Ebooks Projects Showcase

Moderator:
Micah May
Global Access To Accessible Reading Materials: Millions of books for millions of readers

Lisa Wadors Verne
Benetech
Global Access To Accessible Reading Materials: Millions of books for millions of readers

Dr. Lisa Wadors Verne
Have you Ever Used?
What about this?
DIGITAL ≠ ACCESSIBLE
Read Your Way
Ebooks for people with reading barriers

Bookshare makes reading easier. People with dyslexia, blindness, cerebral palsy, and other reading barriers can customize their experience to suit their learning style and find virtually any book they need for school, work, or the joy of reading.

| Customized Reading | 698,664 Titles | Read Anywhere | Lowest Cost |
The Bookshare Global Collection

- World’s largest library of accessible materials
  - 700,000 titles, including free reading, textbooks, periodicals
    - Private label migrations will add ~100,000 titles
  - Continuously fed by publisher and on-the-ground operations
    - Bookshare adds ~5,000+ titles per month
    - Other private labels will add ~1000+ per month
  - 5 different, accessible formats, including:
    - Audio, including human-narrated
    - BRF (for both books and music), including transcribed braille
    - DAISY, EPUB, Word, and PDF*
  - Support for >50 languages (and growing!) and Braille Music
  - Equivalent to >3.5 Million unique SKUs
Patrons read in the ways that work for them

- Mobile Phone
- DAISY Player
- MP3 Player
- Table
- Computer
- Refreshable Braille Display
Tip of the Iceberg

700,000

>2.5M
Marrakech Treaty

- Full title *Marrakech Treaty to Facilitate Access to Published Works for Persons Who are Blind, Visually Impaired or Otherwise Print Disabled*
  - An international treaty that was adopted in Marrakech in June 2013
- Countries who ratify the Marrakesh Treaty shall provide in their national copyright laws
  1) A right to produce and distribute accessible copies of works for persons with print disabilities, and
  2) A right to share accessible books across national borders (with other countries that have ratified the Marrakesh Treaty)

Permitted without the authorization of the copyright holder
Changes to US Copyright

- Revision of section 121 and relevant terminology in both sections
- New section 121A
What Does This Mean For Access?

- Partnerships with other Marrakech countries
- National Libraries
- Library sharing platforms - EMMA
Global Certified Accessible

Partners
Elsevier
HarperCollins Publishers
Harvard Business Publishing
Macmillan Learning
Penguin Random House
What Does the Future Hold?
When a Book Opens, so Does Opportunity

Lisa Wadors Verne, PhD
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Getting Unstuck

Wendy Cornelisen
Georgia Public Library Service and
COSLA Ebook Working Group
Getting unstuck

Wendy Cornelisen
Georgia Public Library Service
The goal:

Provide everyone in Georgia ebook access that puts it all in one place.
The challenge:

- Consortium serving 31 systems
- 6 systems with multiple vendors
- 7 systems without any ebooks
- Six different platforms
Navigating changes

**Consortium level**
- Switched vendors
- No more size restriction
- Expanding to 50

**At GPLS**
- Dedicated focus
- Statewide content purchase
- SimplyE implementation
Readium

Hadrien Gardeur

De Marque
What is Readium?
- Open Source Foundation
- A community of contributors

How does it’s work impact eBook service?
- Reading apps are built on top of Readium (SimplyE for example)

How can you help?
- Spread the word!
- Become a member or sponsor the organization

What is EDRL
- An international, non-profit development lab

How does it’s work impact eBook service?
- Readium Desktop in late 2018
- LCP, a friendlier DRM for libraries
- Working on accessibility for ebooks

How can you help?
- Beta test Readium Desktop and R2 Reader (iOS and Android)
- Become a member
Library Simplified and SimplyE: How LYRASIS is working to help libraries change the state of play for e-content

Lisa Larson

LYRASIS
There is an ebook problem, right?
The ebook patron is being outsourced

Where the patron is

- 70% of all Americans use a SMARTPHONE
- 50% own tablets
- MOBILE is 71% of US digital traffic
- Most MOBILE use is APP based, not browser based
- Patron data not secure
- Library is not seen as the source

Where the library is

- Most public libraries do not have a presence in the APP store
  - Type “Library” top hits are ebook distributors
- Most public libraries allow the distributor to manage the APP-based patron experience
axis360
A vast collection of fiction, non-fiction, children, teen eBook & audiobook titles.

Get the Mobile App
- Apple
- Android
- Kindle

OverDrive
Browse the collection of eBooks, audiobooks and more! Listen to an audiobook during your commute or read an eBook on your computer, phone, tablet or eReader. Borrow a title today!

Get the Mobile App
- Apple iOS
- Mac OS
- Android
- Chrome
- Windows
- Kindle

Odilo
Enjoy thousands of Spanish titles! ¡Disfruta de miles de títulos en español!

Get the Mobile App
- Apple
- Android
- Windows
- Kindle

If you replace your library card, your Axis360 holds linked to your old library card barcode number will disappear. If this happens, please contact us so your holds can be restored. In your message include your current barcode number and, if possible, the list of titles you had on hold.
SimplyE power through simplicity
SimplyE resolves & gives back even more

Disintermediation? ✓

Circulation? ✓

Privacy? ✓

UX / UI? ✓

IMPACT? ✓

- The distributor no longer controls the patron borrowing and reading experience
- Increase circulation without buying a title
  - Expose the catalog in different ways
  - Create local reading experience
    - Summer reading
    - Local author highlights
- Patron data is better controlled
  - No longer repackaged as analytics
- Patron training needs are minimal
  - How much staff time is invested?
  - How many frustrated users were lost?
- Re-engage the patron in reading and literacy directly
Having the right technology partner helps

Why LYRASIS

- National Not-for-profit membership sustained mission driven technology partner
- Deeply involved in many Open source technologies and communities
- Produced the Guidebook “It Takes a Village” for open source program building and sustainability
- Library Simplified experience (150 hosted installs to date)

Library Simplified hosting and support

- Configure ILS (authentication)
- Map multiple commercial distributors through the Circulation Manager
- Version maintenance and upgrades
- Library and Patron support levels available
It Takes a Village
Creating a community around ebooks

- Collectively we can drive better license terms
  - DPLA Exchange (by libraries for libraries)
- Multiple stakeholders make this local, regional and national
- Academic use case being built
  - Support epub
  - Support research needs
- Libraries working with their not for profit partners is always a better solution!
Using Metrics to Understand Patron Behavior

Sam Stover
NoveList
Using Metrics to Understand Patron Behavior

Sam Stover
Personas
The Funnel

Awareness

Conversion

Landing Page

Desired Action
**USER WORKFLOW**

Are there too many steps or barriers to entry?

**READING PREFERENCES**

Do you offer materials your target personas want?

**PROMOTION**

Was the collection or service publicized?

**BROWSING**

What did users search in your application?
Thank You

Sam Stover | Product Manager

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978 356 6500 ext. 8269
Library for All: Global Impact Potential

Micah May

Library for All
Library for All: Global impact potential

Micah May
DPLAfest 2019
Ebooks & Global Literacy
Ebooks & Global Literacy
Ebooks & Global Literacy

FACTS:

- UNESCO estimates that 617 million children and teens are not learning to read. Most (68%) are in school.

- World Bank & The Global Book Alliance key findings identify “inadequate supply of appropriate reading books” as a major gap.

- Across cultures, education and income levels, those who grow up in a home with more than 500 books come out 3.2 years ahead academically.

- Over half of low-income youth in America (61%) live in a house with no books, and 82% of fourth graders from those low-income families are not proficient in reading in the fourth grade.

- Open books like those made by Library for All and aggregated in the DPLA Open Bookshelf can serve both audiences.

libraryforall.org.au
Ebooks & Global Literacy
Engaging Students: Technologies for Publishing Ebooks and Prints Books

Kendall Larson

Winona State University
Engaging Students:
Technologies for Publishing Ebooks & Prints Books

Kendall Larson, Winona State University

DPLA Fest, Chicago, Illinois, 2019
Benefits of Collaboration

- Engage with digital technology tools
- Real-time project development
- Build collaborative leadership teams
- Get excited about academic writing
- Learn about the publishing process
- Become a published author
Library Collaboration

- Collaborative communications
- Relationship building between the library and graduate students
- Research skills development
- Creative use of technology to support the course assignment
PressBooks – Web based platform for book creation

Canva.com – Graphic design for covers

Adobe Acrobat Pro & Illustrator – Final cover production

IngramSpark – Print and ebook publishing service

bepress – Institutional Repository
Pressbooks

- Web-based platform for book creation
- Free version & subscription versions
- *Minnesota Libraries Publishing Project*
- Enables collaboration
- Organizes, formats, exports [ebook formats]
Canva
Change: A Leader's Perspective represents the culmination of the Change Leadership course taught at Winona State University in the fall term of 2017. Leadership is a broad category with many faces. This book explores the subject and offers students of leadership and aspiring leaders current perspectives on leadership theories, the omnipresence of change, and personal reflections on the course material. Additional thoughts which resonate throughout this text are that leaders influence outcomes and that leadership manifests itself in change, whether by cause or effect.

Change Leadership
Leadership Education Department
(473) 365-7315

Change: A Leader's Perspective
Leadership Education Graduate Student Voices on 21st Century Change

Introduction by Dr. Barbara Holmes
Edited by Marcine Otis

$8.99

Powerful Relationships in Leadership
A collection of modern leadership insights

Powerful Relationships in Leadership uses in-timely voices of the leadership world who are looking for fresh perspectives into how to properly organize and create mobilizing organizations.

This book is a collection of articles on aspects of leading. It separates itself from other management texts by offering perceptions of entry level personnel. It is our book that you will begin to appreciate how entry level personnel view management and their role in leading administrators.

These 12 chapters will help you:
- Build a solid foundation of leadership based on relationships
- Understand how technology plays with today’s business
- Navigate and grow your professional staff
- Create honest awareness of how leadership is viewed by entry level professionals

Powerful Relationships in Leadership will give you a thorough understanding of the tremendous importance interpersonal relations make in the workplace. In addition, it will provide a wealth of knowledge to assist you in making effective change in your place of employment.

Introduction by Dr. Barbara Holmes

$8.99
A community of learners improving our world

Kendall Larson - klarson@winona.edu
Canadian Urban Library Council (CULC) Advocacy Campaigns

Susan Caron
Toronto Public Library
Canadian Urban Library Council (CULC) Advocacy Campaigns
#eContentForLibraries
Wondering why you can't borrow more eAudiobooks & eBooks from your public library? So are we.

And we need your help to fix it. Help us demand great #eContentForLibraries from big publishers.
The issue with eAudiobook access.

Demand for eAudiobooks is skyrocketing, but major multinational publishers aren’t making a number of best-selling titles available to Canadian public libraries – including some prominent Canadian and Indigenous works.

We want to share as many stories and ideas as possible in the formats you want. But in order for this to happen, the multinational publishers need to work directly with our libraries to make all titles available.
Libraries can’t afford to keep paying these prices.

Another issue libraries face is excessively high prices and restrictive purchasing models for eAudiobooks and eBooks. Libraries lend digital copies just like physical books — on a one-to-one basis. But the prices we pay for digital copies are exponentially higher.
Simon & Schuster Canada

**Physical Copy**

$46.79

**Digital Copy**

$156.03
Everyone will benefit from stronger #eContentForLibraries.

Libraries are crucial to creating a vibrant publishing industry in Canada. We’re constantly introducing Canadians to new titles and authors, directly influencing potential customers and fuelling sales outside the library.

Just as importantly, our libraries have significant purchasing power — but that only matters if we can buy the content our users want.
How can you help?

We want to work together with the major international publishers to establish stronger #eContentForLibraries and fair pricing models that benefit everyone.

We need your help to get heard. If you want more digital content in your public libraries, share this page and use #eContentForLibraries to spread the word – OR voice your concerns directly to the publishers who have the power to fix things.

Tell them how you feel.
CULC Government Relations Campaign: Accessing Digital Content

• Focus on municipal and federal politicians to advocate for solutions to pricing and access issues

• Municipal
  • Provide libraries with templates, e.g. talking points, draft resolutions, plus op-eds for local papers

• Federal
  • Outreach to Members of Parliament and key Cabinet Ministers with the goal of getting bi-partisan agreement on supporting libraries focusing on the role libraries play for vulnerable members of society
  • Move to targeting all Party members for the 2019 Federal Election with a social media campaign
  • Developing and presenting a policy solution to the government post-election
• Non-profit organization that serves the Canadian book industry including libraries
• Tracks 85% of print book sales in Canada through BNC Sales Data
• Supports creation of customized reports on this data by users
• Circulation data analysis tool for Canadian public libraries
• Includes circulation, holds, on order and collections data
• Libraries can compare information at branch level or country level
• Will be integrated with BNC SalesData so libraries can compare use to retail sales and vice versa
• Enable publishers to see copies purchased by libraries, use, holds, etc. and, we hope, recognize importance to reading ecosystem
• Currently physical books only but working with Overdrive to include digital content
Thanks

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The Road Everything Rides On: Public Libraries & Highspeed Broadband

Paula MacKinnon

Califa
THE ROAD EVERYTHING RIDES ON

PUBLIC LIBRARIES &
HIGHSPEED BROADBAND

PAULA MACKINNON, CALIFA
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MICROSOFT STUDY: 163 MILLION PEOPLE IN THE U.S. DO NOT USE THE INTERNET AT BROADBAND SPEEDS

F.C.C. SAYS JUST 25 MILLION AMERICANS DON’T HAVE IT

THE DISCREPANCY IS PARTICULARLY STARK IN RURAL AREAS E.G. FERRY COUNTY, WA:

MICROSOFT SAYS 2%
FCC SAYS 100%
PUBLIC LIBRARIES NEED TO OFFER ENTERPRISE-LEVEL HIGHSPEED BROADBAND ACCESS TO OUR COMMUNITIES

WHY?

GOODBYE TO “GOOD-ENOUGH”: THE CA EXPERIENCE

ROADBLOCKS

IMLS PROJECTS

UNINTENDED BENEFITS
THE ROAD EVERYTHING RIDES ON

PUBLIC LIBRARIES &
HIGHSPEED BROADBAND

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Questions?