



Everyone's an eBook Expert

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Jill Smith

Anoka County Library



eBooks at Anoka County

- Patrons started asking for ebooks and classes about eBooks in the fall of 2010
- Launched with OverDrive in January 2011
- Adding 3M as we speak!



Staff Preparation

- Webinar training from OverDrive
- Personal training from Adult Services Manager at branch
- Access to test site to check out books before it was available to the public
- Anoka County eCards for staff that live outside Anoka County

Staff Preparation

- Peer to peer teaching seemed most effective – at the time of patron interactions
- Staff with their own devices were often the most up to speed
- Staff learned in different ways – video, written instructions, hands on

Devices for branches

- Started with purchasing 1G nooks for branches and iPads for 2 largest libraries
- Added Kindles and Kindle Fires
- Added free Sony eReaders received through promotion from OverDrive



Overdrive Help Team

- Several staff from different branches
- Each person answers emailed questions on a different day of the week
 - This helped most of our branches to have at least one eBook “expert” on staff
 - Active eBook readers on staff often were experts
 - Members of the Help Team could also assist by phone with branch staff

Limits to Help Offered

- We do not touch patron devices, although we will show them where to click
- Emphasis is on teaching patrons to do it for themselves
- We don't directly download eBooks to the patrons device from library computers
- Sometimes what they want just isn't possible

Public Classes

- Offered in several rounds
- Became increasingly popular once Kindle started working with OverDrive
- Led to handouts being posted online for additional help



Public Class Attendance

- January – February 2011
 - 7 classes – 100 people
- May 2011
 - 5 classes – 45 people
- October – November 2011
 - 8 classes – 310 people
- January 2012
 - 12 classes – 469 people
- January 2013
 - 14 classes – 144 people

Additional Benefit of Classes

- Publicity in Star Tribune and on CTN (Coon Rapids) cable news
- Partnerships with Community Education programs



Drop In Help

- Wanted a way to offer more individualized help
- Questions are often time intensive
- Started at 4 branches: Johnsville, Centennial, Rum River and Northtown
- Now only offered at Northtown and Rum River
- Answered any questions about eReaders not just how to check out library books

Drop In Help Challenges

- Times offered too limiting
- Patrons could get help at the desk whenever they stopped in
- Involved a lot of sharing of devices between branches

Keeping Up with Changes

- Our original nooks are already obsolete, but still provide a way to demonstrate transferring books
- Added eAudio through OverDrive in February 2012
- Ereader bar at Staff Day 2012
- Adding 3M Cloud Library in March 2013
- New OverDrive Read coming soon

Future?

- Longer we have offered eBooks, the more comfortable staff are offering help
- New ways to deliver eBooks to patrons
- Always new devices, Kindle Fire replaced in less than 1 year!
- Looking for ways to make it easier for patrons conflicts with publishers desire for friction

Questions?

Jill Smith
Adult Services Manager
Anoka County Library
763-712-2322
Jill.Smith@co.anoka.mn.us