

How to Boost Awareness & Usage of Your Digital Collection



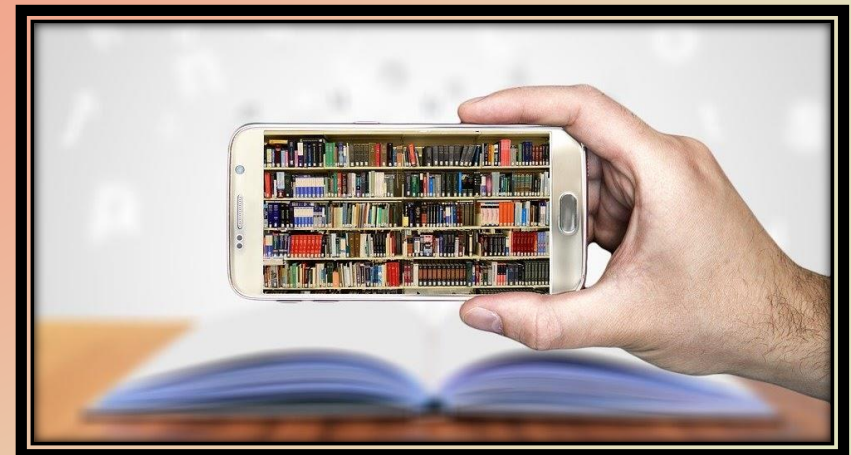
Michele Bischoffberger

Schleicher County Public Library

Eldorado, TX

OverDrive/Libby Journey

- ▶ New library director
- ▶ Limited use of digital books by patrons
- ▶ Titles previously purchased were mostly the same author or same genre



OverDrive/Libby Journey

How do I increase the usage of this product?



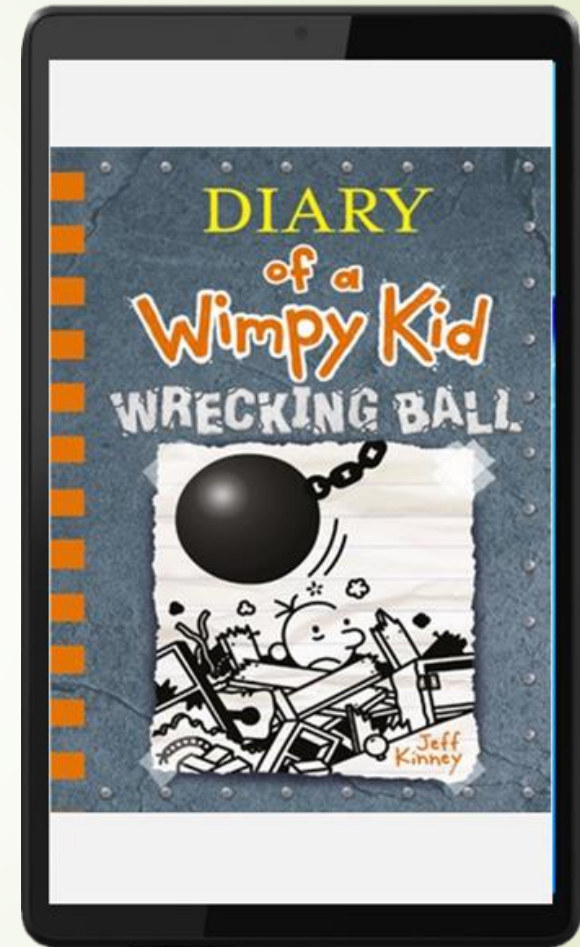


OverDrive/Libby Journey

- Existing and new patrons
- Purchasing a variety of current releases
- Encouraging audio books
- Setting up Overdrive/Libby for patrons
- Patron input for new titles

Last Chance to
Enter the Tablet
Raffle

Must be present to
win!





OverDrive/Libby Journey

► Successes

- Wanda - First time e-book user at the age of 91
- Susie - First time eaudiobook user at the age of 76
- These successes have encouraged others to try e-books

OverDrive/Libby Journey

- New Libby app
- OverDrive support

