Massachusetts eBook Platform

a Statewide Pilot Project
Massachusetts Library System-MLS

Massachusetts Library System (MLS)
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MLS Background

• 1997 – Three state-funded public library regions become six multitype regions

• 2010 – Six regions become the MLS with 1,700 members
  – Budget cut by one-third
  – Staffing cut in half
  – Locations cut from six to two
  – Most services are continued (some at lower level)
MLS Roles

- State funded but not a state agency
- Building a community of Mass. Libraries
- Agile, responsive, innovative services
- Empower libraries
  - Training & Professional Development
  - Advisory Services
- Champions of Resource Sharing
Resource Sharing “Я” Us

- Delivery: 43%
- Online Content: 17%
- Mediated ILL & Doc Del: 13%
- Training
- Consulting
- Other
Resource Sharing in Massachusetts

- 10 Shared Automated Networks
  ~600 libraries; 58mil circs/yr; 7mil loans/yr
- Physical Delivery - ~14,000,000 items/yr
- Virtual Catalog - ~80,000 loans/yr
- Mediated ILL - ~30,000 loans/yr
- Journal Article Document Delivery - ~5,000/yr
- Online Content – 13+million retrievals/yr
The Risk to Resource Sharing

• Flattening of circulation and ILL for physical items after years of double-digit growth
• Growth of e-collections and use of electronic resources
• Many Content Silos without allowance for ILL and statewide use
Massachusetts

ILL 1999-2008
Millions of Loans

Graph showing the trend of millions of loans from 1999 to 2008 in Massachusetts.
Massachusetts

ILL 2009-2012
Millions of Loans

2010  2011  2012
Circulation & Holdings in PLs

• Total circulation has leveled off at 58 million
• Statewide ILL level at about 7 million

• eBook circulation tripled (2011-2012)
• Non-print holdings grew by 10%
• Print holdings grew by <1%
Many Silos

- 8 of 10 shared ILSs host OverDrive collections
- Numerous group licenses for databases
- Over 100 academic libraries with separate eContent licenses
- 1,000 K-12 libraries building content by district and individually
- Boston Public Library eCard = Shared silo
Statewide Resource Sharing Committee (SRSC)

• Called by State Agency – Mass. Board of Library Commissioners in April 2012

• Charge
  – To study current trends in technology and use of it; publishing and electronic dissemination of information; today’s environment and how these impact Resource Sharing. Determine up to 5 strategic goals

• Membership
  – Shared Automated Networks
  – Four Library Types
  – Boston Public Library
  – MLS
The May 2012 Event

Resource Sharing Unbound

• Jamie LaRue – Douglas County Colorado
  – Ownership
  – Buy direct from publisher
  – Local Content

• Jim Neal – Columbia University and 2CUL
  – Radical resource sharing
The Call to Action

• Strong reaction from attendees
  – We should launch a DCL project in Massachusetts
  – Let’s do it now!

• Opportunity to add local content

• Let’s take a first step toward a statewide solution
SRSC Recommendations

• Three Committee Recommendations to enhance access to library content
  1. Statewide Library Card
  2. Discovery System
  3. eBook Platform
     • Business Plan Approved
     • MLS as manager
Uniqueness

- Four library types
- Scale – 1,700 libraries
- Statewide access
- Multiple ILSs plus numerous standalone libs
  - Authentication
  - MARC Records
  - Interface
- Shared ownership
- Short-term funding
Benefits

• User-friendly, statewide shared eBook collection
• Statewide committees to determine policies
• Purchase, leasing, and other options
• Entrée to local content
• Preserve our vital resource sharing
• Efficiencies of centralized services
• Improved technology
Decisions

• Decision not to host our own DCL server due to time constraints
• Launch by May 2013 - Oops!
Information Gathering
Models Discussed

• Purchase
• Lease/License
• Patron-Driven Acquisition
  – Short-term Loan
  – Ownership
  – Pay-per-use
• Single-User; Multi-User
• Hybrid Approaches
The RFP & Implementation

- RFP issued in April
- Vendor Q&A Webinar
- Responses due in May
- Evaluation of 13 Proposals – May
- Presentations by first tier vendors - May
- Contract and Begin Implementation – June
- Pilot Project – July-December
- Rollout statewide begins January 2014
The RFP

• Two charges
  – Platform
  – Content

• Specifications

• Reaching out to Bidders
Specifications

• 50-library Pilot Project for 6 months
  – 10,000 titles
  – 10 automated networks
  – ILS integration
  – Multitype content
  – Training & publicity
  – End-user training
  – Evaluation/feedback

• If successful, roll out statewide over two years

• Budget for first 18 months $400k-$600k
Responses

- 13 responses received
- 7 follow up demos
- RFP Committee and Pilot Library evaluations
- Priorities for negotiations
Communications with Stakeholders

• Meetings:
  – Statewide Resource Sharing Committee
  – five pilot library groups
  – 10 networks
  – other stakeholders

• MLS Guide and Blog:
  http://guides.masslibsystem.org/ebookproject

• MBLC Newsroom:
  http://mblc.state.ma.us/newsroom/
Contract Considerations & Negotiations

- User friendly
- Ownership and transferability
- PDA short-term loans
- Simultaneous users
- Interlibrary loan
- Pilot pricing to statewide roll-out pricing
- Multiple MARC records
- Authentication – Geolocation - Checkout
- Accessibility
Implementation – The Pilot

• Work with
  – 50 Pilot Libraries – Responsibilities
  – 10 Networks - Responsibilities

• Three Committees
  – Collection Development
  – PR and Training
  – Sustainability
Measuring Success

• Benchmarking
  – Use in multitype libraries
  – User satisfaction
  – Flexibility
Sustainability

- PLs are currently spending <5% of Acquisitions Budgets on eContent
- Shift from spending on traditional content towards contributions to the statewide collection
- Opportunities for state support/funding for K-12, Academic, Hospital, and other content
Opportunities

• MLS Organizational Changes
• Integrated search for all Mass. Content
• Statewide library card
• Boston Public Library eCard
• Expand to out of state lending partners
• Library-centric eBook platform
• Partnerships with local content providers
• Beyond eBooks