

Library Commission Presentation by ACCS
July 22, 2013 6:00 pm

Virtual Library / New Resources
Amy Mullin

- Zinio
 - Over 140 magazines, including 10 Spanish titles
 - Over 700 patrons since March launch
 - Nearly 7,000 downloaded issues
 - Top: Consumer Reports, Us Weekly, Martha Stewart Living, Nat Geo, Dwell

- IndieFlix
 - Thousands of streaming movies from film festivals and independent filmmakers
 - Over 2,000 festivals: SXSW, Austin Film Festival, Sundance, Cannes
 - Over 250 patrons since April launch
 - Views: April: 4, May: 44, June: 127

- Ambrose Video:
 - 494 streaming videos, including documentaries and Shakespearean plays
 - Always available, no checkouts or downloads

- OneClickdigital
 - Almost 500 titles, including classics, exclusives, and over 150 Spanish titles
 - Since April: over 200 patrons , over 200 checkouts
 - Top titles: The Giving Quilt, Round House, Jane Eyre, The Light Between Oceans, The Sound of Broken Glass, Mrs. Lincoln's Dressmaker
 - Available for all computers and mobile devices

- Travel Collection
 - Over 150 up-to-date travel guides from DK Eyewitness Travel and Rough Guides
 - Always available; download, print, or email pages or chapters
 - Over 9,000 page views since March, equals about 464 checkouts
 - Top destinations: California, Greece, USA, NYC, Australia, France, China

Homework Help:

- Brainfuse
 - Live online tutors daily: 2 pm – 11 pm
 - Can submit questions at other times, 1 business day turnaround
 - Added Adult Education: GED prep, citizenship, college exams

Spanish webpages

Diana Miranda-Murillo

Spanish page or microsite: <http://library.austintexas.gov/español>

It has different sections: ¡Qué Caliente! Features titles that were just added to the collection.

Preguntas Frecuentes (FAQ): compiles all the possible questions a new patron might have about the library.

Blog: section that gets updated once a week by a team of 8 Spanish-speaking librarians.

Recommendations: This section harvests information from different lists created featuring new books or books about a particular topic.

Events and News: those two sections of this page were left bilingual because we don't know who is visiting the page. There are a lot of bilingual users that can also enjoy a program in English.

Facebook Spanish page: <https://www.facebook.com/bibliotecapublicadeaustin>

I post an average of three times a day.

There is a schedule for every day of the week:

Monday: Book suggestion

Tuesday: Blog

Wednesday: Music recommendation

Thursday: Proverb of the week

Friday: Movie suggestion

Twitter Spanish page: <https://twitter.com/BiblioPublicaAu>

It's basically a mirror of the Facebook page.

OverDrive/Suggest a Title updates

Cindy Beno

OverDrive update

- Collection size - 30,000+ titles
- Circulation - 8th out of 21 physical locations
- Front Line Tech Support –started in Aug 2012; available during business hours, M-F; response time is generally same-day; average usage 150/month
- OverDrive Read
 - Browser-based; eliminates need to download cumbersome software (except for free plug-in, if using IE)
 - Not yet available for downloadable audiobooks; in development

Suggest a Title

- Prior to 2007, customers completed a paper suggestion form:
 - Form was sent through inter-office mail to appropriate selector but often bounced from person to person because of incomplete info
 - No feedback to customer on status of request because no contact info provided
- In 2007, an online Suggest a Title form was designed in collaboration with ALIS and added to Findit
 - Easier for customers to provide more info about a title, e.g., the format, age level, with easy-to-use dropdown menus
 - space provided for Library card # but it was optional; no space for contact info (customers often put it in the Comments box and requested feedback)
 - based on customer's selections, suggestion was routed by email to the appropriate selector for consideration
 - unless requested, no feedback to customer was provided
- In late 2012, to be more responsive to all customers and make the process of responding to every suggestion (500+/month) less arduous for selectors, online form was revised yet again with ALIS help; launched in late April 2013
 - On the customer side:
 - Dropdown menus include new e- formats

- Library card # required; screens out author/publisher solicitations
- Email optional, but used by majority of customers
- Link to title website (Amazon, Good Reads) also heavily used by customers; aids selectors in review process
- Customers receive a 1st notification that they will be contacted within 2 weeks after submission
- 2nd email lets them know the disposition of their request
- On the staff side:
 - All suggestions go into a sortable queue, to help selectors identify their suggestions
 - Four basic scripts or form letters can be modified by the selector to facilitate response:
 - Denied
 - Not Available
 - In Catalog
 - To Be Ordered
 - Turnaround time is generally less than a week
- Since launch, 1600 suggestions have been answered