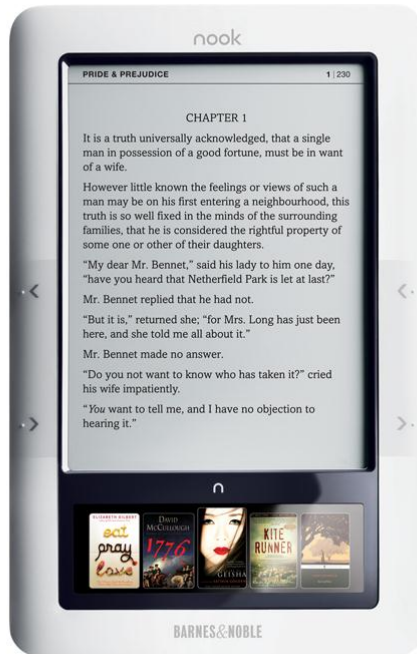


Public Librarian's Guide to E-Books

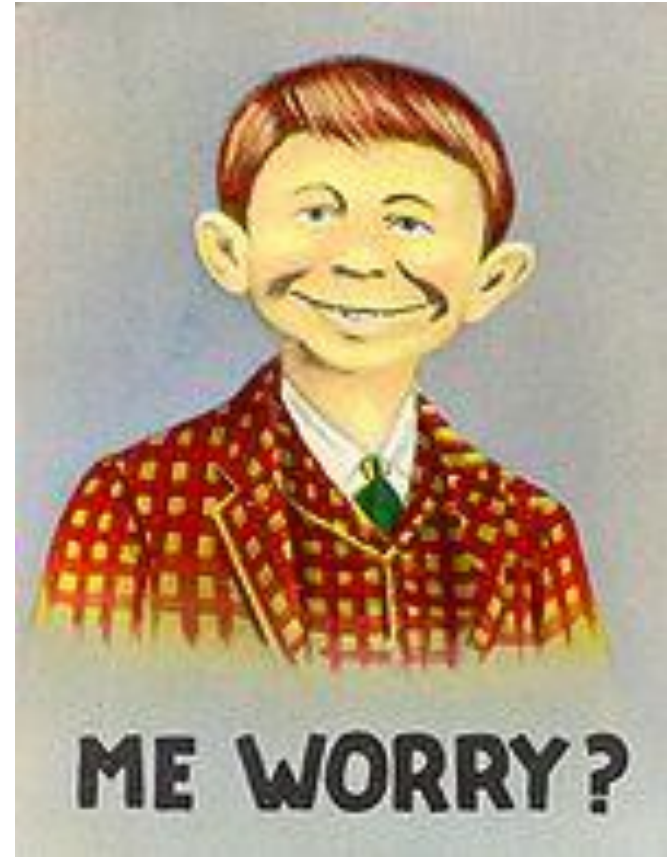
Webinar Four: Strategies for Sustaining Your E-Book Program



with Carson Block
Library Technology Consultant
www.carsonblock.com
librarylandtech@gmail.com

Not Worried!

- E-Books and E-Readers are a vital piece of a modern library collection of all sizes
- E-materials are similar to physical materials – but with significant differences
- Libraries of all sizes have successfully implemented programs (and shared their models)
- **Good planning = sustainability!**



Who will benefit from this webinar?

- Public Librarians just starting or trying to build an E-Reader loan program or E-Book collection at their library
- Any library staff member hoping to better understand the ins and outs of this ever-growing service

The Librarian (1556 - Giuseppe Arcimboldo)



Why does this subject seem so complex?

- It **is** complex
- Libraries of all sizes and stripes are struggling to understand
- This webinar series won't cover all of the nuances. But it is designed to help you know where – and how – to start.



Learning Outcomes for the Series

- Down-to-earth and practical approach
- Gain a complete understanding of the nature of E-Books and why they are important to add to library collections
- Learn the ins and outs of licensing, purchasing and lending E-Books

Learning Outcomes for the Series

- Receive tips and actionable steps to add E-Books and E-Readers to your library collection
- Hear strategies for creating a sustainable and scalable E-Book program for your library

Meet Carson

- Library Technology Consultant
- President, Colorado PLA
- 16 years serving library technology
- IT Director, staff member, leader, consultant, project manager, geek!



My E-Book background and role

- Co-Chair of a joint public academic/public library committee on eBooks and eReaders
- Committee produced a report in May 2011 – released nationally
- Personal passion: E-Books are a “Top 5” issue
- Teacher and facilitator

Last Week:

- Moved from the background to the practical
- Part one of the cookbook (recipe cards)!
- Talked with public library staff who have successfully implemented E-Books and E-Readers into their libraries
- Learned different approaches from wide perspectives to help you!

Today:

- I'll teach a simple project management framework to launch your E-Book program (or double-check your current approach)
- A library E-Book manager will comment and demonstrate how the concepts played out in her library!
- You need paper and a writing instrument today! (*electronic forms ok too!*)

How to participate



- Ask as questions come to mind (use Q & A box)
- Webinar staff will bring questions forward
- Ask now! Don't wait...

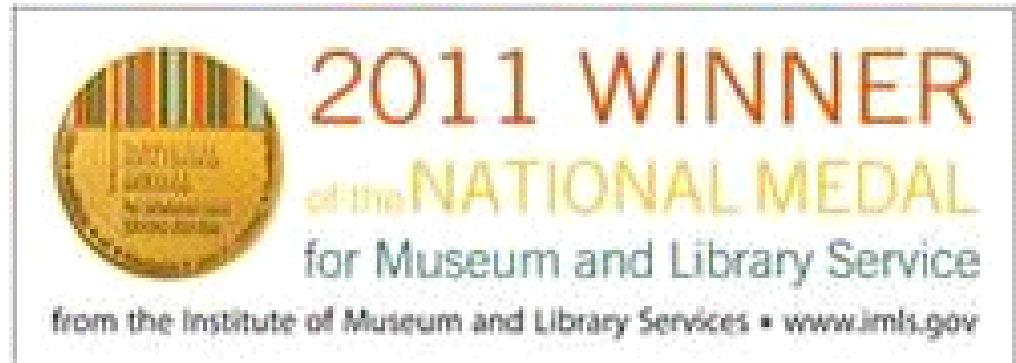
Meet Mana Tominaga

Electronic Resources
Librarian, San Jose
Public Library



A little about San Jose Public Library

- The San Jose Community
- San Jose Public Library
- The E-Book program



Project Management 101

Step 1: Impacts/Outcomes

Step 2: Objectives

Step 3: Stakeholders

Step 4: Tasks

Step 5: Timeline

Step 6: Resources

Step 7: Measures

Step 8: Implement!

Who's on First?

Carson: Steps to
managing an E-
Book or E-Reader
project for your
library

Mana: Commentary
and Insights



Public Library Association
a division of the American Library Association

Worksheet

<http://carsonblock.com/resources/>

Impacts/Outcomes

You are about to make something great happen. What will it be?

Sample Impact/Outcome Statements for an E-Book or E-Reader Program

The library wants to...

- ...get into the E-Book game.
- ...create staff comfort and fluency with E-Books.
- ...improve digital literacy in our community.

QUICK!

Jot down possible impacts or outcomes you would like to see with your E-Book or E-Reader program.



Objectives

Specifically -- what will you do to accomplish your desired impacts or outcomes?

Sample Objectives for an E-Book or E-Reader Program

The library will...

- ...add E-Books to the library collection.
- ...provide the training and other resources needed to enable staff to become E-Book experts.
- ...investigate and implement ways E-Books and E-Readers can improve digital literacy.

QUICK!

Jot down possible objectives for your E-Book or E-Reader program.



Stakeholders

Who is affected?

How are they affected or
involved?

Sample Stakeholders for an E-Book or E-Reader Program

Patrons

- Target audiences – or everyone?

Staff

- Collection Management
- IT
- Circulation
- Public Desk Staff
- Others!



More Sample Stakeholders for an E-Book or E-Reader Program

- Trustees or Boards
- Vendors
- Partners (including other libraries)
- Traditional Media audience (newspapers, radio, etc)
- eMedia audience (Facebook , Twitter, blogs, etc)
- Others?



QUICK!

Jot down possible stakeholders who are affected by your E-Book or E-Reader program.



Public Library Association
a division of the American Library Association

Tasks

What are the tasks that need to be performed?

What order makes the best sense?

Sample Tasks for an E-Book Program

1. Investigate Options (free, pay)
2. Understand connections to ILS
3. Obtain/buy
4. Test
5. Train staff
6. Promote to patrons

Sample Tasks for an E-Reader program

1. Pick a platform
2. Select titles
3. Determine circulation policies
4. Configure and test
5. Train and educate staff
6. Circulate to happy patrons!

QUICK!

Jot down the first tasks that come to mind when thinking about your E-Book or E-Reader program



Public Library Association
a division of the American Library Association

Timeline

When will you perform the tasks
you identified?

Sample Timeline – E-Book Program

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Investigate options (free, pay)	■					
Understand Connections to ILS		■				
Obtain/Buy			■			
Test				■		
Train staff					■	
Promote to patrons						■

Sample Timeline – E-Reader Program

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Pick a platform						
Select Titles						
Determine circ policies						
Configure and test						
Train and educate staff						
Circulate to happy patrons!						

Timeline Tips:

- It's impossible to do everything at the same time
- Some tasks have to happen in sequence
- Some tasks can happen concurrently
- Some tasks are impacted by other (sometimes unrelated) activities
- A good timeline is a powerful communications tool for all of your stakeholders.

QUICK!

Just kidding. Take your time with this one -- and be sure to go back and check your other work later.



Resources

Controversial.....

People

Money

Total Cost of Ownership (TCO)

- Startup
- Ongoing

QUICK!

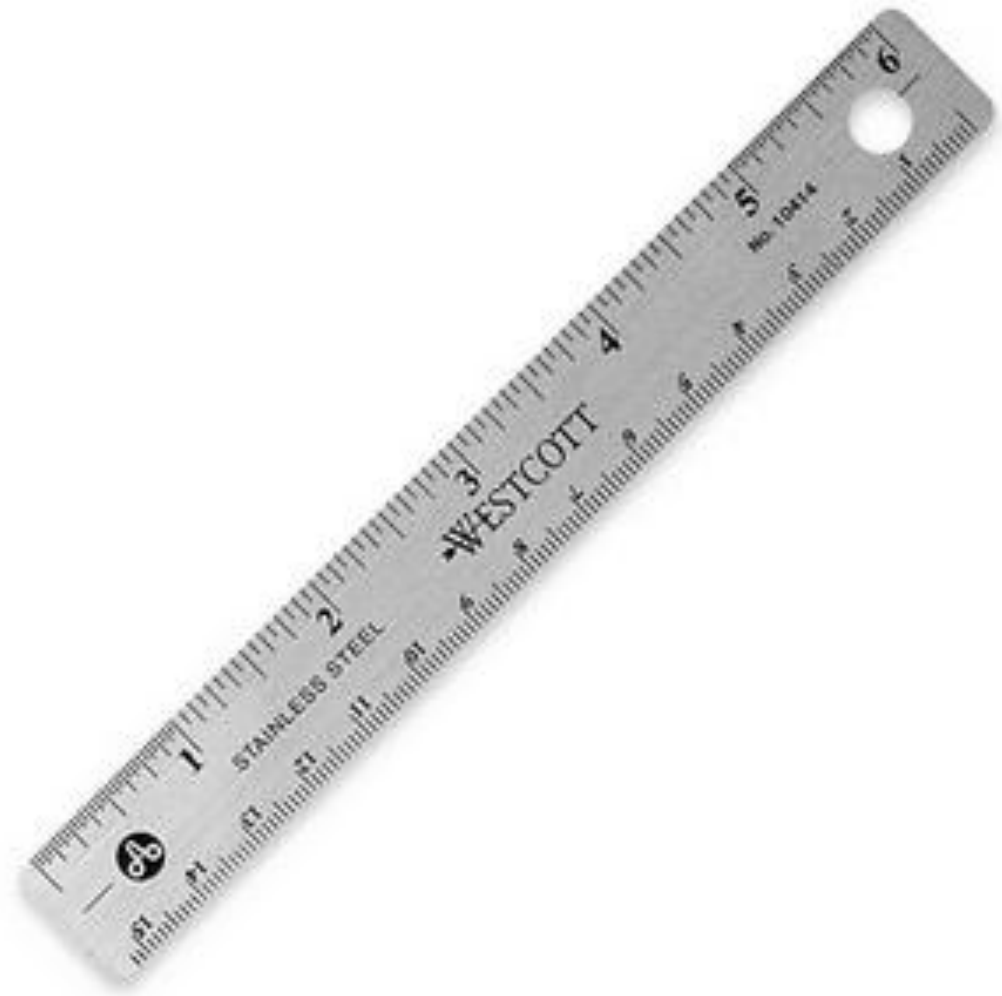
Jot down the
resources you will
need to
accomplish the
objectives of your
E-Book or E-
Reader program.



Public Library Association
a division of the American Library Association

Measures

- Raw Numbers
- Effectiveness



Sample Measures

- Did we get into the E-Book game (Y/N)
- Do staff feel more fluent with E-Books? (pre and post surveys)
- Have we increased the digital literacy in our community? (pre and post surveys, anecdotal from stakeholders and partners, others)

QUICK!

Jot down possible measures that would help show the impacts or outcomes of your E-Book or E-Reader program.



Public Library Association
a division of the American Library Association

Time to briefly revisit your tasks

How have they been impacted by resources and measures?

Sample Timeline with Resources and Measures

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	...Week 16	Who?
Pick a platform								Ebook Team
Select Titles								CM
Determine circ policies								Circ
Configure and test								IT
Train and educate staff								Trainers and all staff
Pre-survey								Ebook Team
Circulate to happy patrons!								Circ
Post-survey								Ebook Team

Tips

- Plan (need not be lengthy process)
- Form a team (even with other libraries)
- Replay sections of the webinars
- Seek help, ask questions
- Investigate any consortium solutions in your area
- Test before you go live.

Questions?



Some Resources

E-Book/E-Reader report (May 2011):

<http://www.poudrelibraries.org/about/pdf/ereader-report-2011extended.pdf>

No Shelf Required – Sue Polanka (book)

No Shelf Required – Blog

<http://www.libraries.wright.edu/noshelfrequired/>

Thank You!

Carson Block

Technology Consultant

<http://www.carsonblock.com/>

librarylandtech@gmail.com

