Growing & Marketing a Digital Collection as Part of a Consortium

Megan Fischer
Bee Cave Public Library
Central Texas Digital Consortium

BEE CAVE PUBLIC LIBRARY

- Single branch library in Austin
- Part of the Central Texas Digital Library Consortium since 2011
- Currently includes 60 member libraries, plus 10 school districts

Central Texas digital consortium

Bee Cave Public Library

- Steering Committee founded 5 years ago
- Consortium fund started 3 years ago
  - Libraries can donate some or all of their required credit to the fund. Option to donate more if desired
  - Fund is used to deal with high holds, metered items, and bestsellers

MEGAN FISCHER

TECHNICAL SERVICES LIBRARIAN AND DIGITAL SPECAILIST

- Started at BCPL 8 years ago in 2013, took over BCPLs overdrive collection in 2014
- Since 2014, BCPLs users have increased 62% and our checkouts have increased 176%
- OverDrive Work
  - Digital Collection development (for BCPL, smaller libraries, as of December 2021 monthly purchases for the Consortium with our Consortium Fund)
  - Social media and OverDrive Landing Site/Libby Front Page curation
  - Steering committee member
  - First to utilize Advantage Plus and the kids/teen rooms
  - Reports nerd, and Advantage Plus cheerleader

ADVANTAGE PLUS

What, Why, How and Mindful Purchases

BEE CAVE PUBLIC LIBRARY

WHAT IS ADVANTAGE PLUS

- "With Advantage Plus, you can move and share titles from your Advantage collection to the shared collection."- OverDrive
- Take older titles you aren't currently using and share them with the consortium. Can create an automatic system or do it manually
- Your patrons **still** get first dibs
- Think of it like an ILL without the postage

WHY ADVANTAGE PLUS?

- Enrich current collection
- Help with hold wait time and metered items
- Saves consortium money

HOW WE STARTED

- May 21, 2019
- Tested it out on 3 years old/1 year no check outs, quickly shifted to 1 year old
- OU/OC only
- Zombie Hunting Titles
  - Zombies: items with holds that are out of license
  - These are the only metered titles
- Days on hold average went from the 60s/50s (2019) to the 30s (2020)
  - Trend continued in the pandemic despite number of holds themselves going up.
  - To compare: when we started the consortium fund 2018, the holds went from in the 70's to the 60s between 2018 and 2019

NOW

- 6 other libraries are also doing Advantage Plus (9 have it turned on)
  - in 2021 13% of checkouts that were A+
- March 2020, more lenient with what we release
- 6 months no CO
- Still OU/OC
- Mindful Purchases

MINDFUL PURCHASES FOR ADVANTAGE PLUS

GENRES

- Indi Fiction
- Romance
- Graphic Novels
- Juvenile
- Young Adult
- SciFi Fantasy
- Cozy Mystery

LISTS

- TXLA Awards
- Local Book Club
- Actor Book Lists
- Good Reads
- Local Event Titles
  - Books and Bees
  - Lake Travis Reads

When the new list comes out, last years OC/OU titles are released

OTHER

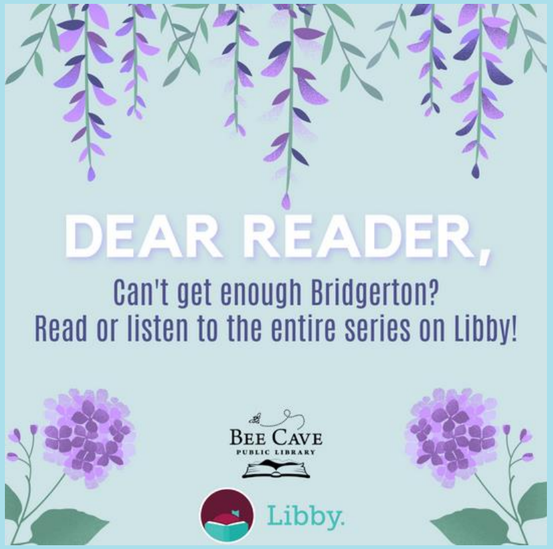
- Series Fillers
- Eclectic Choices
- Classics
- Audio Gaps

MARKETING

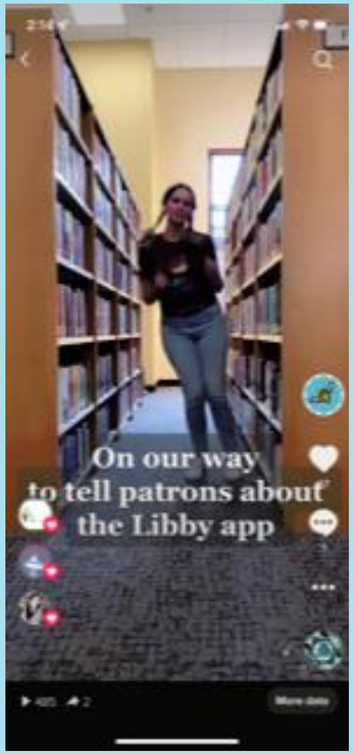
Digital and Physical Outreach

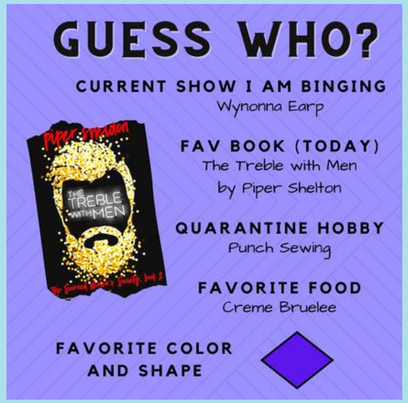
DIGITAL OUTREACH

- Canva
- Utilize the Premade OverDrive items
  - Instagram squares, tips, flyers, how tos, web banners etc
- Social Media
  - TikTok @beeavepubliclibrary
    - Always a good "all reading is valid/ebooks count as reading" memes
  - Instagram
    - Monthly “new to overdrive” posts
    - Incorporate digital only titles on recommended reading Posts
- Hyperlinked Flyers
  - PDFs on main website with direct links



EXAMPLES


On our way to tell patrons about the Libby app


GUESS WHO?
CURRENT SHOW I AM BINGING
Wynonna Earp
FAV BOOK (TODAY)
The Treble with Men
by Piper Shelton
QUARANTINE HOBBY
Punch Sewing
FAVORITE FOOD
Creme Bruelee
FAVORITE COLOR AND SHAPE

Still hungry for more?
Try the prequels & short story collection!
Now in eBook ~and~ eAudio.
THE OTHER MISS BRIDGERTON
FIRST COMES SCANDAL
JULIA QUINN
THE BRIDGERTONS
HAPPILY EVER AFTER
JULIA QUINN
Libby.
Bee Cave Public Library

CHECK OUT THE BOOKS!
NANCY SPRINGER
The first two eBooks are now on OverDrive.
Listen to the first book in eAudio now without waiting!
Bee Cave Public Library

When digipalooza sends you a swag box

NEW EDUCATIONAL EBOOKS ON OVERDRIVE
New titles about learning and homeschooling

Bee Cave Public Library
Minerva Spencer
Notorious
A Lady's Guide to Mischief and Mayhem
MANDA COLLINS
CAT SEBASTIAN
The Queer Principles of Kit Webb
A DUKE, THE LADY, and A BABY
Vanessa Riley
CHARIS MICHAELS
When You Wish Upon a Duke
Someday My Duke Will Come
CHRISTINA BRITTON
BCPL
Recommends

New Romance
only on
OverDrive
Bee Cave Public Library

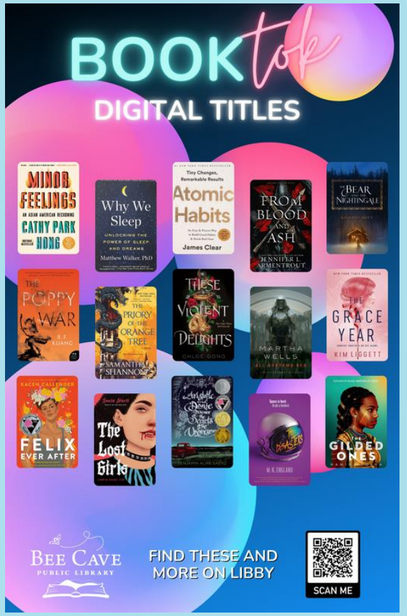
OverDrive would like me to remind you...

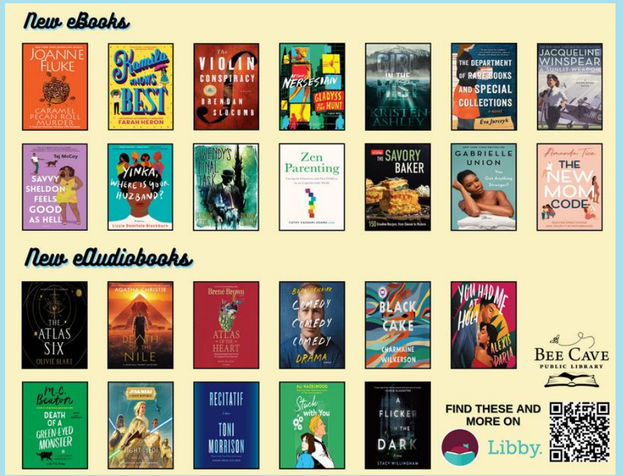
LAST CALL TO ENTER THE RAFFLE

BEE CAVE PUBLIC LIBRARY

PHYSICAL OUTREACH

- Canva
- QR Code everything!
- Shelf talkers
    - Place these with series, or popular authors (like James Patterson) to show where they can access missing/gap titles
- Highlight "digital only" titles whenever possible
- Multiple version indicators
    - If you have flyers showcasing titles (say for book club) indicate which titles are available elsewhere





BEE CAVE
PUBLIC LIBRARY

CONTACT

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Print Out Tabloid Size Sign Templates

Print Out "New to OverDrive" Sign Templates

Instagram "New to OverDrive" Template