

Massachusetts eBook Platform

a Statewide Pilot Project

Massachusetts Library System-MLS

Massachusetts Library System (MLS)

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MLS Background

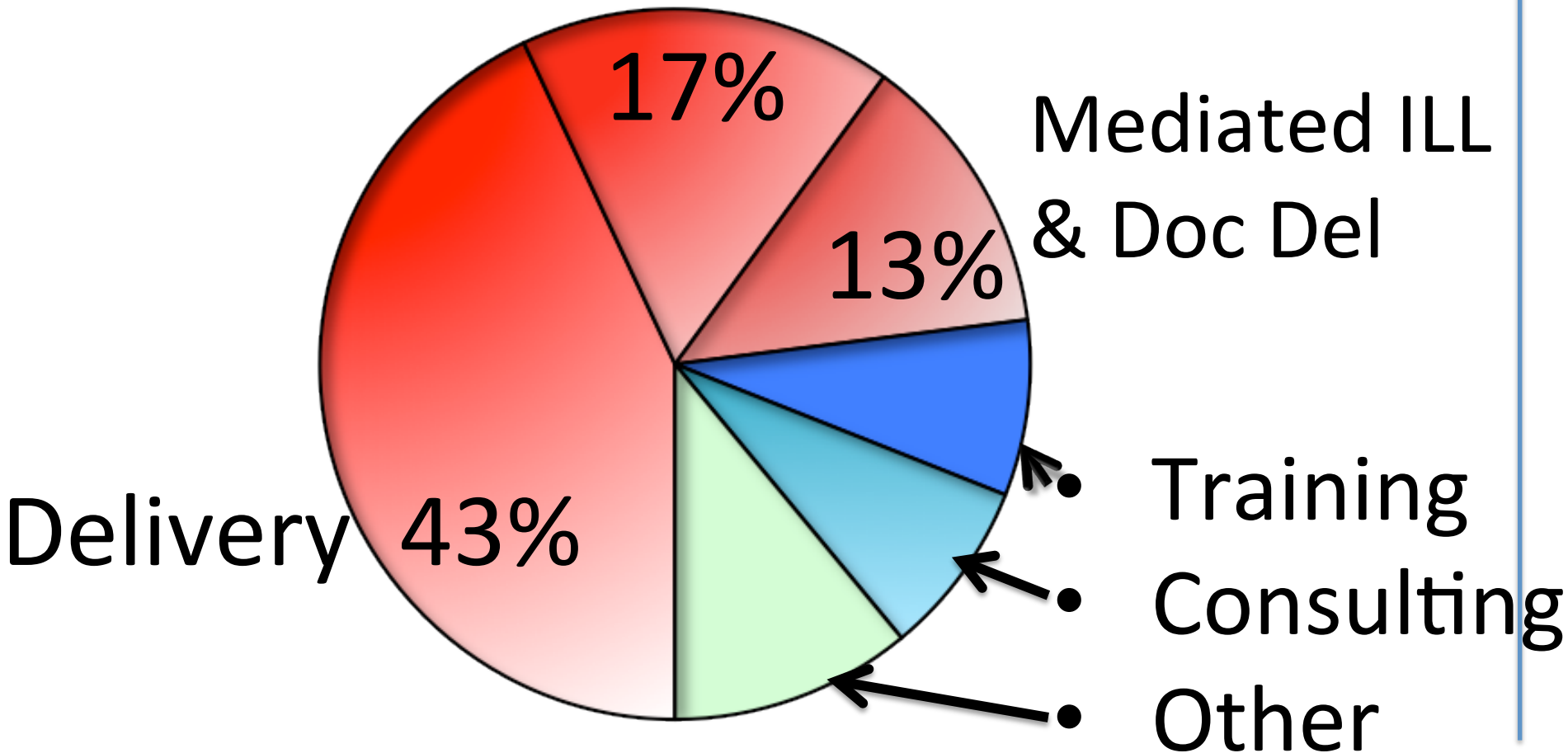
- 1997 – Three state-funded public library regions become six multitype regions
- 2010 – Six regions become the MLS with 1,700 members
 - Budget cut by one-third
 - Staffing cut in half
 - Locations cut from six to two
 - Most services are continued (some at lower level)

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

Online Content



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

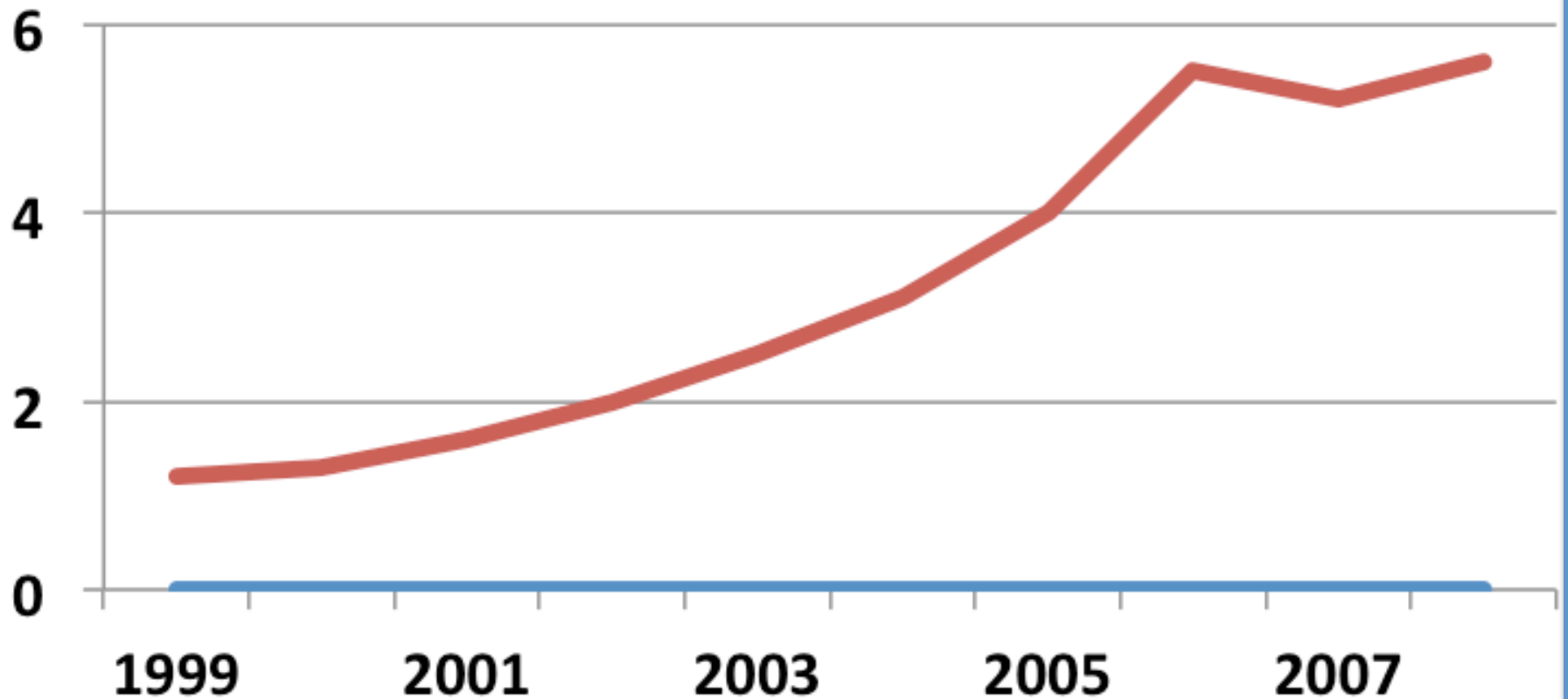
The Risk to Resource Sharing

- 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

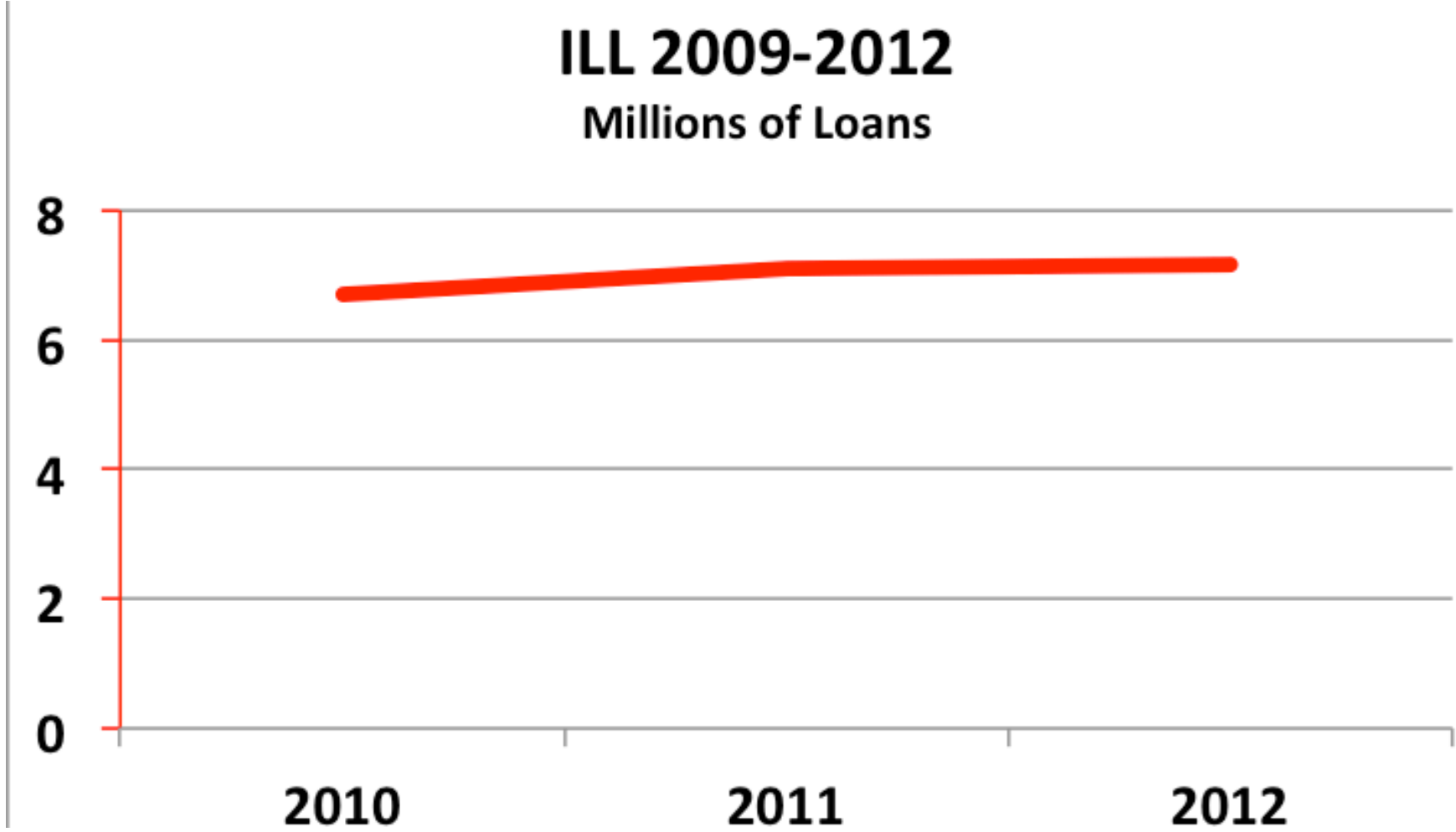
ILL 1999-2008

Millions of Loans



Massachusetts

ILL 2009-2012
Millions of Loans



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!

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

- 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