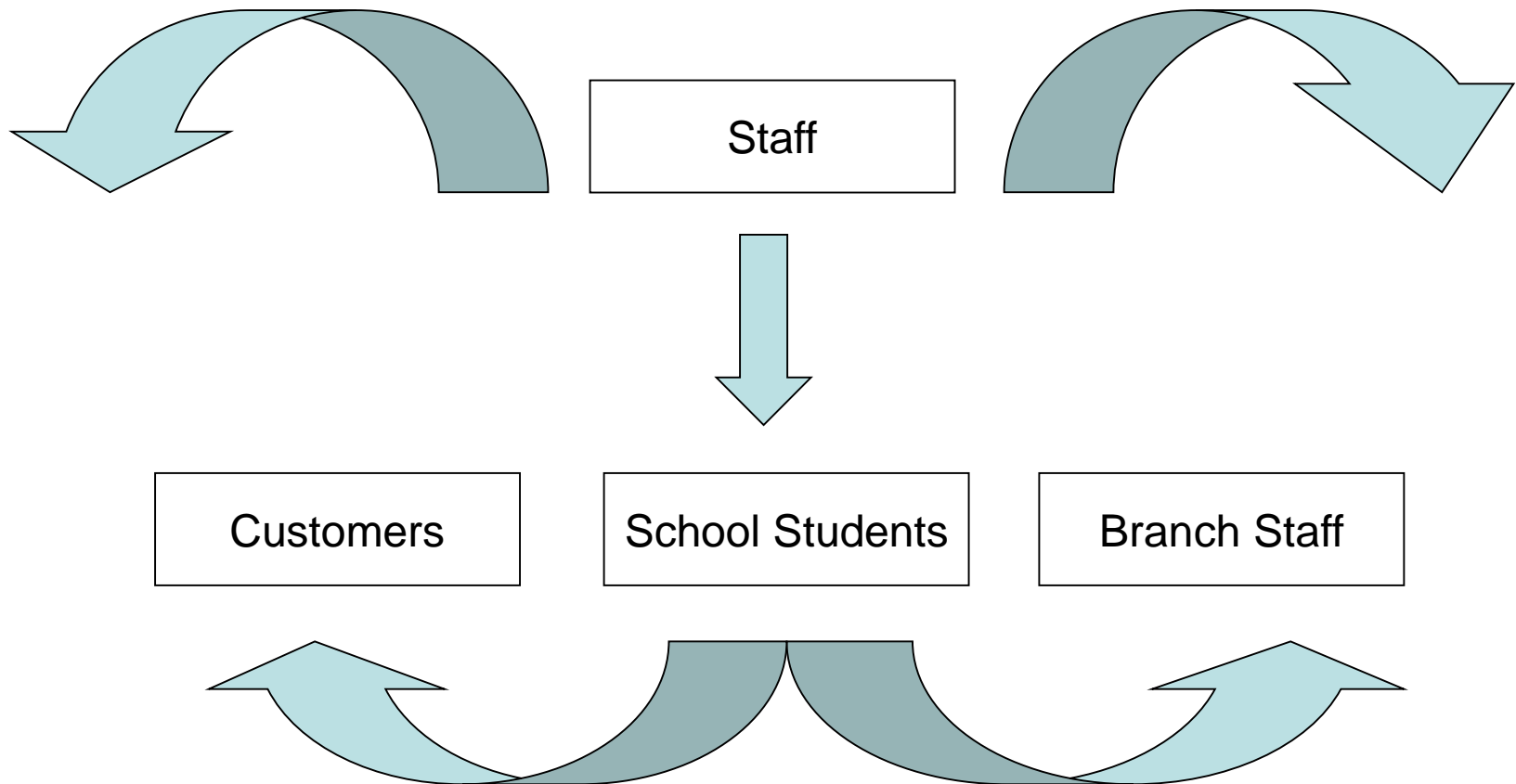
Library card number and PIN (usually 1234)

An Adobe account

A device that is compatible with Adobe Digital Editions

An Internet connection

eBooks- what do I need before I start?

Library website &/or catalogue

Apps
(for mobile devices)

Bluefire Reader

and/or

BorrowBox

and/or

axisReader

Software
(for eReaders & computer users)
Adobe Digital Editions

Suppliers & Requirements	EBL	Bolinda digital	Baker & Taylor Axis 360
For reading on eReaders	•Adobe account •Adobe Digital Editions software •Library website and/or catalogue	•Adobe account •Adobe Digital Editions software •Bolinda registration •Library website and/or catalogue	•Adobe account •Adobe Digital Editions •Library website and/or catalogue
For reading on Mobile Devices e.g. iPad, Smart Phones	•Adobe account •Bluefire Reader app •Library website and/or catalogue	•Adobe account •Bolinda registration •Library website and/or catalogue •Bluefire Reader app OR •Bolinda registration •Borrow Box app •Browse in app, no website required	•Adobe account •Bluefire Reader app •Library website and/or catalogue OR •Adobe account •axisReader app •Browse in app, no website required
For reading on computers	•Adobe account •Adobe Digital Editions software •Library website and/or catalogue OR •Read online within the EBL portal for up to 24 hrs •Library website and/or catalogue	•Adobe account •Adobe Digital Editions software •Bolinda registration •Library website and/or catalogue	•Adobe account •Adobe Digital Editions •Library website and/or catalogue OR •Blio Account & software •Library website and/or catalogue

Suppliers & Rules	EBL	Bolinda digital	Baker & Taylor Axis 360
How long can I can keep the eBook?	From 1-14 days (you can choose up to 14 days).	14 day (this is a set loan period and cannot be altered).	1-14 days (you must add the title to your 'Checkout List' to have this option or it will default to 14 days).
Can I return the eBook before the due date?	No	No	No
Can I renew my eBook loan?	No, but you can download again as soon as your loan expires.	Yes, if there are no holds on the eBook. Please note: a renewal will count towards your loan total.	No, but you can re-download OR request once your loan has expired.

Suppliers & Rules	EBL	Bolinda digital	Baker & Taylor Axis 360
Can more than one person borrow the same eBook at the same time?	Yes, each eBook can have multiple borrowers at the same time.	No, but you can reserve titles.	No, but you can reserve titles.
How do I request an eBook the library doesn't own?	EBL displays unowned titles that can be requested. All titles will be considered for purchase.	Bolinda digital only displays titles that we Own. Submit requests via the ASK a Librarian service.	Axis 360 only displays titles that we own. Submit requests via the ASK a Librarian Service.
Can I look inside or read part of an eBook before downloading?	Yes – 10 minutes for owned titles, 5 minutes for unowned titles.	Yes, you can read part of an eBook by using the "Preview" button. This will display the first few pages of the book.	No, but some books do display an excerpt of the first few pages of the book.

The City of Newcastle

Training blog – Tame the Wild Beasts

Healthy competition and rivalry

Challenges

- Learning curve has been steep for many staff.

- Customer expectations and dealing tactfully with their frustration.

- Integrating a new service within existing demands and workflows – checkout, checkin and shelving have not been reduced.

- Evaluating platforms was like choosing a mobile phone plan.

- Boundaries of our jobs blurring – should we be configuring iPads and other devices for customers?

Appraisal

- Loans are increasing each month, now seeing over 1000 loans per month across the 3 major platforms.

- Demand Driven Acquisition is very popular and ensures new titles are added as they are published/required by the public.

- EBL has our favourite lending model, however Baker & Taylor Axis 360 and Bolinda digital have more public library friendly features and more mainstream fiction publishers.

- Investment in time to develop experts was justified.

- Purchasing devices to train staff and customers was crucial.

What is working and future directions

- Creating and maintaining "experts" has been integral to keeping up with change.

- Be prepared to negotiate terms.

- Being flexible with how we deliver training.

- Partnering with Jobquest and schools has been a huge success – possibly expand into an Outreach program.

- Online and visual based training – a step by step training blog for staff and customers is next.

- Increase marketing.

- Rollout web scale discovery.

The Younger Staff yesterday