

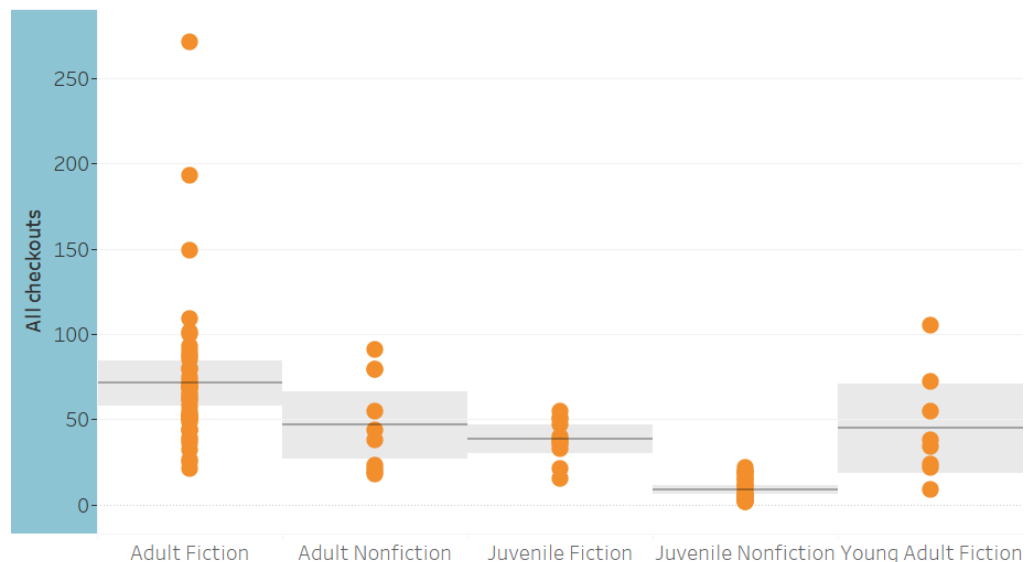
WPLC CPC Scenarios

The scenarios below were created out of suggestions from Overdrive of how other libraries are using CPC. We explored each suggestion, and where appropriate, identified titles already in our shared collection that are also available as CPC titles. We did a cost analysis for the titles under both models to help us identify which scenarios might be a good fit for the WPLC.

Spanish Language Titles

One use for Overdrive's CPC program could be to enhance Spanish Language collections through a pilot. Currently the WPLC has a Spanish Language Collection of 99 titles that were added in Jan 2016 for a cost of \$3174.77 The chart below illustrates how the Spanish Language Collection circulates unevenly. Although some of the adult fiction titles have circulated very well, many titles have low circulation There are 2874 ebooks and 492 audiobooks available as CPC titles. A CPC collection would allow the WPLC to set a monthly budget and allow patrons to choose which titles they wish to access out of the 3500 titles available. Allowing patrons the freedom to self-select titles for checkout would increase circulations, improve patron satisfaction and provide valuable selection data to the consortium that could be used to build a robust permanent Spanish Language Collection.

Spanish Title Circulation from 1/2016-8/2018



Spanish titles selected for the WPLC collection circulate unevenly. In this chart, each dot is a title and the line and shaded area show the average circulation for the specified audience. While a few titles have proven particularly popular, many titles - particularly in adult fiction - have low circulation.

Community Read Title

CPC would allow libraries or systems with Advantage accounts to host community reads and provide copies of the selected titles to patrons simultaneously, without having to order hundreds of copies that will remain in their collections after the program ends. The CPC cost of best-

selling titles is typically between \$1.50 and \$3.00 per checkout. Circulation from OverDrive for past "Big Library Read" programs, which tend to be mid-list titles or new authors, is around 2000 checkouts in a two-week period. We estimate a consortium-wide community read of a similar title would cost approximately \$3,000 - \$6,000. Community reads hosted by a library with an advantage account would be available only to those advantage users and cost less.

In March and April of 2018, WPLC hosted a community read of *The Round House* by Louise Erdrich. We negotiated with the author and publisher to provide simultaneous access to this title for six weeks for a total cost of \$1600. During that period, the book was checked out 3,909 times. This puts the cost per circ for program at \$0.41 per checkout. For comparison, a similar title available in the CPC collection would cost approximately \$9,700 for the same circulation. CPC could potentially be an economical solution to providing many copies of a book to patrons at one time. We've found the best value, however, is approaching a publisher directly and negotiating a price.

Low Circulating Titles

The title, *Cereal Killer*, represents many low circulating titles in the WPLC collection. *Cereal Killer* is \$1.00 under the one copy/one user model. The title has circulated 180 times for a cost of \$.02 per circ. It is also available as a CPC title for \$.99 per checkout. To achieve the same number of checkouts via CPC the consortium would spend \$178.20. This is a significant increase in price with no added benefit to collection.

Titles with Limited Shelf Life

Titles with limited shelf lives include travel books and study guides. Copies of the title, *Explorer's Guide Wisconsin*, were added to the collection in August 2015 as a metered title (52 checkouts or 2 years). The price is \$40 and the title has circulated 164 times amongst all the copies. The title is also available via CPC for \$4.00 per circ. Despite being an older travel guide, this title is still circulating well and thus not a good candidate for CPC. We identified other examples of titles we thought would have a limited shelf life in terms of popularity that still have strong circulation. This may be due to high demand of most titles in the WPLC collection or that an updated edition is not available.