

Best Practices

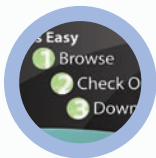
for Library Partners to
maximize download circulation



Collection Development



Staff Training



Promotion



About Partner Services

We're here to help.



With your OverDrive download service, you'll receive assistance from our Partner Services team. We help you maximize the circulation of your 'Virtual Branch' with support in these areas:

Collection Development

OverDrive offers a variety of services to optimize your circulation. Our Collection Development team can create recommended title lists (*NY Times* best sellers, subject-specific, etc.), help you add a new format, set up a Maximum Access plan, and more.

Staff Training

Sessions for all staff cover specific topics such as 'Collection Checklist', 'Browse, Check out, and Download', 'Reports', 'Patron Assistance', and 'Community Outreach'. The online sessions are lead by experienced, qualified trainers, and are conducted with easy-to-use web and audio conferencing tools.

Promotion

Raising awareness of your 'Virtual Branch' both inside and outside the library is an important success factor. OverDrive provides promotional assistance at no additional cost. We provide print materials (bookmarks, posters, brochures), web graphics, sample press releases, as well as support for community events.



Our Best Practices handbook offers tips from OverDrive library partners on how to maximize the value of your download service. Please use these ideas to increase awareness among staff and patrons to grow circulation. We recommend you check off the items you've completed to track your success. If you have any questions, or would like to share your best practices, please contact us.

Contact OverDrive

partnerservices@overdrive.com

or

216.573.6886 x2

Collection Development

Keep your download collection fresh and varied, and use our tools to help. Mirror your physical collection with content patrons want: best sellers, classics, and popular children's titles.

1. Subscribe to ContentWire

Stay up to date on the latest titles and publishers added to Content Reserve, the OverDrive purchasing portal, so you can provide what patrons want.

- Sign up for our weekly newsletter:
<http://www.overdrive.com/resources/publications.asp>.

2. Involve your Staff

Give your staff an opportunity to participate in the purchasing process so they feel invested.

- Allow interested staff to create their own lists in Content Reserve.
- During routine branch visits, ask for feedback and suggestions for your download collection.
- Form an Advisory Committee.

3. Purchase from Suggested Title Lists

Let our Collection Development team find the best sellers for you.

- Check out the 'Marketplace' homepage, tab features, and suggested title lists in Content Reserve Collection Tools: <http://www.contentreserve.com>.

4. Add AudioFile Reviews

Over 20,000 audiobook reviews are available for free and new reviews are added regularly to help patrons and staff select titles.

- Watch for AudioFile Reviews in 'Marketplace'.
- Add reviews to your collection through the 'Home' tab of Content Reserve by selecting 'Premium Reviews'.

5. Add Free Titles through Community Reserve

Community Reserve is a digital sharing tool that enables you to upload and share local content.

- Increase the value of your collection by uploading local historical documents, educational materials, and locally produced music or video.

6. Subscribe to a Maximum Access Plan

Always available, simultaneous use means no waitlists on many high circulating titles.

- Choose your subscription level (ex. 25, 50, 75, or 100).
- Select from the following publishers and suppliers:

Audiobooks: Blackstone Audio, Matrix Media, and Tantor Media.

Video: 555 Productions, Inc., Clearvue & SVE, Image Entertainment, Mill Creek Entertainment, PBS, Vanguard Cinema, and Venevision International.

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ContentWire
fresh titles for your digital collection

13 Best Audiobooks of 2009

- Little Bee** By Chris Cleave
British couple Andrew and Sarah O'Rourke, vacationing on a Nigerian beach in a last-ditch effort to save their faltering marriage, come across Little Bee and her sister, Nigerian refugees fleeing from machete-wielding soldiers intent on clearing the beach. The horrific confrontation that follows changes the lives of everyone involved in unimaginable ways.
Two years later, Little Bee appears in London on the day of Andrew's funeral and reconnects with Sarah. Sarah is struggling to come to terms with her husband's recent suicide and the stubborn behavior of her four-year-old son, who is convinced that he really...
- The Magicians** by Lev Grossman
- The Last Dickens** by Matthew Pearl
- Homer's Odyssey** by Owen Cooper
- The Long Fall: Leonid McGill Series, Book 1** by Walter Mosley
- Vanished** by Joseph Finder
- The Manual of Detection** by Jedediah Berry

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Content Reserve
The Digital Content Marketplace

Home Marketplace Collection Reports Users Approval Plan News Support Logout

Suggested Title Lists | Add Checked List(s) To Your Work Queue

#	Suggested Title List	Last Updated	# of Titles
1.	<input type="checkbox"/> **Library Journal Best Audiobooks of 2009	12/17/2009	33
2.	<input type="checkbox"/> **Best Books of 2009	11/19/2009	209
3.	<input type="checkbox"/> **Brilliance Audio 50% Off Sale	12/17/2009	149
4.	<input type="checkbox"/> **Core Collection #1	11/20/2009	347
5.	<input type="checkbox"/> **Core Collection #2	11/20/2009	284
6.	<input type="checkbox"/> **Holiday Bonus: Foreign Language Learning Audio	12/03/2009	182
7.	<input type="checkbox"/> **Holiday Bonus: Large eBook Collection	12/03/2009	277
8.	<input type="checkbox"/> **Holiday Bonus: McGraw-Hill eBooks	12/03/2009	177
9.	<input type="checkbox"/> **Holiday Bonus: Medium eBook Collection	12/03/2009	192
10.	<input type="checkbox"/> **Holiday Bonus: Music Collection	12/03/2009	267
11.	<input type="checkbox"/> **Holiday Bonus: Video Collection	12/03/2009	320
12.	<input type="checkbox"/> **McGraw-Hill 30% Off Sale	11/16/2009	379
13.	<input type="checkbox"/> **McGraw-Hill 30% Off: Case Files	11/19/2009	17
14.	<input type="checkbox"/> **McGraw-Hill 30% Off: EPUB	11/19/2009	117
15.	<input type="checkbox"/> **McGraw-Hill 30% Off: First Aid	11/19/2009	23

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REVIEWS

AudioFile

This final novel in Meyer's popular teen vampire series is sure to satisfy fans, even with its somewhat fizzled-out ending. Unfortunately, narrators Ilyana Kadushin and Matt Walters do little to enhance the tension, romance, and excitement of the plot. Kadushin's voice is lovely to listen to when she reads Bella's sections, but she adds little inflection or vocal variation among speakers, resulting in whole sections where the listener is unable to identify which character is talking. Walters's performance is certainly more varied and more effective, but his characterization of Jacob's narration sounds contrived--a caricature of what an angsty teenage werewolf "should" sound like--gruff, angry, and loud. One wonders if all the hype surrounding Meyer's series encouraged a rushed job on this audiobook. A.A. (c) AudioFile 2008, Portland, Maine

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Boston Public Library
Plymouth Public Library Network

Search Digital Media Advanced Search My Cart My Digital Account

Autobooks eBooks Music Video

Community Reserve Titles

OverDrive Community Reserve is a shared collection of digital materials posted by participating libraries from around the world. Materials include eBooks, audio, and video in supported formats created for historical, informational, or entertainment purposes. Use this catalog to browse and check them out.

Search results: Showing 1 - 10 of 17
Sort by: title | creator | release.date | most popular | date added to site

Where Have My Countrymen Gone
by The Sheila Davis
Boston-based rock group from 1967-2003. The band was most often noted for its loud/soft musical dynamic and Aerosol Plume soaring vocals, screaming in key one moment and howling a falsetto the next...

OverDrive Music
Plays on: [device icons]



(Collection Development continued)

7. Start a Download Standing Order Plan

Automatically add best sellers to your 'Virtual Branch' through this automated feature in Content Reserve.

- ❑ Get best sellers in your collection sooner and save time and effort.
- ❑ Tailor your plan to fit your needs and budget.

8. Set up Holds Manager

Automate! Save time while keeping waitlists to a minimum, using this tool in Content Reserve.

- ❑ Create a plan by selecting a hold ratio, monthly budget, frequency, and maximum title limits, and change it anytime.

9. Reach More Readers with Multiple Formats

A diverse collection attracts more patrons. Getting started is as easy as placing an order.

- ❑ Add eBooks: a great value and an inexpensive way to improve circulation.
- ❑ Create an opening collection of OverDrive Music and/or Video.

10. Review Reports

Respond to reader demands using real-time data in Content Reserve.

- ❑ **Activity Charts:** See popular content and make informed purchasing decisions.
- ❑ **Turnover Rate Charts:** Use to compare circulation activity to turnover rate statistics.
- ❑ **Current Waiting List and Waiting List History:** Compare your library's current waiting list to the waiting list history to see if a title has been in demand for a long time.

11. Ask OverDrive for Collection Assistance

Our collection development specialists can help and it's all free.

- ❑ Contact us to:
 - Create select lists for your review and approval.
 - Create a recommended Maximum Access order.
 - Help you budget appropriately.
 - Set up a Holds Manager or Download Standing Order Plan.

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OVERDRIVE
Content Reserve
The Digital Content Marketplace

Home Marketplace **Collection** Reports Users Approval Plan News Support Logout

Collection Manager

Content Reserve Collection Tools
Manage your current select list or create a new one.

Download Standing Order Plans
Create automated orders that run monthly offering front-list titles from your favorite publishers.

Holds Manager
Create a plan to monitor the status of your titles on hold and fill them automatically.

OverDrive Community Reserve
Manage your local content and choose from other libraries' local content for use at your digital library.

View Collection

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Turnover Rate By Subject

From 1/1/2008 through 7/31/2008

Subject	Turnover Rate (Checkouts / Owned)
Recovery	6 (6/1)
Finance	5.53 (188/34)
Photography	5 (5/1)
Physics	5 (5/1)
Romance	4.14 (2090/505)
Young Adult Literature	4.13 (33/8)
Careers	4.06 (61/15)
New Age	3.85 (300/78)
Management	3.69 (118/32)
Current Events	3.60 (191/53)
Suspense	3.25 (2110/649)
Fantasy	3.21 (561/175)
Medical	3 (18/6)
Pets	3 (30/10)
Sociology	2.88 (46/16)

Contact our Collection Experts

collectionteam@overdrive.com

or

216.573.6886 x222

Staff Training

A significant number of users learn about your download service from staff, so ensure your staff is familiar with your 'Virtual Branch' to help promote and provide assistance.

1. Attend Staff Training

Participate in OverDrive training for online demonstrations by our expert trainers.

- Our curriculum of courses will ensure your staff is knowledgeable in all areas.
 1. **Browse, Check out, Download:** Learn how to use your 'Virtual Branch.'
 2. **Collection Checklist:** 10 steps to a successful download collection.
 3. **Community Outreach:** Introduce new patrons to download media.
 4. **Patron Assistance:** Become an OverDrive Download Library Specialist.
 5. **Real-time Reports:** Size-up success... and stay on track.
- OverDrive will work with your library to schedule training before and after your launch.

2. Try our 'Anytime, Anywhere' Training

Catch up on OverDrive training with our online resources.

- View our flash-based Digital Media Guided Tour to learn how to browse, check out, and download: <http://www.overdrive.com/products/dlr/tour>.
- Request a recording of your library's training sessions for staff to view at their convenience.
- Download OverDrive training presentations: <http://www.overdrive.com/products/dlr/training.asp>.

3. Get the Word Out to Staff and Patrons

Let your staff know about training opportunities.

- Publicize training to all staff to maximize attendance.
- Train staff during new hire orientation.
- Host a patron training event. Contact training@overdrive.com for a presentation template.

4. Participate in OverDrive Training Annually

Your service is constantly being upgraded with new features, so stay current with the latest information.

- Attend OverDrive's annual Training Month program in September, which is hosted online, to refresh and introduce new staff to your download service.
- OverDrive will contact your library to schedule refresher training. You can also contact OverDrive to arrange training anytime, at no cost.

5. Become an OverDrive Specialist

Take your knowledge to the next level.

- A Super User:** You have comprehensive knowledge of your download service.
- A Teacher/Trainer:** You can explain and demonstrate how to browse, check out, and download media from your library's 'Virtual Branch' website.
- A Cheerleader:** You show your enthusiasm for the service and encourage others to try it.

6. Practice Makes Perfect

Try the user experience for yourself, so you're familiar enough to demonstrate it and answer questions.

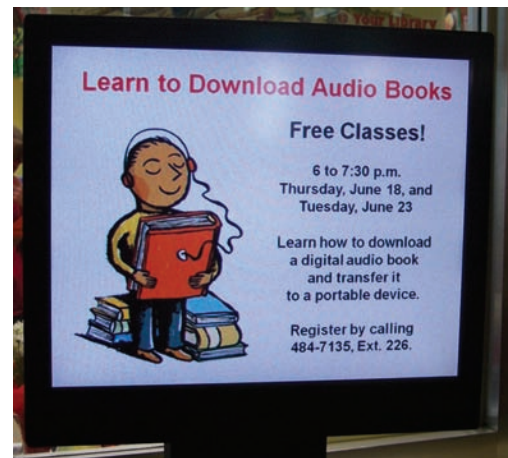
- Browse, check out, and download all formats in your collection.
- Place a hold and retrieve the hold.
- Transfer a title to a portable device, and burn to CD.
- Review the OverDrive Device Resource Center: <http://www.overdrive.com/resources/drc>.
- Be familiar with the support resources on your 'Virtual Branch' website.

7. Apply our Outreach Philosophy

Remember these key points...

- When training others, keep it simple and use easy to understand language.
- Engage person to person. Hands-on is best.
- You don't have to know everything. That's what OverDrive Support is for: support@libraryreserve.com.

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2009 OverDrive Training Month Winner:
Hutchinson Public Library (KS)



Promotion

Promote your download service inside *and* outside the library to raise awareness around your community.

1. Maximize your Website Presence

Nearly 70% of users learn about your download service online.

- Place a graphic or text link on your library's website homepage to direct patrons to your 'Virtual Branch'. The graphic should be easy to find.

2. Purchase MARC Records for your Digital Titles

Reach patrons who access your catalog regularly.

- Integrate with your OPAC so patrons can locate titles in your catalog.
- Download website and OPAC icons: <http://www.overdrive.com/dlr/logos>.

3. Promote Online

Internet use is on the rise, so you can reach hundreds of patrons online everyday.

- Consider advertising on local news or community websites.
- Take advantage of free online promotion using social networking sites like Facebook and Twitter.

4. Distribute Materials in the Library

Reach current library users.

- Distribute materials in the main library and all branches.
- Contact your Partner Services Associate for customized promotional materials, including bookmarks, posters, and more.

5. Promote Outside the Library

Apply local rules when marketing to audiences in your area.

- Distribute materials at the following locations:
 - Local gym
 - Schools
 - Shops/restaurants
 - Subway/bus stations
 - Community events

6. Reach Out to Local Media

You can get positive coverage and reach thousands of people in your community.

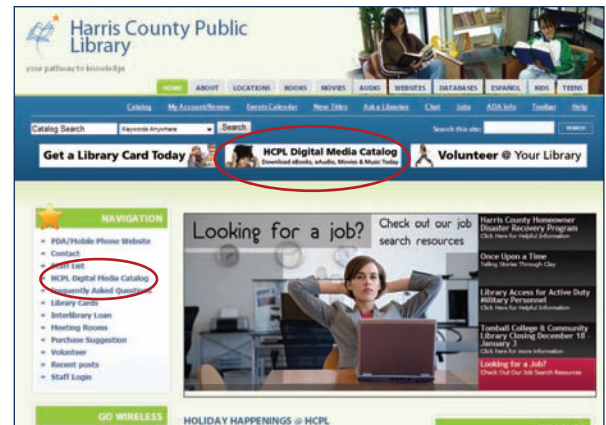
- Issue a press release to your local media channels (TV, radio, and newspaper) to announce your download service.
- Use local publications and free advertising opportunities.

7. Involve your Users

Get users involved to build loyalty and start spreading word of mouth.

- Spotlight local talent by participating in Community Reserve (see page 2).
- Start a digital book club at your library to get book lovers using downloads.
- Ask for patrons' feedback through a suggestion form on your website to submit requests for favorite authors, subjects, and formats.
- Conduct a patron survey. Contact your Partner Services Associate for sample surveys.

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64% of visits to the Harris County Public Library digital media catalog are through <http://www.hcpl.net>.
(Source: Content Reserve Traffic Report)

4



Huntsville-Madison County Public Library (AL) displayed posters around the library promoting popular books to download.

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Washoe County Library System (NV) issued a press release that was featured in a Reno newspaper and its website.

(Promotion continued)

8. Offer OverDrive Download Station

Provide an in-library download solution to patrons with slow or no Internet access at home. Download Station also promotes the service to library visitors.

- ❑ Purchase OverDrive Download Station software for patrons to download in the library and to help raise awareness.

9. Lend Portable Devices

More than 50% of users enjoy download media on a portable device. You can make devices available to those who may not have one.

- ❑ Purchase devices through OverDrive's Gear2Go program and lend to patrons and staff:
<http://www.overdrive.com/products/dlr/gear2go.asp>.

10. Host an Event

Plan an event to create excitement about your service.

- ❑ **MP3 player raffle:** Post a link on your library's website and 'Virtual Branch' website promoting that every checkout is an entry in the raffle. Contact your Partner Services Associate for additional instructions.
- ❑ **Launch party for staff:** Get staff on board by hosting a get-together with demonstrations.
- ❑ **Community involvement:** Participate and/or sponsor an event in your community (parade, book festival, county fair) and advertise your download service through materials, apparel, handouts, etc.

11. Communicate to Library Users

Take advantage of existing avenues to reach your patrons.

- ❑ Publish an article with information about your 'Virtual Branch' in your newsletter. Include updates on new content, website features, and formats.
- ❑ Send an email to patrons announcing your download service and when new titles or formats are added.
- ❑ Include a short message in your staff email signature.
- ❑ Record a phone script about your downloads to play while on hold for those who call the library.

12. Think BIG and Reach Commuters

Think outside the box to target potential users.

- ❑ Optimize publicity opportunities through delivery vans, buses, and billboards to reach commuters.

13. Evaluate your Success Using Reports

Review marketing campaign success in Content Reserve and keep promoting.

- ❑ **Traffic Report:** See what URLs are directing patrons to your 'Virtual Branch'.
- ❑ **New Patron Registrations:** Keep track of new patron usage, because more patrons equals more checkouts.
- ❑ **Patron Activity Chart:** View the number of unique patrons who checked out titles by date or branch.

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OverDrive Download Station at the James V. Brown Library (PA).

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Lake County Public Library (IN) celebrated the launch of their OverDrive service with T-shirts for staff and signs around the library.

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Half Hollow Hills Library (NY) created signs to advertise at local subway stations.





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