eReaders for the Common Good:
Instituting an eReader and Other Device Lending Program @ Your Library
Today’s Panel

Jean Anderson: Continuing Education Coordinator, South Central Library System, Madison

Kent Barnard: Director, Patterson Memorial Library, Wild Rose

Sara Gold: Project Manager for the Wisconsin Public Library Consortium Digital Library, WiLS, Madison

Nicole Hardina-Wilhelm: Adult Services, Neenah Public Library, Neenah

Christy Ross: Director, Brandon Public Library, Brandon
Libraries then...
Libraries Now...
“Kindle, Nook, iPad... I say, Hardwick, This sure is an impressive library.”
Why DO We Use Libraries?
relaxing
information
learning
reading
knowledge
entertainment
fun
time
enjoy
book
read
stories
different
new
good
mind
away
mind
away
imagination
takes
enjoyment
brushes
really
find
really
clunk
ready
fix
really
guess
way
life
educational
learn
to
guess
way
place
education
new
thing
something
enjoyable
escape
pleasure
reading
things
something
just
reading
gives
away
to
world
away
reading
thoughts
happy
world
away
just
read
away

read
enjoying
entertaining
reading

mind
away
mind
away
imagination
takes
enjoyment
brushes
really
find
really
clunk
ready
fix
really
guess
way
life
educational
learn
to
guess
way
place
education
new
thing
something
enjoyable
escape
pleasure
reading
things

How are libraries used?
So….

Why eReaders?

Moving Forward

Libraries & eBooks

MAKE WAY FOR KINDLES!
Data we don’t show you (but you already know!)

• This could be a slide showing all the figures and data to support why your library should have ereaders, but how boring would that be?
Collaboration at its finest

http://www.wils.wisc.edu/

http://www.wils.wisc.edu/
Digital Library Statistics
From inception to now

**Purchased Titles in Collection**: 22,697
- Audiobook: 8,875
- eBook: 13,323
- Music: 180
- Video: 319

**Purchased Copies in Collection** (counting each copy of each format of a title): 59,510
- Audiobook: 15,383
- eBook: 43,625
- Music: 180
- Video: 322

**Licensed eBooks in Collection**: 1,565
- eBook: 1,565

**Max Access Titles in Collection**: 1,986
- eBook: 1,986
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Formats in OverDrive & Circulation

- EPUB
- Kindle
- WMA
- PDF
- MP3
- OEPUB
- OPDF

Graph showing percentages of formats in OverDrive and circulation.
Checkouts: 2,174,157 (Current: 42,994)
Audiobook: 1,261,000 (Current: 9,373)
eBook: 879,733 (Current: 33,534)
Music: 14,236 (Current: 33)
Video: 19,188 (Current: 54)

Holds: 1,526,021 (Current: 74,324)
Audiobook: 720,129 (Current: 14,950)

Unique Library Patrons Checking Out Titles: 135,634 (Current: 17,990)
OverDrive Circulation
Readers, readers everywhere...
Your Patrons
(or your Board)

Before...
After!
Ebook Readers are Special!
More Statistical Information

• 21% of Americans have read an ebook up from 17% in 2011.

When you include other econtent – the percentage rises to 43%

Source: Pew Research Center American Internet Project
Ebook Readers are Special!

• 88% of ebook readers also read printed books
• Compared with other book readers – they read more books, more frequently for a lot of reasons:
  For pleasure, research, current events and for work or school.
However –

60% of eReader owners said they didn’t know their library had ebooks!
Ok, I’m Sold!
Now Which eReaders?

• Despite B&N’s problems – Nook
• Despite Amazon’s Big Brother Issues – Kindle
• Despite Apple’s being, well, Apple - iPad
The Devices - Nook
The Devices - Kindle
The Devices - iPad
DANGER:
CATALOGER
Keep out of Direct sunlight and away from human beings!
e Accounts
Staff Training
Ziggi Document Camera

My eBook Training Kit
Ziggi in Action
Overcoming Resistance

• Encourage Play
  o On Work Time
• Peer-to-Peer Training
  o Staff train each other
• Focus on Benefits to Patron
Training Tips

• Hands-on
• Demonstration - Ziggi
  o Can also be used for patron training
• Tailor to your staff
• Recruit staff to help
More Tips

• Be ready to change
  o OverDrive App for NOOK Color & Tablet

• Adapt to your audience
  o OverDrive in 30 minutes or Less (Sample script)
  o Full OverDrive Training (2 hours+)
  o One-on-one training

• BadgerLearn
Impact
Loan Procedures

YOU BREAK IT, YOU BOUGHT IT!
I understand that I am fully responsible for the borrowed electronic device, and for its safe and timely return to the Brandon Library Customer Service Desk from which it was borrowed. If the electronic device is damaged, lost or stolen or accessories are missing, or late fees are incurred, I understand that I am responsible for all applicable charges. I have read, understand, and agree to the rules and procedures listed in the Electronic Device Guidelines. I agree to return the electronic device by the due date noted above.

Rules of Use:

☐ Electronic devices are for use by current library cardholders in good standing and are 18 years of age or older.

☐ eReaders are loaned for a two week loan period. You must return your electronic device to a staff member at the Brandon Library Customer Service Desk from which you borrowed it.

☐ Electronic devices are not renewable.

☐ Overdue fees will be charged for electronic devices not returned by their due date. eReader fees are in the amount of $5.00 per day.

☐ If your electronic device is lost, stolen or damaged, or electronic device accessories are lost, stolen or damaged; you will be held responsible for all applicable replacement costs and processing fees (up to $300.00 plus accrued late return fees for eReaders).

☐ I acknowledge that failure to pay any amount owed will be considered an outstanding debt to Brandon Public Library.
Contact Us

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IF YOU CHOOSE TO READ ON A KINDLE IN THE PRIVACY OF YOUR OWN HOME, THAT'S YOUR BUSINESS, BUT WE'RE STILL CALLING THIS A @#$% BOOK CLUB.

http://www.youtube.com/watch?v=buHmE_8UmJA