



North Dakota Academic Consortium

June 13, 2024

OverDrive[®]
Academic

Agenda

Statistics

Purchasing Tools

Purchasing Discussion

Marketing Support

Renewal

Statistics

Checkouts

2023 – 4,729

CY – 3,390

+80%

Users

2023 – 987

CY – 903

+77.2%

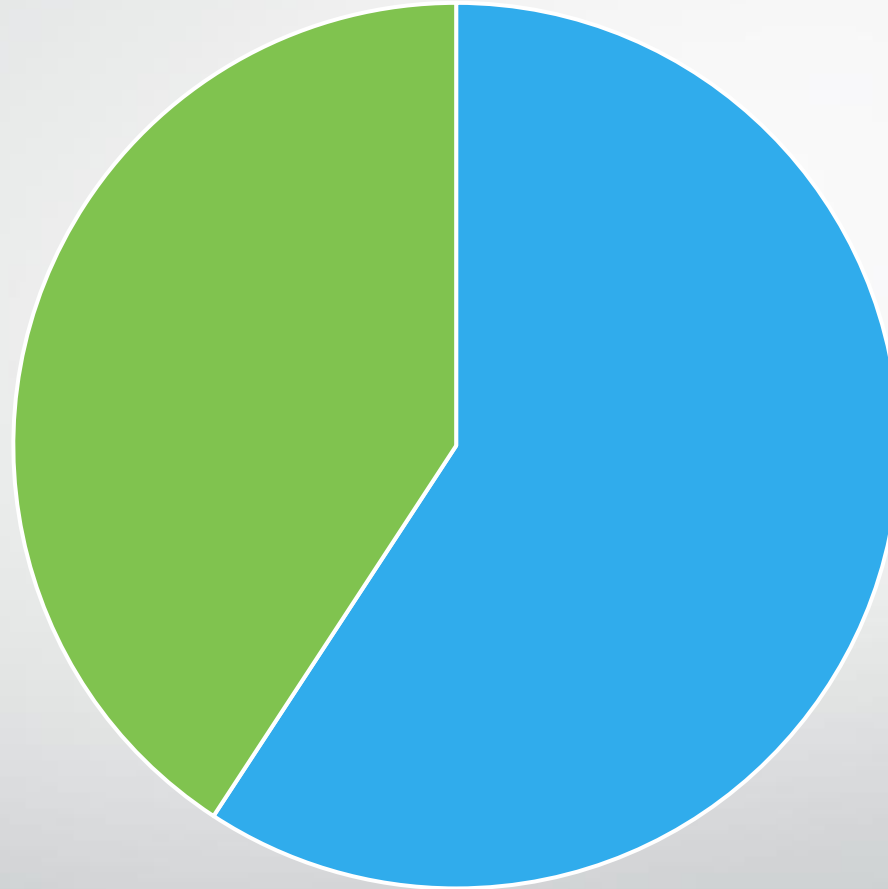
Spend

2023 – \$21,102.08

CY - \$16,315.44

+91%

Checkouts by Format 2023



987 users ~62% of the time prefer audiobooks

5,733 titles in your collection and 17.5% are in audiobook format

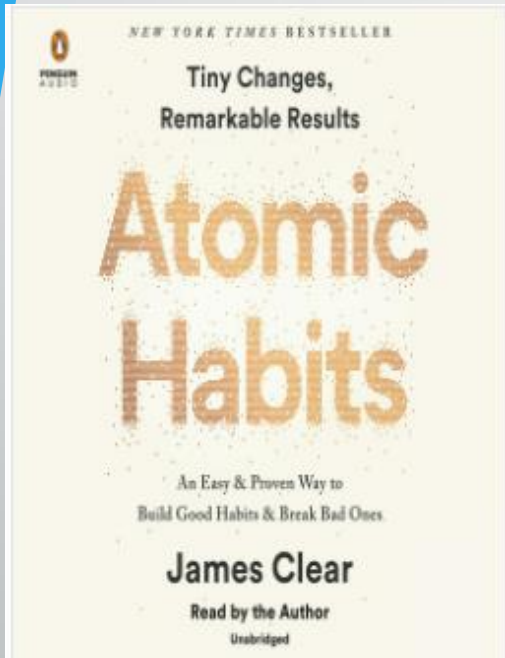


Audiobooks

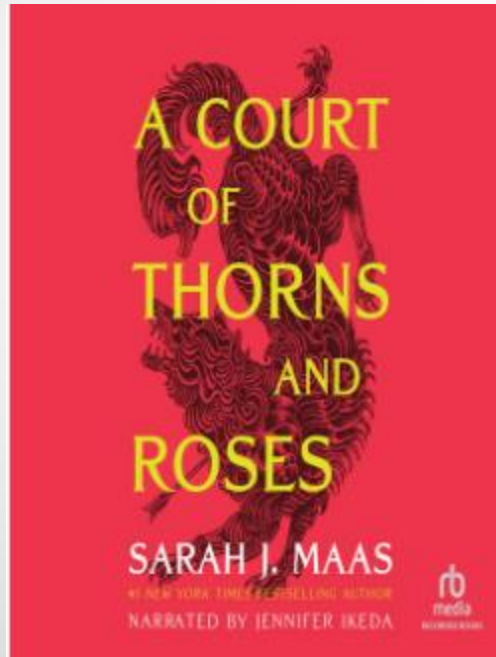


eBooks

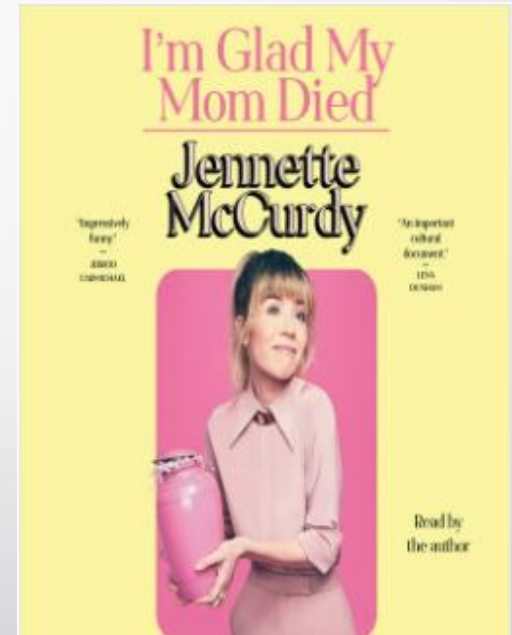
Most checked out titles in 2023



50 checkouts
(audiobook)

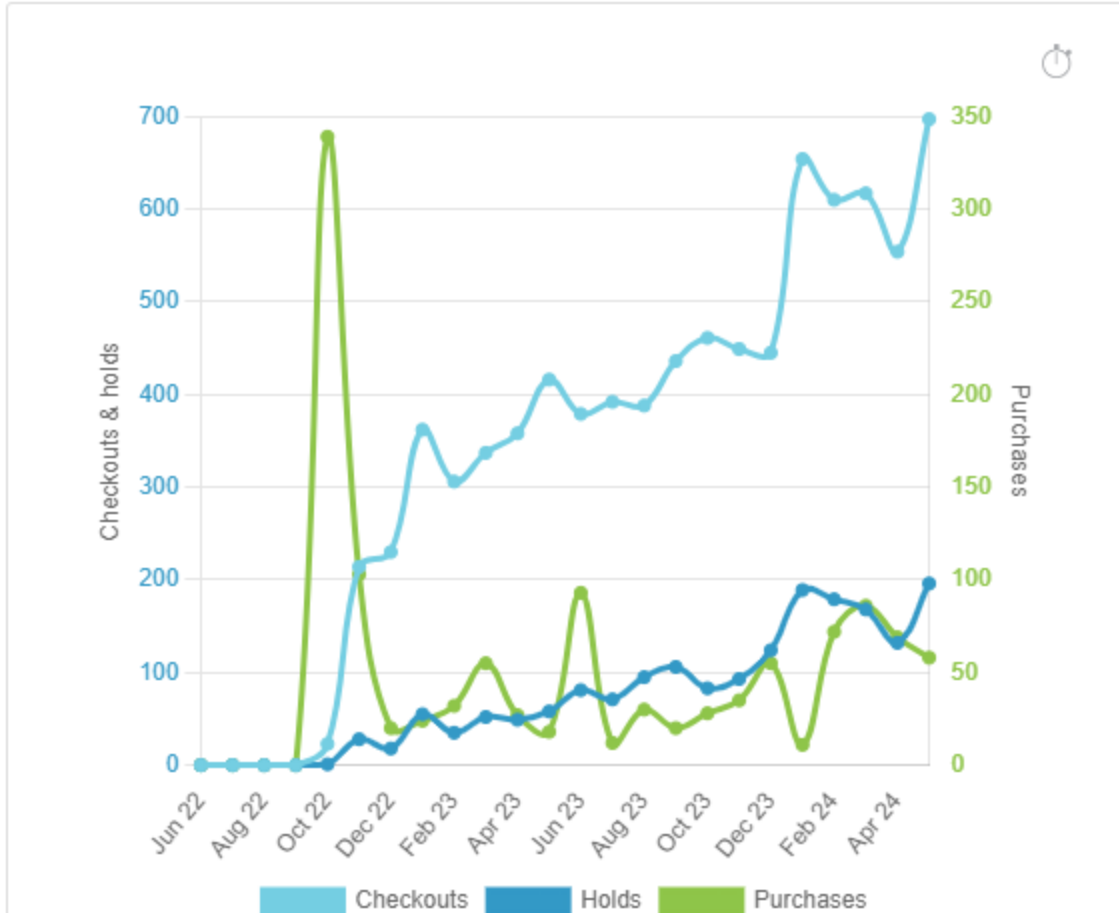


37 checkouts
(audiobook)



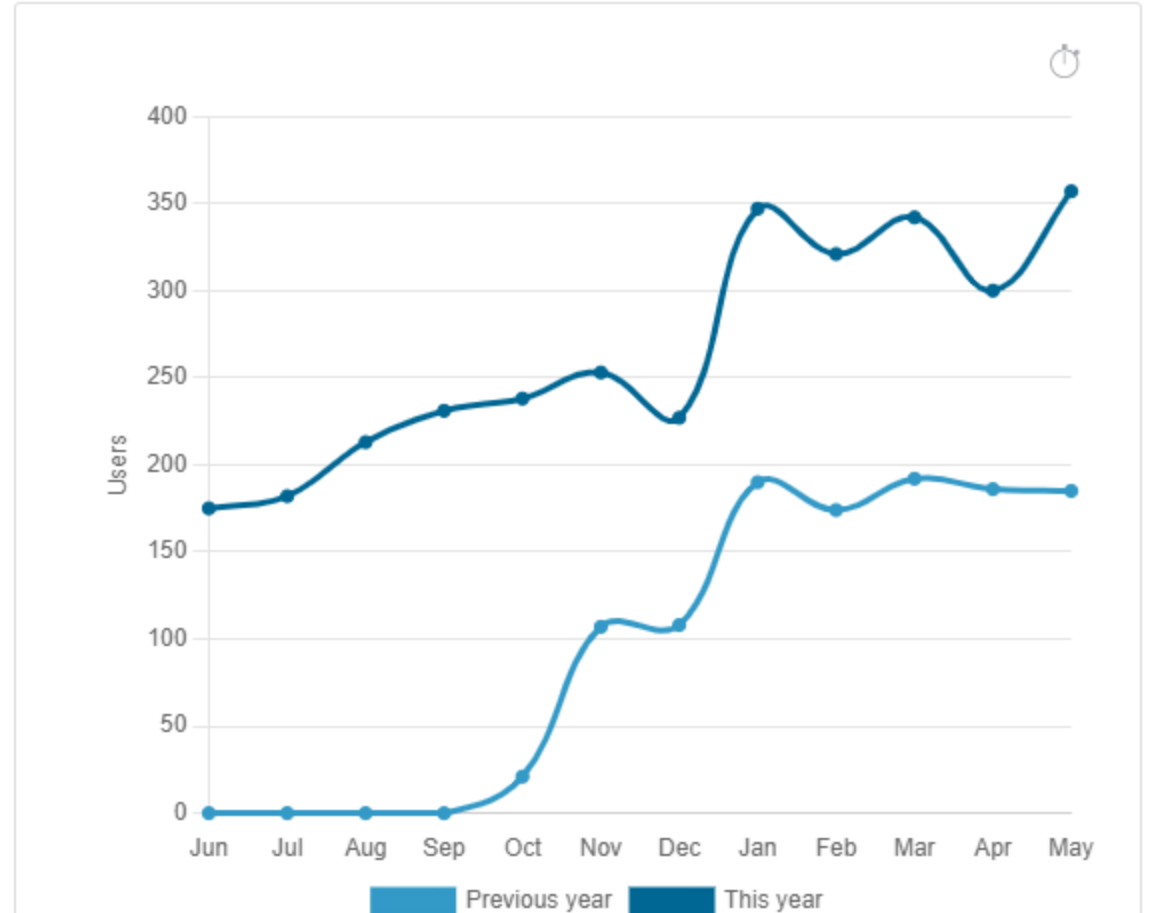
34 checkouts
(audiobook)

Activity and purchases (USD)



"Units purchased" excludes Cost Per Circ (CPC), Simultaneous Use (SU), and external services.

Unique users



Hold

Current holds

172 Titles
99 Audiobooks
73 eBooks

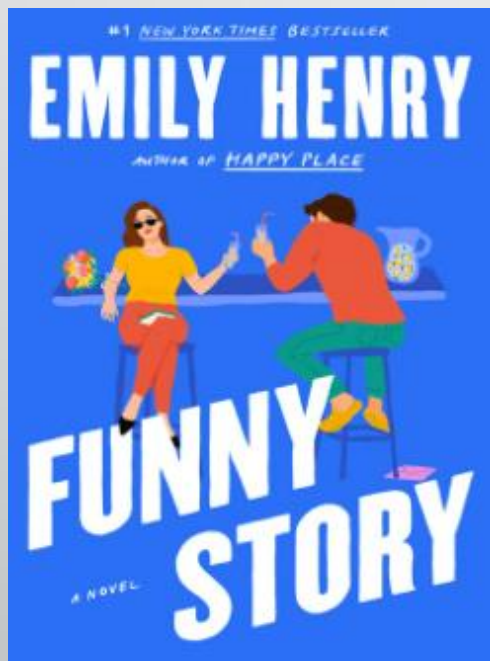
Current average waiting period

35 days

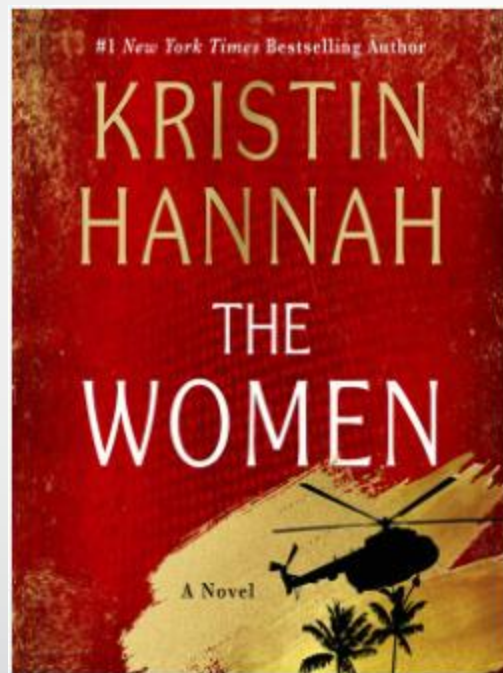
Other data

Hold Manager Plan created – 4 or more holds

Current titles with high holds



9 holds
(eBook)



8 holds
(audiobook)



6 holds
(audiobook)

Purchasing Tools

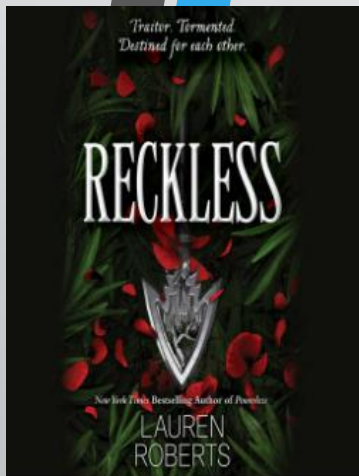
Holds Manager

Current plan runs once a month for titles with a hold ratio of 4 or higher

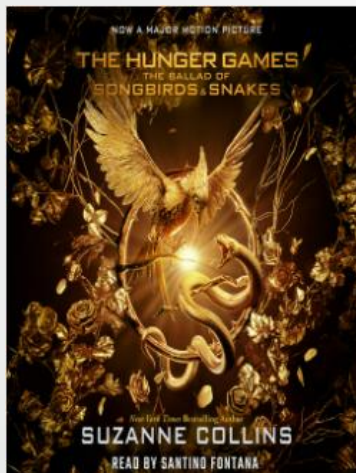
Metered Access Manager

Runs once a month for titles that have expired from the collection. Consider changing to MA titles that will soon expire.

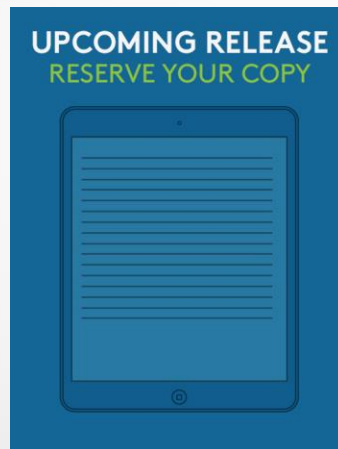
Top Titles with Notify Me Tags all time



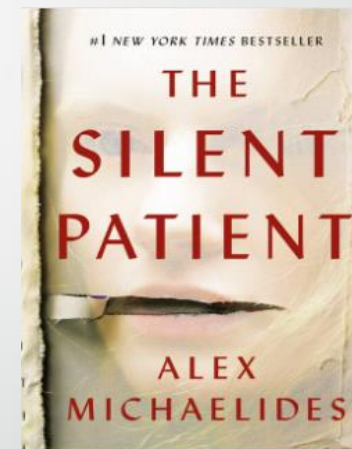
6 tags



5 tags



A Court of Thorns and
Roses #5
6 tags



4 tags

Notify Me Tags

Total Notify Me tags in 2024: **1,832**

Look through your top titles with Notify Me tags

Purchasing

- Currently have \$28.51k in content credit.
- Suggestions:
 - Lean into sales throughout the year.
 - Consider purchasing additional titles with high holds and titles with multiple Notify Me tags.
 - Let us build carts for you.

January

New Year, New You Sale

Black History Month Sale

February

Romance Sale

March

Mystery & Mayhem Sale

Academic & College Success Sale

Science, Nature & Sustainability Sale

Easter Sale

April

Children's Book Sale

Mental Health Awareness Month Sale

May

Yay! for YA Sale

June

Audiobook Month Sale

Adult Fiction Sale

July

Adult Nonfiction Sale

Comics & Graphic Novels Sale

August

Back to School Sale

September

Back to School Sale

Halloween & Horror Sale

Hispanic Heritage Month Sale

October

Craft & Cooking Sale

November & December

End of Year Sale

All sales can be found in the 'NEWS' tab of Marketplace.

OverDrive Resource Center

Promote Your Digital Library

Print or Request Marketing Kits

Webinars

Book Recommendation Lists

Quick How-To Videos

Downloadable How-To Materials

Frequently Asked Questions

Explore More Features

"Read" with your ears...
Listen to audiobooks free from your library!



Listen before first bell, during lunch, or on the bus.

Go at your own pace - pause whenever you like.

Discover the hottest new

Listen while you run

- run
- drive
- cook
- fold
- work




Libby.
The library reading app

Best Practices for Academic Libraries

Book Recommendations
Keep your collection fresh with the books your campus wants to read and feature titles in more than one way to attract. Use OverDrive's tools to help save you time and money!

- LEVERAGE ALL LENDING MODELS**
Maximize your budget to meet user demand by leveraging all lending models including one copy/one user, unlimited access by time and/or checkout, cost per circ (CPC), and simultaneous use.
- CURATE YOUR COLLECTION**
Use the Curate tool in Marketplace to create fun, engaging, and timely title lists to feature your collection and appeal to new readers. Tip: Sort by available to make a great first impression by showing books that are ready to borrow first!
- EXPLORE MARKETPLACE INSIGHTS**
View popular reports, see your current holdings, activity, circulation and user trends, and more in the Insights tab.
- AUTOMATE YOUR COLLECTION**
Save time and effort by automating collection development with tools like Holds Manager and Smart Lists. Find these hidden gems under "Automate Carts" in the Shop tab.
- USE BOOK RECOMMENDATION LISTS**
OverDrive's staff librarians have scoured Marketplace to find the newest, trending, and highest circulating content to help you expand your digital library and navigate the millions of titles available for purchase.
- SHOP THE SALES**
Save money and stock up on the latest discounts and special promotions on top titles in Marketplace. Look for featured promotions on the Marketplace home page.

LEARN MORE ABOUT MAKING THE MOST OF MARKETPLACE!




Staff Training
Make sure staff are knowledgeable and engaged with your digital library so they can help promote and support it.

- ATTEND LIVE TRAINING EVENTS**
The training team regularly hosts live webinars on a variety of popular topics. Visit the Resource Center to check the schedule and register for upcoming sessions!
- REQUEST A CUSTOM TRAINING SESSION**
Training Specialists are available to demonstrate Libby, Marketplace, and more and help answer your questions along the way. Contact your Account Manager or trainers@overdrive.com for details.
- VIEW ON-DEMAND TRAINING**
View free how-to videos at your convenience in the Resource Center.
- TRAINING KITS**
Hosting your own training for staff? We've got ready-made kits based on popular topics filled with PowerPoint presentations, quizzes, marketing materials and more.

Apps & Features
Reach more users and make the most of your digital library with these features and add-ons.

NEW FORMAT
Diversify your formats by adding magazines, streaming media, or Kanopy streaming video selection.



FREE YOUR EXPERIENCE
Reading settings allow users to choose fonts, including OpenDyslexic fonts for dyslexic and adjustable playback speed on audiobooks so to find the right narration pace.

DAY
Get copies of in-demand titles available for holding periods with no holds. Allow students to "test" and get access to hot titles without the wait.

FOR KINDLE USERS
Use the Libby app to send borrowed books to your Kindle as their reading preference. OverDrive is the digital ebook provider delivering Kindle files to libraries in the U.S.

anager today!
overdrive.com | (761) 575-6886

books | audiobooks | video | magazines

The digital library is **always open.**

Read on Libby.
The one-tap reading app from our library.



OPEN 24 HOURS

Renewals

- Majority of your renewals will begin on November 1, 2024.
- I will reach out to you all in early October, if not sooner, to see if you would like to contribute 5% of your renewal content credit to the general consortium fund.

Questions?

Laura McMahon, Account Manager

lmcmahon@overdrive.com

Mathew Jordan, Product Support Specialist

mjordan@overdrive.com

Kenny Cruse, Digital Content Librarian

kcruse@overdrive.com

