How to Develop a Digital Content Plan
for Maximum Impact

According to a recent ASCD and OverDrive survey, 80% of districts and schools in the U.S. now use digital content, and most of these plan to increase their usage in the coming year. It's clear that eBooks and audiobooks are here to stay as K-12 students and educators realize the transformative benefits of digital reading and learning.

As you chart your own digital content path, let's take a look at some data to help answer a few important questions:

Have a device strategy for eBooks & audiobooks

73% of administrators surveyed reported having a device strategy in place, and most of these have a corresponding digital content plan. Not surprisingly, laptops, tablets and PCs are the most popular devices. However, a lot of districts and schools are also leveraging smartphones and eReaders for library and home use.

Whatever device solution works best for you, be it 1:1 or BYOD, iPads® or Chromebooks™, it's critical to have a strategy in place as you plot your digital content future.
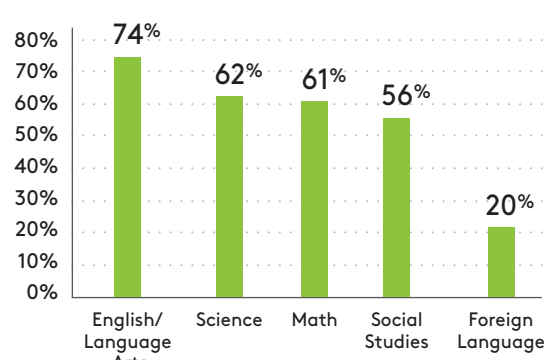
Know what content is wanted

In addition to popular children's and YA fiction for leisure reading through the library, teachers are also anxious to utilize digital content in their curriculum. We found the most-desired subjects to be ELA (74%), science (62% and math (61%). In fact, librarians have served as the facilitators for many successful ELA digital class set programs

Chart (bar graph, percentages):
- English/Language Arts: 74%
- Science: 62%
- Math: 61%
- Social Studies: 56%
- Foreign Language: 20%

Consult your district or school's teachers to identify the best opportunities to bring digital content into the classroom.

Provide staff training

There are two primary themes when discussing the type of professional development that's needed for digital content in districts and schools:

1. It should be hands-on how-to, differentiated and in-person
2. Educators and librarians want ideas and examples on how best to smoothly integrate digital content into their instruction and school
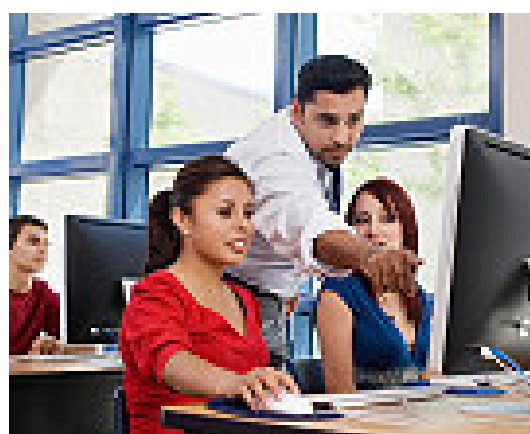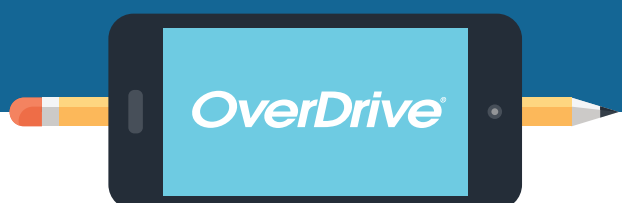
One of the best ways to help ensure successful implementation of digital content is to have teachers and staff who are knowledgeable, enthusiastic users.

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