



How to Talk to Your School Community About OverDrive

In today's session:

Take-aways:

- Strategies to engage your staff, students, and parents with OverDrive.
- Data to support the benefits of digital learning.
- Talking points to reach key members of your school community.
- A customizable template to use for your presentations.

Your presenters:



Christina Samek
Marketing Specialist



Sydney Kalnay
Training Specialist

Talking to your: Administrators

Key points:

- Use meaningful data to emphasize your points.
- Share measureable, qualitative and quantitative student benefits.
- Remind your audience that digital content:
 - ✓ Supports student privacy.
 - ✓ Teaches digital citizenship early on.
 - ✓ Can make the smartphone an *actual* smart phone.



School Logo

OverDrive®

An Introduction to OverDrive

Your School Name

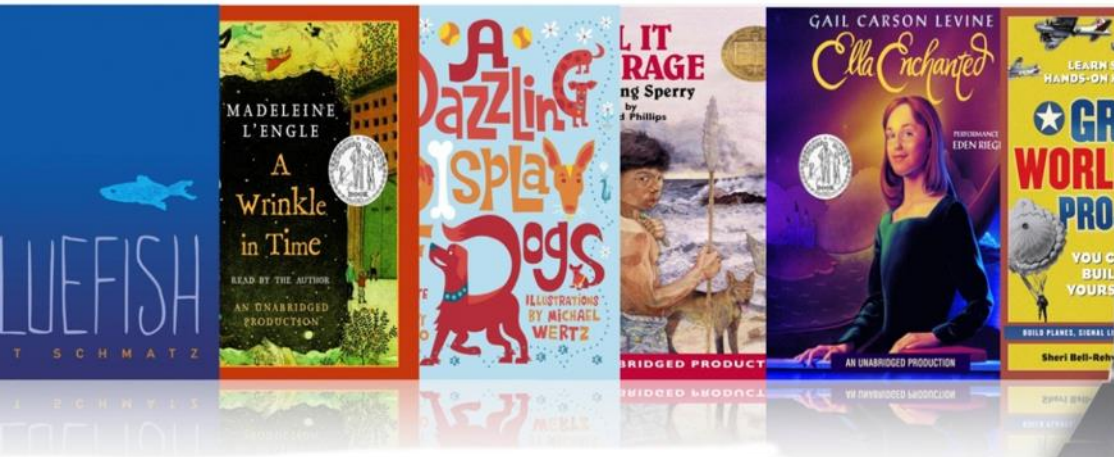
Presented by:
Your Name and Title
Contact Information



What is OverDrive?

With OverDrive, our students and staff can:

- ✓ READ eBooks.
- ✓ LISTEN to audiobooks.
- ✓ WATCH streaming video.

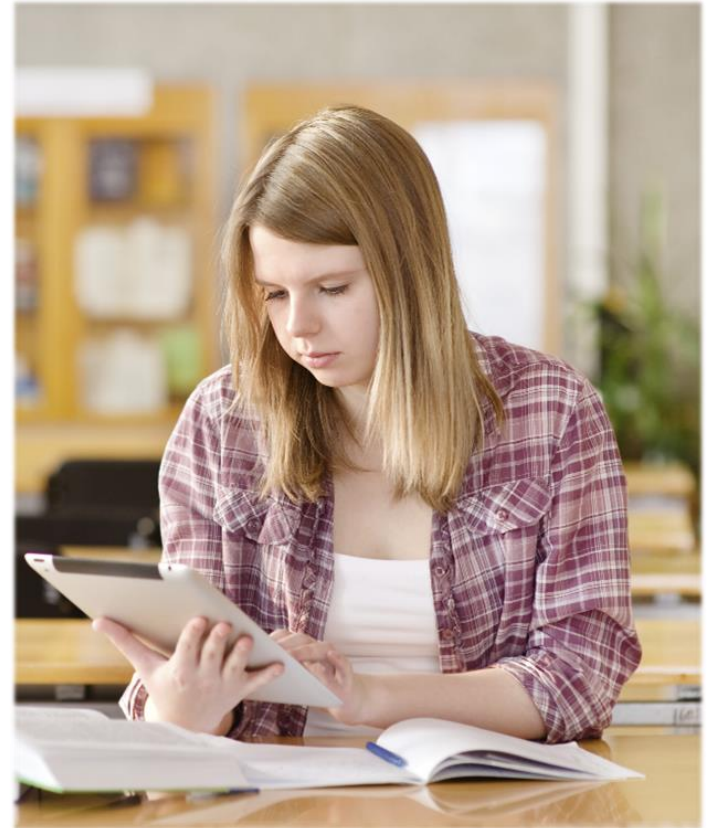


By the numbers

Why is digital content relevant?

- 80% of college students indicate they use mobile devices for studying.
- 80% also believe the use of technology will improve their employment opportunities upon entering the workforce.
- 4/5 students agree digital technology has improved their grade.
- 81% note digital learning helps save time and increases efficiency.*

**McGraw-Hill Education survey*



By the numbers

Why is digital content relevant?

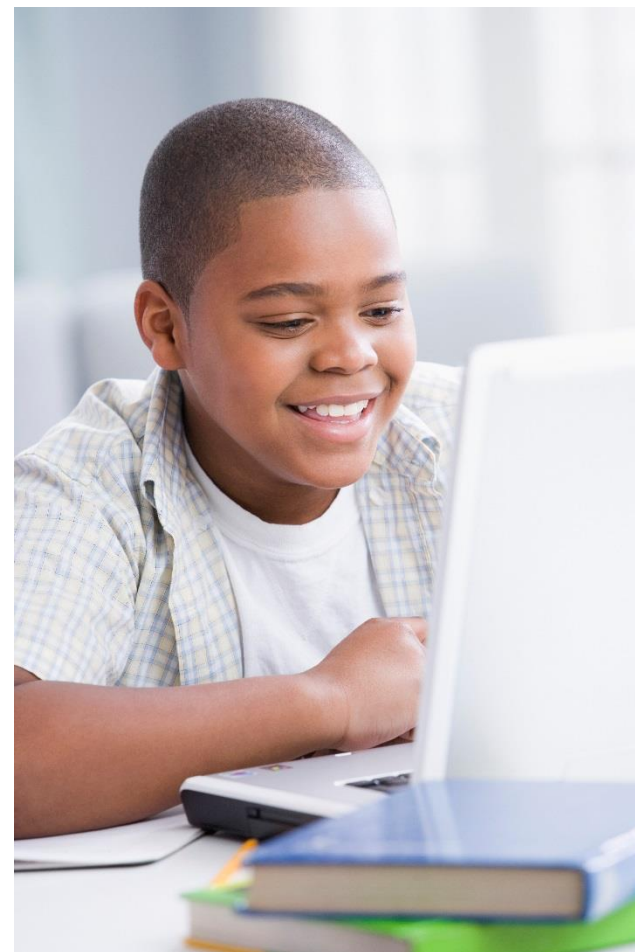
- 69% agree it helps them retain information.*
- 79% say it makes them aware of new concepts.*
- It's not just students: A *PBS Teacher Survey* found 81% believe the use of tablets in the classroom enhances learning.

**McGraw-Hill Education survey*



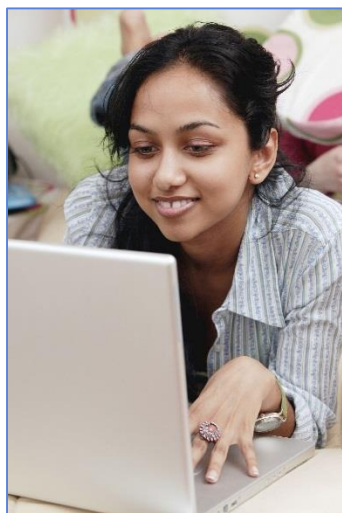
Start with reading

- **Easy** – You aren't introducing a new skill into your classroom, you are enhancing an already necessary skill: reading.
- **Intro to tech** – eBooks are an excellent, approachable gateway into a lifelong relationship with technology.
- **Reading for every student** –
 - ✓ Discover the simplicity of eBooks.
 - ✓ Explore note-taking, highlighting, built-in dictionary, & dyslexic font.
 - ✓ Serve high achievers and struggling readers on the same platform.
 - ✓ Connect to your existing systems.



Start with reading

- **Everyday learning tool** – Students explore their learning capacity on a familiar device like a smartphone or tablet.
- **Individualized learning** – Allows your students to absorb content at their own pace: Simple, built-in differentiated instruction.



Talking to your: Educators

Key points:

- Start small - start now.
- Meet teachers where they are.
- Provide quality professional development.
- Seek feedback.
- Remind your audience that digital content:
 - ✓ Promotes individualized learning.
 - ✓ Meets students in their space.
 - ✓ Includes accessibility features.



What do we need to get started?

1. Staff or student logins and passwords

[type example here or insert screenshot here]

2. A device with a working web browser

[if applicable, list devices here]

3. Our school digital library URL

[type URL here]

What do we need to get started? (example slide)

1

Please sign in

Student ID# or Staff ID#

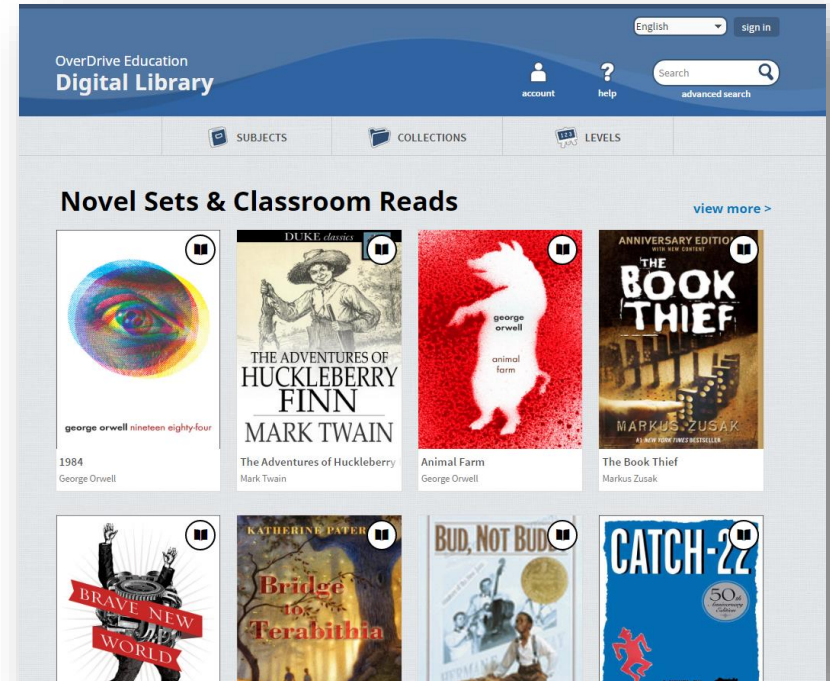
Sign In

☐ Remember my login information on this device.

2



3



yourschool.lib.overdrive.com

How does OverDrive work with our student devices? *(optional)*

OverDrive is available on computers (Windows, Mac, and Chromebooks) and mobile devices (Android, iOS, Kindle Fire tablets, most NOOK tablets, Windows 8 and up, and Windows Phone).



[View OverDrive's device profiles to learn more](#)

Talking to your: Students

Key points:

- Demonstrate ease of use.
- Emphasize 24/7 availability.
- Allow them freedom to explore.
- Support their privacy.
- Differentiate learning.



Try an eBook Exploration!



Try an eBook scavenger hunt!

1.

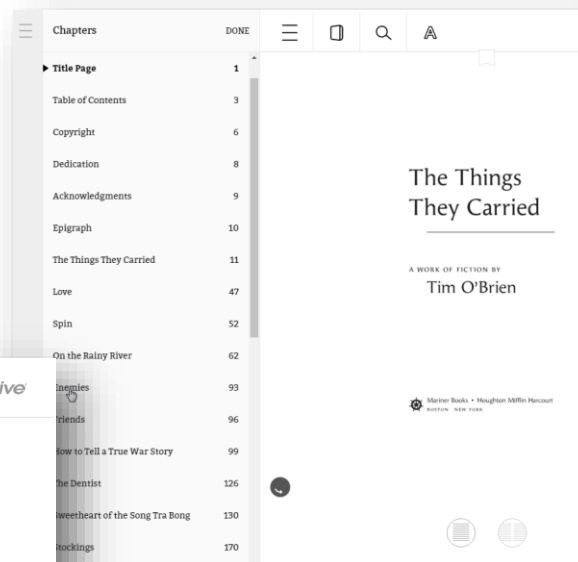
The Things They Carried

Jump to the chapter: Enemies

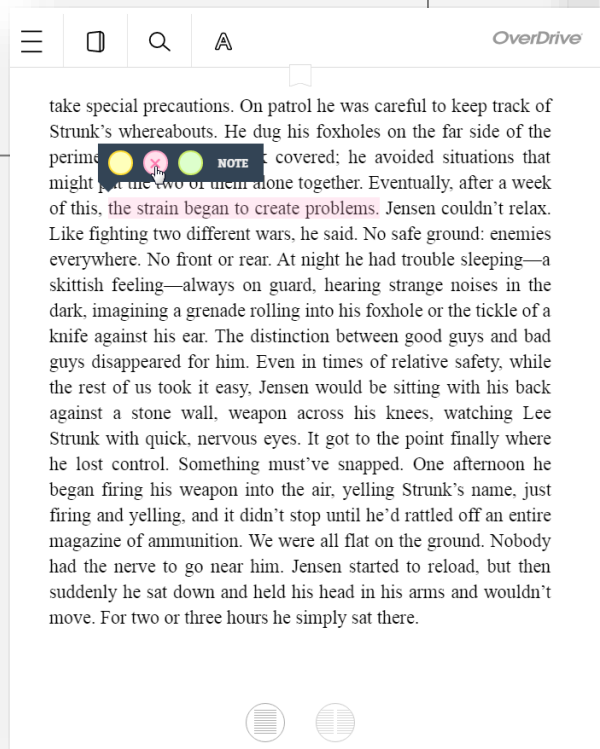
Find the passage that contains the phrase, “the strain began to create problems.”

Highlight this phrase in PINK.

2.



3.



Classroom activity (example slide)

1. Log in to our school digital website: *[type URL here]*.
2. Borrow a title: *[list a collection or other criteria]*.
3. Perform the following tasks in the book:
 - ✓ Locate an unknown vocabulary word.
 - ✓ Highlight the unknown word in a color.
 - ✓ Leave a note with your definition of the word.
 - ✓ Print the note from your Account page.

Talking to: Parents

Key points:

- Customize information to fit your school community members.
- Start small - keep it simple.
- Repurpose your slides. Are parents interested in:
 - ✓ Reading initiatives? (Share the DATA).
 - ✓ A hands-on approach? (Share an ACTIVITY).
 - ✓ Differentiated instruction? (Share accessibility FEATURES).



OverDrive Resource Center

The screenshot shows the OverDrive Resource Center website. The header includes the OverDrive logo and the text "Resource Center". Navigation links for "Library", "K-12 Schools", "Higher Education", and "Corporate" are present, along with a search icon. A dropdown menu for "K-12 Schools" is open, showing "Marketing & Outreach", "Staff Training", "Collection Development", and "Product Information". The main content area features the text "How can we help you?" and four circular icons representing different services: Marketing & Outreach (speech bubbles), Staff Training (graduation cap), Collection Development (stack of books), and Product Information (smartphone). The "Marketing & Outreach" icon and the "Marketing & Outreach" option in the dropdown menu are circled in orange.

OverDrive Resource Center

Library K-12 Schools Higher Education Corporate

Marketing & Outreach

Staff Training

Collection Development

Product Information

How can we help you?

MARKETING & OUTREACH

STAFF TRAINING

COLLECTION DEVELOPMENT

PRODUCT INFORMATION

WEBCAST SERIES

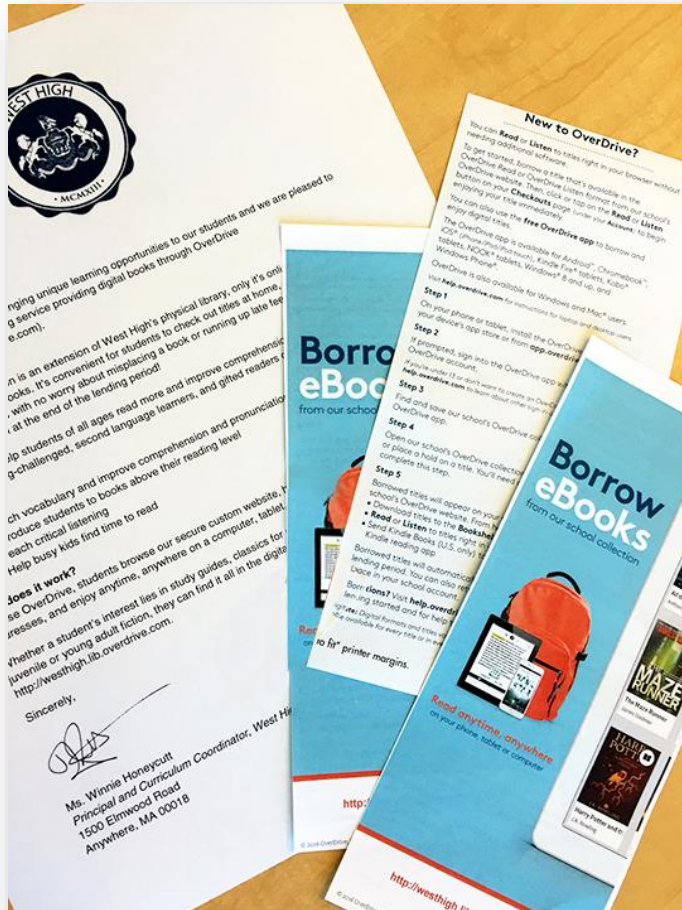
FEB. 23 AT 3:30 P.M. EST

How to Talk to your School
Community About OverDrive

REGISTER NOW

resources.overdrive.com > K-12 Schools

Parent letter (example)



Talking to: Your School Community

Resources:

- OverDrive Help (help.overdrive.com)
- Resource Center (resources.overdrive.com/k-12-schools)
- Your Account Specialist (Marketplace > Support)
- The OverDrive Training Team (training@overdrive.com)
- Remember these key points:
 - ✓ Start simple.
 - ✓ Start now.
 - ✓ Repurpose free resources.
 - ✓ Reach out to us for help.

GOOD LUCK!



Registration is now open!

August 2-4, 2017 | Cleveland, Ohio

LEVEL INNOVATE | ENGAGE | SUCCEED

Digipalooza is OverDrive's international user group conference that offers a unique blend of education, networking and fun.

New for 2017: An exclusive school program!

Evaluate this webcast

Your feedback is important to us!

Take a few minutes before you log off to fill out the training evaluation, available in the chat box on the lower left side of the screen.

Don't have the time right now?
Click the link below when you get the presentation PDF and fill it out later.

[OverDrive Training Evaluation](#)

