

Black Gold Cooperative Library System

Digital Collection Guidelines – 2021-2022

The Black Gold Cooperative Library System provides eContent to its patrons. The collection is intended to provide downloadable versions of:

- Popular adult, young adult, and children’s unabridged fiction and non-fiction eBook and eAudiobooks in English and Spanish (when available)

When purchasing titles for the collection, please use the following guidelines:

- Relevance to interests and needs of the community
- Requests and demand from patrons
- Anticipated demand or critical review and publicity
- Local significance of the author or subject
- Relevance to the existing collection’s strengths and weaknesses
- Current or historical significance of the author or subject
- Reputation and/or significance of the author/artist and publisher/producer
- Relevance to the experiences and contributions of diverse populations
- Price, availability in relation to Library materials budget

Fiction/Non-Fiction

Analysis of circulation shows that Fiction titles are checked out at a 4:1 ratio over Non-Fiction titles for both eAudiobooks and eBooks. Non-Fiction should be purchased only when the title is of wide interest (biographies, bestselling authors with lasting value, popular demand, etc.).

Formats

For audiobooks, MP3 audiobook titles should be purchased as they are compatible with both Windows and Mac computers. For eBooks, the Kindle and EPUB format should be purchased when possible, PDF if not.

Lending model

Available lending models include:

- OC/OU - One Copy/One User - does not expire

- Metered Access (MA)
 - MA: time ex. MA: 24 months - usually 24 or 12 months - if able to choose between them for initial buy, consider patron interest longevity
 - MA: checkouts ex: MA:26 checkouts - expires after 26 checkouts
 - MA: either. ex: 24 months or 52 checkouts, whichever comes first
- SU - Simultaneous use
 - MA: 100 checkouts (concurrent use) - lets up to 100 people check out at the same time.
 - SU should ideally be used mainly for hold management.

When available, purchase the OC/OU copy, otherwise consider MA content. If given a choice between MA time and MA checkouts, checkouts are normally the better option as they do not expire. If adding additional copies, prefer a shorter time period (12 months over 24 months), to allow more copies to fill holds while the title is new and in demand. Consider patron usage behavior when deciding.

Spending amounts – beginning July 1, 2021

Monthly:

eAudiobooks - \$ **\$5,600**

eBooks - **\$4,600**

Youth Services (including teen items) - (combination eAudiobooks and eBooks) **\$2,800**

Metered/Expiring content (purchased by Black Gold) - **\$2,700**

Duplicates - (purchased by Black Gold) - **\$9,500**

Quarterly:

Spanish - (combination of adult and youth) - **\$400**

Purchasing Schedule

Purchasing schedule is proportional to size of jurisdiction as represented by percentage of overall Black Gold budget contributions.

Adult

ebooks and eAudiobooks

July – SLO	Aug – LOM	Sep - SM	Oct - PR
Nov – SB	Dec – GOL	Jan – SLO	Feb - SB
Mar – SP	Apr – SM	May - SLO	Jun – GOL

Youth Services

eBooks and Audiobooks

July – SLO	Aug – SB	Sep - SM	Oct - SLO
Nov – SP	Dec – GOL	Jan – PR	Feb - SLO
Mar – LOM	Apr – SM	May - GOL	Jun – SB

Spanish

Purchased quarterly

Jul – SB	Oct - SP	Jan - SLO	Apr - GOL
----------	----------	-----------	-----------

The order should be placed no later than the 15th of every month. If a library is not able to meet this deadline, please inform Glynis, who will contact Santa Barbara or San Luis Obispo to complete the purchases by the 15th.

Monthly Purchasing Considerations

In order to ensure consistent collection development, please follow these guidelines for purchasing content access:

1. Review suggestion carts from fellow purchasers.
2. Pre-order new releases for the next month (Overdrive will have a banner for this) ie, if you order in December, you should be purchasing titles that come out in January at the earliest. It is ok to look further into the future for big name authors. Pre-orders should be at least 60% of the total amount purchased each month for adult and, when possible, for juvenile materials.
3. Check to see if titles are available on hoopla before purchasing on Overdrive, especially for eAudiobooks.

4. Review patron recommendations (evaluate value and continued interest, especially for non-fiction titles).
5. Check against bestseller lists whether any relevant titles were missed last month.
6. Consider current sales and series that need completion.

Purchaser Recommendations

Purchasers can add titles to a permanent suggestion cart at any time during the year. When reviewing the cart for purchase:

1. Delete titles that have a date for first copy bought or otherwise are listed as owned by the consortium.
2. Select titles you elect to purchase and move them to the cart you're sending in. This will ensure that titles in the cart have not been purchased already.

Patron Recommendations

Use the Recommendations report from the Insights/Title Activity Reports tab. Select the last 6 months and all branches. It will show a list of patron requests ranked by number of recommendations. Consider any title with more than 5 suggestions for purchase.

A weekly cart is generated for titles recommended by library patrons. One report is for eAudiobooks and one for eBooks. Carefully review titles on the list with more than 5 recommendations, as these are through all time and may no longer be relevant. The cart can then be deleted.

Guidelines for Duplicates

In order to maintain a low enough wait time for popular titles, please follow these guidelines for handling content access:

- When the holds ratio is over 10:1 per copy
 - Get up to 4 extra copies before looking into providing SU content
 - Be cognizant of the best cost/value ratio when purchasing.
 - 1 of the copies may be utilized for Lucky Day
- Review collection for duplicates by the 15th and the 30th of each month

Guidelines for Metered/Expiring Content and Backlist

The intention of this grouping is to have a holistic approach to the digital catalog and ensure access to older titles patrons are continuously looking for.

To maintain popular titles that might be expiring, please follow these guidelines for handling metered access and expired content on OverDrive:

- Black Gold will review the Metered/Expiring Content carts and purchase copies as needed to satisfy holds when there are more than 3 holds in excess of checkouts remaining on a title.
- Black Gold will review the remaining titles on the Metered/Expiring Content carts for # of past checkouts, titles that are part of a series, titles on the NY Times Bestsellers list, Classics and titles of enduring interest that we would like to keep.
- Titles that have expired and are not repurchased will be weeded from the OverDrive collection and the MARC record will be removed from the BG Catalog approximately every month. Patrons are not notified that their hold has been removed since OverDrive does not have a way of doing so automatically.
- Only titles that have been previously purchased for the cooperative will be re-purchased. Advantage titles purchased by a library that did not also have a cooperative copy will not be added.

Guidelines for Un-weeding titles

If a title you're considering purchasing is listed as "Weeded" you may consider un-weeding it and repurchasing. Consider that we've owned it previously and the circulation it had. Be aware that unweeded titles need to be purchased the same day or they will revert back to weeded overnight.

Selectors and Marketplace Training

Each jurisdiction should assign a Librarian to make purchasing decisions. Staff members purchasing for OverDrive for the first time will need to complete an online training on the site, found on the Support tab, before ordering. Once submitted, purchase orders on Content Reserve cannot be cancelled and titles will appear on our website automatically, so it is important that staff be aware of how to use the online product to avoid inadvertent purchases.

General Policies

MARC records are added to the catalog for OverDrive eMaterials. In December of 2011, the Administrative Council created a policy that MARC records will not be added when an individual jurisdiction buys eMaterials for their own patrons. Only eMaterials which can be used by all BG patrons will have MARC records in the catalog.

Lucky Day

BlackGold: Criteria for including titles on Lucky Day include: More than 5:1 hold ratio, with holds from majority or all jurisdictions.

Curated collections

The Collections displayed on the web page will be updated by Overdrive quarterly. Jurisdictions can pitch idea requests or create displays themselves as desired.