

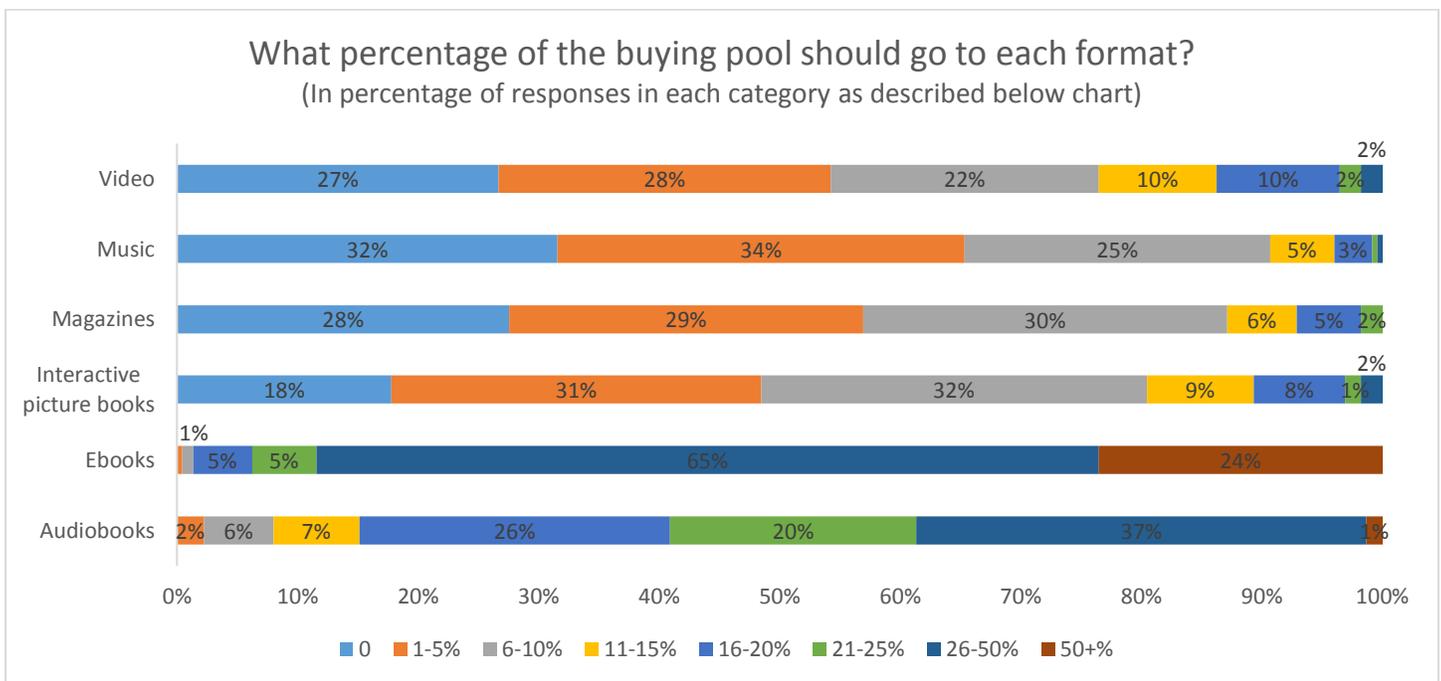
Discussion topics and related information

Topics with an asterisk will be the focus of the March 20 meeting

*General makeup of the collection

The two surveys asked respondents for their general impressions of the makeup of the collection:

- Patron survey: When asked to rank the importance of the different formats, most respondents ranked ebooks as most important, followed by audiobooks, streaming video, digital magazines, and streaming music. When you calculate the average score of each format, the order flips slightly to ebooks, audiobooks, digital magazines, streaming video, and streaming music.
- Library survey: The library survey asked respondents what percentage of the buying pool should be spent on various formats. Below is a chart with a summary of the responses. Note that bars without labels represent categories with less than 1% of responses in them.



- 2014 percentage spent by format:
 - o Ebook: 69.285%
 - o Audiobook: 30.310%
 - o Video: 0.402%
 - o Music: 0.003%

Ebooks

Issue 1: Gaps in series

With series, gaps may be present because publishers will or would not sell to us.

Survey & other information:

- *Patron survey:* 61% were either satisfied or very satisfied with full series availability; 21.68% were somewhat or very dissatisfied.
- *Patron survey:* Patrons that are somewhat or very dissatisfied with series availability are slightly more likely than others to check out SciFi/Fantasy (32.61% compared to 25.1% for all respondents).

Possible directions:

- Make a concerted effort to identify and fill gaps in series when titles are not available to us; advocate to OverDrive when titles are not. Focus first on SciFi/Fantasy series.

*Issue 2: Bestsellers and holds ratios

Bestsellers are the most expensive ebooks. Do we continue to focus on maintaining a low holds ratio for these titles or diversify the collection, both in other materials from the Big 6 publishers and also smaller presses, focusing on popular genres.

When we purchase copies to keep as close to a 5-to-1 holds ratio as possible, should we also be considering the overall spend for that particular title? In other words, if copies are more expensive, do we purchase fewer copies of that title?

We currently have an informal practice of capping the purchase of a specific title at 100 copies. Is 100 the appropriate number? Do we want to formalize a cap of some kind?

Survey & other information:

- There are currently 56 titles from 26 genres with more than 100 copies (see "Building Collection" spreadsheet for more information.)
- Of the 83,681 current holds, 77% are ebooks. See the "Building Collection" spreadsheet for details of holds by genre.
- *Patron survey:* The three most popular genres for patrons are Bestselling Fiction (65.46% respondents), Mystery/Thriller (51.86%), and Romance (30.59%); the least popular are Travel (6.45%), Business (4.50%), Information Technology (2.74%).
- *Patron survey:* When asked what they would do if they were interested in a title with 150 holds and
- *Patron survey:* Patrons who responded that they would **not** place a hold for a title with 150 holds are significantly less likely to read bestselling fiction (44.93% for those unwilling to place a hold compared to 60.9% of all respondents).
- *Librarian survey:* 53% of respondents felt that there were "too few" bestselling fiction ebooks; 44% felt that there were too few bestselling non-fiction ebooks.

- Librarian survey: The following question was asked:
 “Do you think the collection should focus more or less on bestsellers / popular materials?:

As you can see from the chart below, 59.80% of respondents are above the neutral point toward focusing more on bestsellers/popular materials. 31.86% felt it should stay the same:

<i>Focus a lot more on bestsellers / popular materials-</i>	<i>(no label)-</i>	<i>Stay the same-</i>	<i>(no label)-</i>	<i>Focus a lot less on bestsellers / popular materials-</i>
26.96% 55	32.84% 67	31.86% 65	7.35% 15	0.98% 2

- Librarian survey: A question about holds ratio and the responses are below:
 “The current policy of the WPLC for Wisconsin's Digital Library is that the holds to copies ratio should not exceed 5 to 1. More copies of a title are purchased when that ratio is exceeded. Do you feel the WPLC should:

Decrease number of copies purchased, and increase the holds to copies ratio: 10.29% (21)

Increase number of copies purchased, and decrease the holds to copies ratio: 23.04% (47)

Leave it the same: 63.24% (129)

Other: 3.435 (7)

- Librarian survey: 71% of respondents felt that the cap of 100 titles on an individual title (with some flexibility for more purchased on a case-by-case basis) was “just right”.
- Patron survey: 51% were either satisfied or very satisfied with holds/wait time for checkout, while 31% were dissatisfied or very dissatisfied.
- Patron survey: 41% felt there were too few Bestselling Fiction titles in the collection.
- Patron survey: The survey asked respondents to imagine that there was a title with 150 holds that they were interested in. Assuming that they didn't need the title immediately, respondents were asked if they would place a hold. 48.08% of respondents said they would place a hold. 21.02% said they would place a hold depending on how many copies were in the collection (see below for more information). 22.41 said they may place a hold, depending on other options, and 6.54% said they would never place a hold.

- Patron survey: The follow-up survey with patrons asked those who said they would place a hold depending on the number of copies how many copies would need to be in the collection to place a hold on a title with 150 holds. 117 patrons responded. Below is a table of the number of copies and percentages of responses. As you can see from the table, the highest percentage (30%) indicated that the collection would need to have 10-14 copies before they would place a hold.

Number of copies	Percentage of responses
<10	15% (18)
10-14	30% (35)
15-19	16% (19)
20-24	14% (16)
25-29	5% (6)
30-34	6% (7)
35-50	6% (7)
>50	8% (9)

Possible directions originally proposed:

1. Increase the copies to holds ratio from 5 to 1 to something like 7 to 1 or 10 to one.
2. Encourage Advantage collections to focus on additional copies and use the statewide collection for more unique content.

The data may not support these originally proposed directions.

Issue 3: Weeding

We have never weeded the ebook collection. Do we want to consider weeding certain types of materials? If so, we need to develop a list of criteria for the collection policy.

Survey & other information:

- Library survey: The survey asked what factors should be considered when weeding the collection. The responses are listed below, with percentage respondents:

Out of date information: 86.76% (177)

Circulation: 60.78% (124)

Age of the material: 38.73% (79)

Do not weed the collection: 7.84% (16)

Open ended comments suggested that weeding should only happen if we are being charged in some way for materials to stay in the collection (2). One respondent recommending following the same guidelines you would for a print collection. Most other open-ended comments expressed some reservation about weeding, as it is a digital collection. See the survey results for more details.

E-Audiobooks

Issue 1: Gaps in series

With series, we can't sometimes get all titles in a series because of different publishers. We advocate to OverDrive about this issue.

Survey information:

- Patron survey: 53% are either satisfied or very satisfied with full series availability in the collection, while 25% are either dissatisfied or very dissatisfied.
- Patron survey: With audiobooks, there are some genres where patrons are somewhat or very dissatisfied with series availability and are more likely to check out compared with all respondents (SciFi/Fantasy: 11.69% difference; Mystery & Thriller: 11.06% difference, Historical Fiction: 8.37% difference, and Suspense/Horror: 7.04% difference).

Possible directions:

- Make a concerted effort to identify and fill gaps in series when titles are not available to us; advocate to OverDrive when titles are not. Focus first on SciFi/Fantasy series.

*Issue 2: Lack of content

Our current amount of purchasing for e-audiobooks is insufficient to meet demand, both in copies and in titles. We are purchasing most of the popular content available in audiobook, but this format is underrepresented in the collection. Audio is much more expensive, which influences this purchasing practice.

Survey & other information:

- Of the 83,681 current holds, 23% are for audiobooks. See the "Building Collection" spreadsheet for details of holds by genre.
- Librarian survey: 48% of respondents felt that there were "too few" bestselling fiction audiobooks; 40% felt that there were too few bestselling non-fiction audiobooks. More respondents (34% and 30% respectively) felt that there were "too few" young adult and childrens audiobooks than felt that the amount in the collection was "just right" (31% and 25% respectively).
- Patron survey: The three most selected genres that respondents felt there were too few audiobooks of are Bestselling Fiction (32.90% of those that ranked the genre), Mystery/Thriller (25.88% of those that ranked the genre), and Bestselling Nonfiction (21.68% of those that ranked the genre).
- Patron survey: Of those that opted to go on to the longer list of genres, the three most selected genres that respondents felt there were too few audiobooks of are Fiction (40.51% of those that ranked the genre), Humor (40.79% of those that ranked the genre), Mystery (41.89% of those that ranked the genre).

Possible directions:

1. Encourage Advantage collections to focus on additional copies and use the statewide collection for more unique content.

Issue 3: Abridged audiobooks

If an audiobook is only available as an abridged edition, do we want to purchase it?

Survey & other information:

- Library survey: Respondents were asked if WPLC should purchase abridged audiobooks. 60.78% of respondents felt that abridged audiobooks should never be purchased. 35.78% felt that abridged should be purchased, but only when unabridged is not available. 3.43% felt that WPLC should purchase both abridged and unabridged. Popularity and length of title were both cited as reasons to purchase both abridged and unabridged.

***Music**

We are currently not spending anything on the music collection. Do we want to do that, as there have been requests from some libraries? Or does doing so dilute the core collection of ebooks and e-audiobooks?

Survey & other information:

- We currently own 181 titles/copies of music in the shared collection. There have been 586 circulations on all music in the shared and Advantage collections.
- Library survey: See "General Makeup of the Collection" for information on how much of the buying pool respondents felt should be spent on music.
- Patron survey: 36% would use a digital streaming music service if it were the same size and composition of their local library's CD/cassette collection. 31% would not and 33% didn't know.
- Patron survey: Of those that would use the streaming music collection:
 - Rock (914), Pop (870), and Soundtrack (798) were the most selected genre preferences, while Ballet (79), Opera & Operetta (137), and Choral (138) were the least selected.
 - The majority of respondents have never used any of the streaming music services from their local library: Freegal (88%), Hoopla (93%), Alexander Street Press (93%), and Naxos (93%).

*Video

Do we want to develop the video collection? Or does doing so dilute the core collection of ebooks and e-audiobooks?

Survey & other information:

- We currently own 760 videos titles. There have been 7,274 circulations on all video in the shared and Advantage collections.
- Library survey: See "General Makeup of the Collection" for information on how much of the buying pool respondents felt should be spent on video.
- Patron survey: 56% of respondents would use the digital library's streaming video collection if it were the same size and composition of their physical library's DVD collection. 12% would not use it and 32% didn't know if they would use it.
- Patron survey: Of those that would use the digital library's streaming video collection:
 - The most popular genres selected by respondents are Comedy (1513), Action (1364), and TV Series (1354)
 - The majority of respondents have never used any of the streaming video services from their local library: OverDrive (84%), Indieflix (92%), and Freegal (92%)

*Magazines

Surveys and other information:

- Library survey: See "General Makeup of the Collection" for information on how much of the buying pool respondents felt should be spent on magazines.
- Patron survey: 49% of respondents would read digital magazines through Wisconsin's Digital Library. 29% would not and 22% didn't know.
- Patron survey: Of those that would read digital magazines:
 - Consumer Reports (969), People (718), and Cooking Light (717) were the most popularly selected titles by respondents, while Seventeen (90), Car & Driver (130), and Men's Health (173) were the least popularly selected.
 - The majority of respondents have never used any of the digital magazine services from their local library: Zinio (79%), Flipster (89%), OverDrive (91%), and PressReader (94%)
- From the follow-up patron survey: We asked some specific questions about Consumer Reports, knowing that the title was not available from all vendors and is very expensive. We first asked if respondents were aware that Consumer Reports was available through BadgerLink. Of the 234 respondents, 81% (189) were not aware that Consumer Reports is available through BadgerLink, 17% (40) were aware, and 2% (5) were unsure. We then gave instructions and asked the respondents to try to access the April 2015 issue. After attempting or successfully accessing the title through BadgerLink, 54% indicated that they would use

Consumer Reports through BadgerLink, 47% indicated that they would like it to look more like the print magazine, and 42% indicated that they would like it to be easier to use {respondents could choose more than one of these responses}. Some open ended comments expressed that the BadgerLink interface was difficult to use, not browseable, and did not work on the respondent's mobile device. Others wanted all of their digital content "in one place" and did not want to access a separate interface for Consumer Reports.

See separate documents for further information and recommendation.

***Spanish language**

There has been some interest in developing a Spanish language collection.

Survey & other information:

Library survey: The question was asked, "Knowing that there is a limited budget for Wisconsin's Digital Library, please indicate how interested you would be in increasing the amount of Spanish language titles available in the collection (with 1 being not at all interested and 5 being very interested)."

As you can see from the chart below, 23.30% of respondents were above a neutral interest point (interested or very interested) in developing a Spanish language collection

1 - Not at all interested-	2-	3-	4-	5 - Very interested-
15.53%	29.13%	32.04%	16.50%	6.80%
32	60	66	34	14

Library survey: Respondents were also asked how valuable they felt that Spanish language materials would be for patrons. As you can see from the chart below, 21.67% of respondents answered 4 or 5 (with 5 being very valuable):

1 - Not Valuable	2	3	4	5 - Very Valuable
12.32%	24.14%	41.87%	15.76%	5.91%
25	49	85	32	12

***Patron requests**

We currently spend \$5000/month on patron requests. We allow 3 requests per month per patron. We automatically exclude some requests (abridged editions, textbooks, foreign language) and weed lists of disproportionately represented genres (frequently religious and romance). The requests rarely reflect what the WPLC selectors would choose to add to the collection. Do we continue to purchase whatever is suggested or create some parameters?

Survey & other information:

- The top five genres that were purchased based on patron requests in 2014 were fiction (34.7%), Romance (12.42%), Literature (6.23%), Historical Fiction (5.43%) and Fantasy (5.14%)
- Patron survey: Most patrons have not recommended any books in the last six months (79%), while 1.4% have recommended more than 10.
- Patron survey: Patrons that have recommended more than 10 ebooks in the last six months are more likely than others to check out almost all genres (which suggests heavy users of the collection). Of the genres they are more likely to check out, the top three differences are in erotica (29.07% higher than all respondents), young adult (19.87% higher), and romance (12.7% higher). Interestingly, they are significantly less likely to check out bestselling non-fiction (13.3% compared to 27.3% of all respondents) and mysteries/thrillers (43% compared to 51.9% of all respondents).

Patrons that have recommended more than 10 audiobooks in the last six months have a slightly different picture. They are significantly **less** likely to check out bestselling fiction (18.80% lower) and biography/history (6.71% lower) and have the following top three genres that they are significantly more likely to check out: romance (40.36% higher), SciFi/fantasy (29.09% higher), and mystery/thriller (25.58% higher).

- Library survey: Respondents were asked a variety of questions about patron recommendations.

First, they were asked their general opinion about purchasing recommendations. 54.19% (110) responded, "I would like to continue to order all titles recommended by patrons (within the budget for patron requests" while 45.81% (93) responded, "I do not think we should order all titles recommended by patrons".

The next questions were asked of those that felt we should not order all titles recommended by patrons and attempted to gain a better understanding of what should not be ordered. Below is a summary of these questions and responses:

Would you recommend excluding patron request for titles...	Yes	No
...over a certain dollar amount?	41.49% (39)	58.51% (55)
...older than a certain date	32.98% (31)	67.02% (63)
...in certain genres/subject areas?	21.28% (20)	78.72% (74)

When asked what the dollar amount limit should be, those that recommended excluding patrons requests over a certain dollar amount answered as follows:

Dollar Amount	Number of respondents
\$20	1
\$25	1
\$30	5
\$40	1
\$50	9
\$60	3
\$75	2
\$80	1
\$100	13
\$150	1
\$165	1

When asked the oldest copyright date that should be ordered, those that recommended excluding patron requests older than a certain date answered as follows:

Year	Number of respondents	Year	Number of respondents
1950	2	2005	3
1970	1	2006	1
1975	1	2009	2
1985	1	2010	6
1990	1	2012	1
2000	7	2013	5

When asked what genres should not be purchased, those that recommended excluding patron requests in certain genres answered as follows:

Number of responses	Genre
14	Erotica
9	Information Technology (IT/Computer Manuals)
7	Hobbies/Crafts
4	Children's, Cooking
3	Business
2	Biography, Travel, Young Adult, Textbooks (from "Other")
1	Bestselling Fiction, Bestselling Non-fiction, Christian Fiction, Historical Fiction, Mystery/Thriller, Romance, SciFi/Fantasy, Suspense/Horror, gun (from "Other")

The open ended responses to this question provide more information about opinions related to patron requests. The open ended responses suggest that titles should be considered on a case-by-case basis and should be judged on quality, likelihood to circulate again, and our collection policy as well as the factor listed above. Some comments suggested further

limiting the number of titles a patron could recommend.

- The top genres purchased through RTL in 2014 (in both audiobooks and ebooks are):
 - Fiction: 34.70%
 - Romance: 12.42%
 - Literature: 6.23%
 - Historical Fiction: 5.43%
 - Fantasy: 5.14%

***Technical manuals**

We do not currently collect technical manuals, but there have been some requests to do so. Should we expand our collection into this area?

Survey information:

- From the librarian survey:

The question was asked, "Knowing that there is a limited budget for Wisconsin's Digital Library, please indicate how interested you would be in increasing the amount of technology titles, such as programming instruction, how-to titles, etc., available in the collection (with 1 being not at all interested and 5 being very interested)."

As you can see from the chart below, 17.48% of respondents were above a neutral interest point (interested or very interested) for this question:

1 - Not at all interested-	2-	3-	4-	5 - Very interested-
18.93%	30.58%	33.01%	9.71%	7.77%
39	63	68	20	16

Respondents were also asked how valuable they felt that technology books would be for patrons. As you can see from the chart below, 28.36% of respondents answered 4 or 5 (with 5 being very valuable):

1 - Not valuable	2-	3-	4-	5 - Very valuable
7.96%	24.38%	39.30%	24.38%	3.98%
16	49	79	49	8

Local content

In 2014, we conducted a local content pilot, which is still underway. We solicited materials from libraries as well as approaching publishers that are not represented in the OverDrive catalog. The selection policy of "popular materials" does not technically allow inclusion of local materials that are not necessarily popular, but putting this type of content into a different platform is not cost effective and there would be less opportunity for discovery of the material. Should we continue to add local content to the collection? What scope or guidelines should there be?

Survey information

- Library survey: Respondents were asked how valuable they felt that local authors would be for patrons. As you can see from the chart below, 37.13% of respondents answered 4 or 5 (with 5 being very valuable):

1 – not at all valuable	2	3	4	5 – very valuable
7.92% 16	19.80% 40	35.15% 71	27.23% 55	9.90% 20

Respondents were also asked how valuable they felt that small press titles would be for patrons. As you can see from the chart below, 25.62% of respondents answered 4 or 5 (with 5 being very valuable):

1 – not at all valuable	2	3	4	5 – very valuable	
10.84% 22	24.63% 50	38.92% 79	18.72% 38	6.90% 14	

Genre breakdown

Issue 1: Erotica

Erotica is very very very popular due to the anonymity of borrowing and requesting these titles. Do we want to continue to collect as much erotica as we have in past years?

Survey & other information:

- 1.67% of the 2014 circulations (Advantage and shared collection) were on erotica titles. .55% of the titles in the collection are erotica, based on OverDrive's classification of titles into genres.
- Patron survey: The chart on the following page summarizes the responses in both the librarian and patron survey regarding the amount of erotica in the collection.

	Too few	Just right	Too many	Don't know
Patron Survey: Ebooks				
<i>Primary list of genres</i>	6.08% (131)	9.94% (214)	6.82% (147)	77.16% (1,662)
<i>Secondary list of genres</i>	13.97% (32)	10.04% (23)	14.41% (33)	61.57% (141)
Patron Survey: Audiobooks				
<i>Primary list of genres</i>	5.14% (60)	6.68% (78)	5.14% (60)	83.03% (969)
<i>Secondary list of genres</i>	10.53% (8)	9.21% (7)	6.58% (5)	73.68% (56)
Library Survey: Ebooks				
<i>Primary list of genres</i>	4.89% (11)	27.56% (62)	21.33% (48)	46.22% (104)
<i>Secondary list of genres</i>	16.67% (2)	33.33% (4)	25.00% (3)	25.00% (3)
Library Survey: Audiobooks				
<i>Primary list of genres</i>	4.85% (10)	22.82% (47)	13.59% (28)	58.74% (121)
<i>Secondary list of genres</i>	25.00% (1)	25.00% (1)	0% (0)	50% (2)

The number of "Don't know" responses from both patrons and librarians suggests that most people do not have a strong opinion about the amount of erotica in the collection.

***Issue 2: Focusing on fewer genres**

Do we want to collect all genres or subjects or not? Do we focus on a subset of popular subjects or do we have a diverse collection? How do we balance expenditures to ensure that all subjects are represented and none are over-represented?

Survey & other information:

- Of the 177 genres in the collection, only 18 represent 1% or more of the total circulations for 2014. Only 16 represent 1% or more of the total titles in the collection. See the "Building Collections" spreadsheet for details about the genres.

Educational/Classroom materials

Should we be purchasing titles to support K12 classroom use? This topic was discussed in context of the budget request for matching funding for the ebook collection. This item is not currently included in the state budget, so developing the collection in this manner will not be required for those reasons, but can still be discussed.

Survey & other information: None collected