

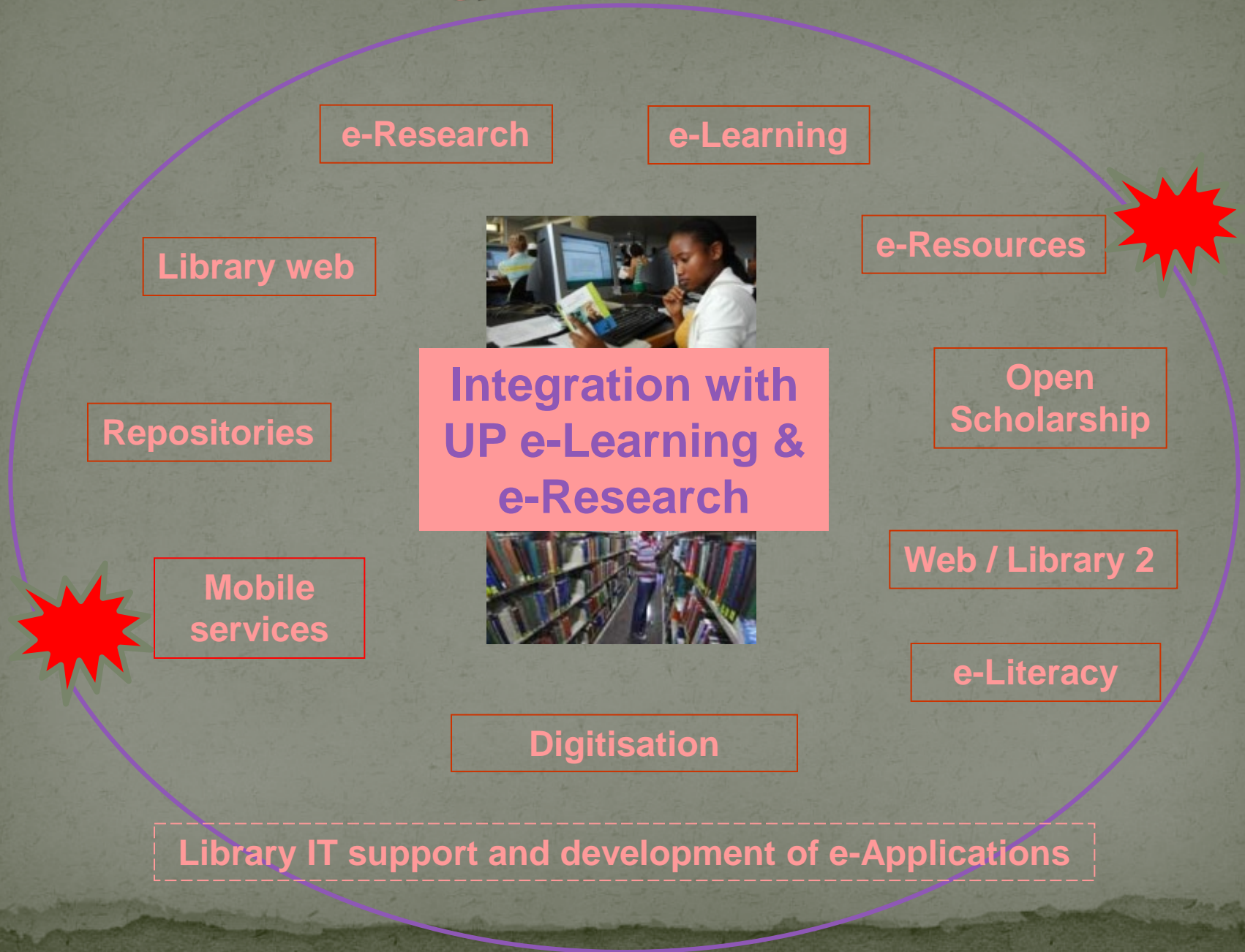
What does it take to become a 4x4 Librarian?

Implementing the Overdrive[®]
e-Book lending system!



The UP Library 4x4 Team

e-Information Strategy



The Road less travelled

- The UP Library 4x4 Team!
- Decision time – why? and is it affordable?
- Contacting **Overdrive**[®]
- Managing the project
- Choosing the titles
- Setting up the system
- Upload of patron data to **Overdrive**[®]
- Linking **Overdrive**[®] to the Library Web
- Training: library staff and clients
- Marketing **Overdrive**[®] 2012
- Teamwork and stretching of roles
- What next?



The UP Library 4x4 Team

- **Project manager:** Soekie Swanepoel (Library Technical Service)
- **Contacting Overdrive® in SA and US:** Chrissie Boeyens (Library Technical Services)
- **Setting up Overdrive®:** Anette Lessing (Library e-Service unit)
- **Maintaining patron data:** Carike Schoeman (Library e-Service unit)
- **Choosing the titles:** Adrienne Warricker, Elsa Coertze, Elsa Schaffner, Alett Nel (Faculty Library Humanities)
- **Linking Overdrive® to the Library Web:** Christelle Steyn (Library e-Service unit)
- **Training and answering difficult questions:** Isak van der Walt (Library IT)
- **Marketing Overdrive® as e-Fiction:** Bettie de Kock (Library e-Service unit)



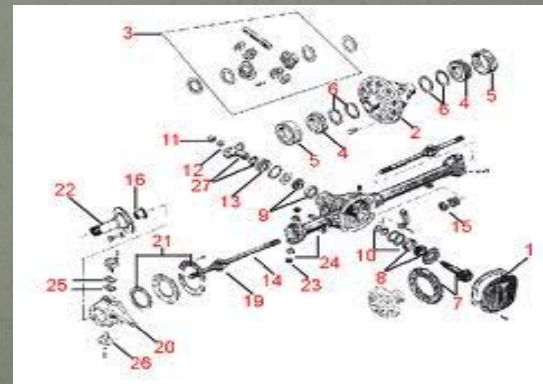
Decision time – why and is it affordable?

- A information specialist for languages initiated a **fiction focus** in the library
- Based on the assumption that **reading** improves vocabulary, concentration, general knowledge, and ultimately contributes to better academic performance
- **Overdrive**[®]'s collection included more popular non-fiction, as well as fiction titles not normally held in an academic library
- Piloting **Overdrive**[®] to establish whether a **need** for more public library type material exists
- **NB:** Use of **e-books** in a **mobile** environment (mobile one of the important drivers of the Library and e-Strategies).
- **Overdrive**[®] 'bought' for one year as an experiment



Managing the project

- Get the right people on board to cover all aspects of the project – those who are enthusiastic
- Communicate with **Overdrive**[®] when should we do what
- Determine everyone's role and give the names of the different contacts to **Overdrive**[®]
- Keep in touch with every team member to monitor progress
- Evaluate feedback on testing
- Give the go ahead for the launch
- Monitor the marketing process



Contacting Overdrive®

- Meeting with Kirston Hoets from Booktalk
- Organise Overdrive® content reserve 30 day access and demo site
- Creating an account
- Place order and register Overdrive® on financial system
- Organise user set up within content reserve
- Pay invoice
- Hand over to manager of the project



Choosing the titles

- **Fiction titles** for students: best-sellers and popular fiction, comics and graphic books, science fiction, historical fiction, biography and autobiography, thrillers, mystery, romance, self-improvement, language courses, careers, health and fitness, family and relationships, among others.
- **Academic** collection: titles on art, literature and criticism, current events, classic literature, and journalism, etc.
- **Information specialists** in different subject areas involved: languages and the arts, historical and heritage studies, political sciences and sport sciences.
- Purchased titles available in various formats, e.g. **audio books**, for visually impaired students.



Setting up Overdrive®

- Website variables setup
 - Linking
 - Metadata
- Parameter settings
 - Lending Policies – checkout limits, loan periods, holds variables
- Library card manager settings
 - Format of library card numbers
 - User Authentication
 - Testing
 - Initial upload of patron data
- User activity reports – setting values



Maintaining patron data on Overdrive[®]

- Library cards ongoing maintenance – new and obsolete clients
- Load in batches or by card
- Data received from PeopleSoft for updating Overdrive



Linking Overdrive® to the Library Web

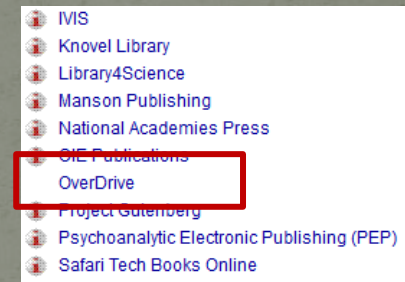
- A link to Overdrive® added to our e-Resources A-Z list



www.library.up.ac.za/eresources/eresourcesaz.htm

- as well as on the e-Books page

www.library.up.ac.za/eresources/eresourcesaz.htm



- Marketing via the main page was also done



eBooks brought to you by Overdrive®



Training: library staff & clients

- Provide universal training for staff and students using the following methods:
 - Hands on workshops
 - Online guidelines
- Establish the principal foundations of using e-book systems
- Familiarize staff and clients on the following:
 - Browsing
 - Adding to cart
 - Check-out
 - Download
 - Read / Listen
- Familiarize staff and clients on e-reading platforms such as Adobe Digital Editions and Overdrive Media Console
- Apply e-reading principals on other mobile devices such as tablets, phones and audio devices.
- Provide technical guidance for supporting staff
- Training video: <http://www.youtube.com/watch?v=gVG72uPjL5w>



Take your reading x-perience...



Marketing Overdrive[®] 2012



And my role is.....

Active Sponsor?



Teamwork and the stretching of roles

- Teamwork across organisational boundaries a strength of the UP Library
- Strong focus on innovation and experimenting with new ideas and products – learning experience
- Not so much new roles as the stretching of existing roles e.g. the role of information specialists to build collections
- Excellent experience in the administration, marketing, training and use of an e-book lending system in a mobile environment



What is next on our road trip?

- By end May 2013 the UP Merensky II Library will be fully wireless with 53 access points
- In August the Library will launch a marketing effort that will promote the wireless access and link it to the Library's mobile services (including Overdrive[®])
- A decision on the continuation of Overdrive[®] will be taken in November 2013
- Next: a few screenshots of Overdrive[®]

Overdrive® home screen: desktop computer

University of Pretoria eLibrary - Windows Internet Explorer

http://universityofpretoria.lib.overdrive.com/AE24C290-FD70-4660-BBDB-5324C57BEDCF/10/1162/en/Default.htm

Google

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Convert Select

McAfee

Favorites Suggested Sites Web Slice Gallery Customize Links De Rebus Free Hotmail Law Society of South Africa Practical Legal Training ProStandard RealPlayer

University of Pretoria eLibrary



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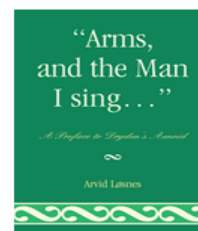
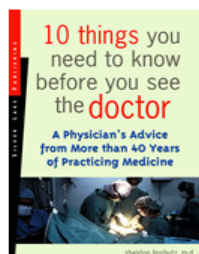
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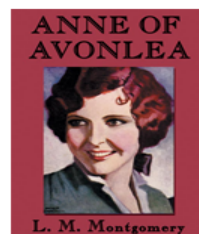
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App also available for mobile devices

Help

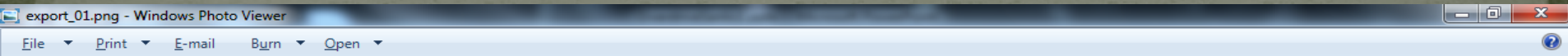
Compatible Devices

COMING SOON



THE NEXT GENERATION EXPERIENCE

Overdrive[®] home screen: tablet



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by Nancy deClaisse-Walford



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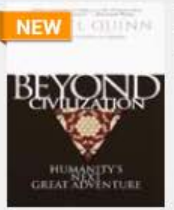
Cheater's Guide to Speaking English Like a Native

by Boye Lafayette De Mente



Release date: Jul 15, 2007

Bookshelf (2) sorted by Recent



Daniel Quinn
Beyond Civilization

eBook 28



OverDrive, Inc.
Welcome to OverDrive Media Console

Audiobook



A fable to start with

Once upon a time life evolved on a certain planet, bringing forth many different social organizations—packs, pods, flocks, troops, herds, and so on. One species whose members were unusually intelligent developed a unique social organization called a tribe. Tribalism worked well for them for millions of years, but there came a time when they decided to experiment with a new social organization (called civilization) that was hierarchal rather than tribal. Before long, those at the top of the hierarchy were living in great luxury, enjoying perfect leisure and having the best of everything. A larger class of people below them lived very well and had nothing to complain about. But the masses living at the bottom of the hierarchy didn't like it at all. They worked and lived like pack animals, struggling just to stay alive.

“This isn't working,” the masses said. “The tribal way was better. We should return to that way.” But the ruler of the hierarchy told them, “We've put that primitive life behind us forever. We can't go back to it.”

“If we can't go back,” the masses said, “then let's go forward—on to something different.”

“That can't be done,” the ruler said, “because nothing different is possible. Nothing can be *beyond* civilization. Civilization is a final, unsurpassable invention.”

“But no invention is ever unsurpassable. The steam engine was surpassed by the gas engine. The radio was surpassed by television. The calculator was surpassed by the computer. Why should civilization be different?”

“I don't know *why* it's different,” the ruler said, “It just *is*.”

But the masses didn't believe this—and neither do I.

- Details
- Return/Delete
- Bookshelf
- Bookmarks (This Title)
- Bookmarks (All Titles)

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Beyond Civilization
Chapter 1 - A fable to start with
-- Page 1 of 2 --
Chapter progress 50%
Book progress 1.8%

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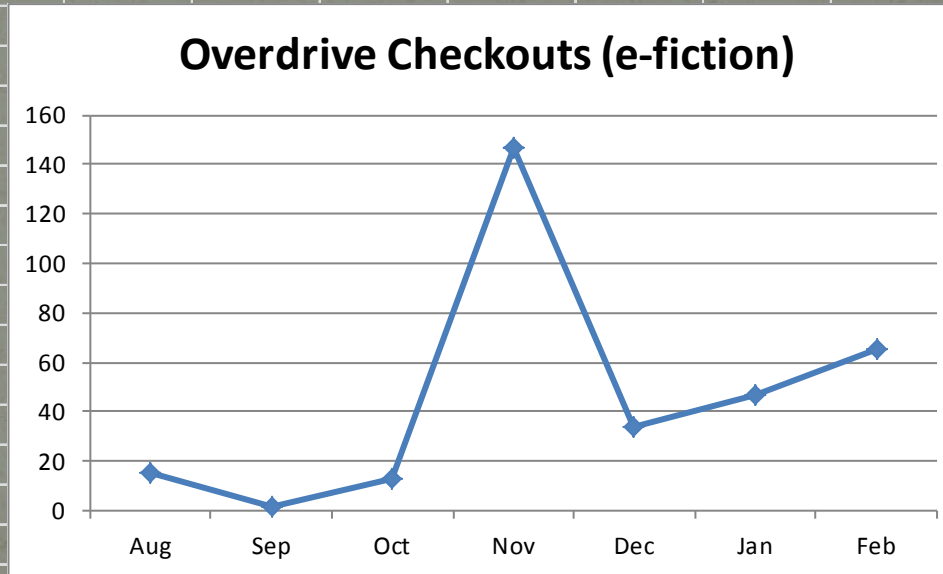
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2012-2013 Overdrive Checkouts (e-fiction)

	Checkouts
Aug	15
Sep	2
Oct	13
Nov	147
Dec	34
Jan	47
Feb	65
Total	323



The end, for now

- Any questions, comments?