RAISING THE BAR:

A Public Library ‘Reader Bar’
Dakota County/Wescott Library’s Reader Bar
Mobile Devices:
- iPad 2
- Kindle Fire HD
- Nook Tablet
- Samsung Galaxy
- Nexus 7

Locking Mechanisms
(Compucage -> InVue)

PAC (locked down):
- Catalog (tab)
- OverDrive (tab)
- Library Databases (tab)
- Adobe Digital Editions
- Kindle Web Site Access
- 3M Cloud Library

Troubleshooting Guide

Step-by-Step Device Instructions

Talking Points on What to Buy

Tablet/Ereader Reviews
IDEA
Apple Store/Apple’s Genius Bar
# Reader Bar Purposes

1. **Concept modeled after Apple stores and Apple’s Genius Bar**
2. **Easier to show than tell**
3. **We demonstrate on our devices, not on customers’ devices (ideally)**
4. **Consolidates all devices & similar services in one area**
5. **All Service Desk staff get customers started; some staff can give more advanced help**
6. **Useful for promotion of eBooks as well as for patron instruction**
7. **Provides a low-stress, non-commercial opportunity for customers to compare eBook readers & tablets without being given a sales pitch**
8. **Encourages staff to stay current with eBook skills**
9. **Shows customers that the library is the place to go to learn about new technologies**
DEVICES
2011: All branches were given 3 devices for practice and helping customers

2012: The Reader Bar used original 3 devices plus 2 more borrowed from the Tech Dept.
2013: Reader Bar Changes

- Kindle Fire HD
- iPad 2
- Samsung Galaxy
- Nexus 7
- Nook Tablet
PAC

Catalog (tab)
Databases (tab)
OverDrive (tab)
Adobe Digital Editions
Kindle Web Site Accessibility
3M Cloud Library Start Page
Deciding what to purchase

- Sample from each major operating system
- Most popular devices
- Combination of the above
Operating Systems

- iOS: 54.91%
- Android: 25.65%
- Java ME: 12.38%
- Symbian: 3.38%
- BlackBerry: 1.39%
- Windows Phone: 1.24%
- Kindle: 0.63%
- Other: 0.42%
<table>
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<tr>
<td>iPad mini</td>
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<tr>
<td>iPad 2</td>
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<tr>
<td>iPad with Retina Display</td>
<td>$499-929</td>
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<tr>
<td>Kindle Fire HD</td>
<td>7” $199, 8.9” $299-499, Kindle Fire Tablet $159</td>
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<tr>
<td>Samsung Galaxy</td>
<td>7” $179-279, 10.1” $329-499</td>
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<tr>
<td>Nexus 7</td>
<td>Wi-Fi $199-249, Cellular $299</td>
</tr>
<tr>
<td>Nook Tablet</td>
<td>Nook HD $199-229, Nook HD+ $269-299</td>
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Setting up the Devices

- Accounts
- 1<sup>st</sup> Time Setup
- Credit Cards
Problems

- Security
- Restoring/
  Resetting
LOCKING MECHANISMS
2012: Compucage

Very secure

Doesn’t require permanently attaching to the back of device

Customers think devices are very heavy, when it’s really the security mechanisms

Messy cables behind the counter
2013: InVue Security (tentative/testing)

- Design similar to that found in stores
- Less weight on devices for more natural feel
- Flexible
- Devices can charge in the display unit
- Alarm sounds when disconnected
- Requires attaching to back of device
STAFF TRAINING
Developed materials for staff

- Step-by-step device instructions (handouts for public)
- Talking points for staff on what-to-buy questions
- Consumer Reports tablet & ereader reviews
- Selected pages from device manuals
- List of barcodes for eBook checkouts
- Procedures, account info
Step-by-Step Instruction Guides (for staff & public)

**iPhone, iPad, iPod Touch**

**Overdrive eBook Quick Guide**

*First Time Use:*

1. Make sure your device is connected using a Wi-Fi or 3G network.
2. Go to the iTunes App Store.
3. Search for “Overdrive Media Console.”
4. Hit the “Free” button, then “Install App.”
5. Enter your Apple ID and Password.
6. When you select a book, you will be prompted to enter your Apple ID, select “Register at Adobe.com.” Follow the instructions.
7. Sign in using your email address and password for your Dakota County Library account.

*To Check Out Books:*

1. Click on the Overdrive Media Console app.
2. Select “Get Books” (upper right corner).
3. If first time checking out books, select “Add a Library.”
4. Tap the star to add.

*First time users will be prompted for an Adobe ID.*

**Kindle Fire**

**Overdrive eBook Quick Guide**

*First Time Use:*

1. Go to your device’s app store and download the Overdrive Media Console app.

*To Check Out Books:*

1. Open Overdrive app.
2. Select “Get Books.”
3. Select Dakota County Library.
4. Choose a book to check out and move it to your book bag.
5. Select “Proceed to Checkout.”
6. Select a loan period (defaults to 14 days) and click on “Confirm Checkout.”
7. Click on “Download.”
8. To begin reading, click on “Bookshelf” in upper right corner.
9. Choose the title you want to read and the book will open.

**Nook Color, Nook Tablet, Nook HD and Nook HD+**

**Overdrive eBook Quick Guide**

*First Time Use:*

2. Add to Book Bag.
3. Proceed to checkout.
4. Login with your library card number and PIN.

*To Check Out Books:*

1. From the Overdrive app, go to “Bookshelf View”.
2. Select the EPUB book and choose the loan period.
3. Select “Download.”
4. To begin reading, click on “Bookshelf” in upper right corner.
5. Choose the title you want to read and the book will open.

*Return Books Early:*

1. From the Overdrive app, go to “Bookshelf View”.
2. Select the EPUB book you want to return.
3. Tap “Return.”
4. Confirm the return.
5. Book will be removed from your book bag.
Reader Bar Procedures

Purpose of Reader Bar:

- allows staff to demonstrate & promote the library's ebook services
- provides a low-stress, non-commercial opportunity for patrons to investigate & learn about ebook reader/tablet options
- encourages staff to learn & keep active with their ebook skills while on the desk
- provides an opportunity for staff to mention Boopsie, our mobile device application, to smart phone users

Devices:

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Opening Procedures:
The opening librarian will unplug the devices from the power strip. Devices will run off their batteries during the day.

Closing Procedures:
The closing librarian will plug each device into the power strip (no need to turn them off) and will make sure that all USB cables are returned to the file cabinet drawer if left out.

Battery Charging:
Batteries will charge overnight while plugged into the power strip. If a device needs recharging later in the day, it can be plugged into the power strip.

Searching for Books:
Power Off/On, Wake

Reader/Tablet Power On/Off

iPad2

On: With screen facing you, press & hold the Sleep/Wake button on top right edge of the iPad until the Apple logo appears.

Off: With screen facing you, press & hold the Sleep/Wake button on top right edge of iPad for a few seconds until the red slider appears; then drag the slider.

Lock: Press the Sleep/Wake button.

Unlock: Press the Home button or the Sleep/Wake button, then drag the slider.

Kindle Fire

On: Press & release the Power button on bottom of Kindle (to the right of the power cable connector if the screen is facing you).

Off: Press & hold the Power button until a message displays asking if you want to shut it down.

Reset if unresponsive during use: Press & hold the Power button for 20 seconds. Press the Power button to restart it.

Sleep: Press & release the Power button.
Talking Points on What to Purchase

Ebook Reader/Tablet Considerations

Price
- Dedicated ebook readers are less expensive than tablets, but are their prices competitive?
- Are any discounts available?
- Are any free ebooks offered at purchase time or later?
- Are you interested in purchasing a used device?
- If a new version is introduced to the marketplace, sometimes it is purchased at a discount.
- Will you need to purchase additional cables or other peripherals?

Physical aspects
- Does the screen size matter to you?
- Compare the displays: Which is sharper? How is the contrast?
- Is it important to have a lighter weight device because of physical handling?

Use of device
- If the device will only be used for reading ebooks, a dedicated ebook device is sufficient.
- If other web content, such as videos and music, are desired, a tablet may be more useful.
- If ebooks will be read outdoors or in the sun, an ebook reader with a display that shows up better in sunlight than tablets.
- If magazine subscriptions and other color content, such as video, are desired, a tablet may have a better display.

Simplicity/ease of use in downloading
- Is additional software required for download? (If using library computer, are ebooks can't be downloaded to a library computer.)
- Can books be downloaded via Wi-Fi or do you need to download to a computer first and then transfer via a USB cable?
- Do you have access to a Wi-Fi connection?

Content availability
- Check product web sites to see what content can be purchased or subscribed to for books, videos, etc. Some have arrangements with other content vendors that others may not.
- What kind of "apps" are available for the device? Does the company prevent you from subscribing to other content providers?
- What file formats will it support?

Product support
- Check product web sites for what kind of support is available (and at what cost).
- Read the product manuals for ease of use.
- When was the device last updated? Is a new version expected soon?

Reviews
- Consumer Reports (available through EBSCO MegaFile or MasterFile)
- Consumer Search (consumersearch.com) - consolidates info from other consumer sites, including Consumer Reports
- Newspaper articles (e.g., Julio Ojeda-Zapata from the Pioneer Press; NY Times; WSJ)
- Magazine articles
- Tech web sites (CNET, PC Mag, PC World, MacWorld, etc.)
- Check for repair records/reports of problems, if available.
- What is the reputation of the company? Is the company stable?

Changes
Training Sessions

Before work → Strongly encouraged → Enthusiasm helps → Calm fears
Survey

<table>
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<tr>
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<tr>
<td>15 min +</td>
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Wescott Library: Single Service Desk
Reader Bar Service Guidelines

All staff (including circulation staff) should be able to walk customers over to the devices and get them started.

Information Services staff (librarians) should be able to guide customers through the download and ‘early return’ process.

Staff may assist customers beyond the basic level if they’re knowledgeable about the process, comfortable assisting customers with the type of help needed, and have time. Otherwise, please direct customers to other staff or online resources for further help.

Customers should have a basic knowledge of their device before attempting to download eBooks or it will seem too complicated. Encourage customers to spend a few days learning about their device and getting comfortable using it, and to watch the help videos for their device.
Management E-Book Help Guidelines

CUSTOMER SERVICE GUIDELINES FOR EBOOKS

The following guidelines were developed by the Senior Cluster Managers to help public services staff handle the increasing volume of e-book questions from library customers. These guidelines are intended to give public service staff a framework within which to help customers. They are not tip sheets, tutorials, or how-to instructions. All of these aids for customers and staff are available online through Overdrive and individual e-book vendors.

Library staff will generally be confronted with two kinds of questions:
- How to operate a particular device.
- How to download library content to a device.

To help library customers with these kinds of questions library staff should:
- Be able to point library users to places (an online tutorial, a website, etc.) where a new owner can find out more about his or her device.
- Be knowledgeable about how users access library content for their devices.

Each DCL branch has three of the most common e-book reader devices, a Kindle, a Nook, and an IPod. Becoming familiar with the basics of each of these and how e-books are downloaded to them will address many of the questions library staff are presented with by customers.

While changing technologies and formats present some unique challenges to librarians the essential principles of good public service remain in place. Our job is to get customers to the resources they need in a digital environment, just as it always has been with print resources. Library staff are not expected to walk every customer through the operation of every new device that comes on the market.

- DCL Service Desk Guidelines apply to interactions around e-books as they do to all public service transactions.
- Generally public service staff should spend less than 15-20 minutes with an individual customer.
- Printouts. Hand out the Overdrive brochure or how to guides from vendor sites if the customer really wants something to carry away. It’s okay to use your judgment about printing out help aids from on-line helps, but it’s risky to run off stacks of printouts to hand out to the public. Reader devices and download procedures can change without notice.
- Senior Cluster Managers and branch managers and supervisors will encourage branch staff to use and become familiar with the three most common readers.
- A-14a should be able to get patrons to the Overdrive site via our web page. A-14a may also help patrons understand the features of the Overdrive site if time permits and the staff person has the knowledge.
- Information Services staff should be familiar enough with how content is downloaded to the most common devices that they can effectively help customers put library content on their device.
- If the customer has an unfamiliar device refer them to Overdrive site.
- It’s ok to call the Technology Department Help Line for assistance when other resources don’t answer the problem. Do not give out help line number to public. Help desk staff may choose to talk directly to the patron, but they should remain in their choice.
- Referrals to outside sources such as hardware or content vendors are appropriate when necessary or when available DCL resources are insufficient.
PUBLICITY
Did you know DCL has a mobile app? Search for Dakota County Library in your app store or Android market. An easy and convenient way to use the library!

Happy Spring! With the grass greening up outside, it's time to think about gardens and outdoor projects and the library has great books and DVDs to help you get inspired!

Search the Library Catalog
My Account
BookLook ® ISBN Search
eBooks

download to your device
Newspapers

Eagan library embraces virtual age

by Jessica Harper
Thisweek Newspapers

Eagan residents can now look to their local library for the latest in e-readers.

In response to swelling demand for e-books and tech support, a reader bar debuted this month at Eagan "Wescott Library:

3M launches e-book lending service at metro libraries

The system, unveiled in Ramsey, Dakota and Washington counties, expects its 225,000 e-books to reach 1.4 million statewide.

Wescott Library's "Reader Bar" Introduces Patrons to Virtual Books

Patrons can test and learn about downloading books and using popular e-reader devices at the library's newest feature.
Signage

Concrete pillar wraps and front counter signage designed by our county’s communication department and a graphic designer at a printing company.
MAKING CHANGES
Devices: Expanded to include iOS, Android, Kindle and Nook

Kindle Fire HD  
iPad 2  
Samsung Galaxy  
Nexus7  
Nook Tablet
3M Cloud Library Kiosk Addition
Refresher Training (January 2013)

- Stepped back & evaluated how much staff REALLY knew, not what we THOUGHT they knew
- Covered basic terminology such as apps, iOS, Android, Adobe ID, Adobe Digital Editions
- Showed the difference between a tablet and an ereader
- Included tips on using devices
- Covered basic troubleshooting tips and our troubleshooting guide
- Talked about advantages of apps, which devices have apps now and the book format they’d check out with the app
- Gave a preview of OverDrive Read (see book, read book)
Periodic Reassessment of Devices

Kindle Fire HD

iPad 2

Samsung Galaxy

Nexus7

Nook Tablet
Staff are needed to update and maintain devices, apps and instructional handouts.

One person or small group?
ISSUES ENCOUNTERED/LESSONS LEARNED
“You set it up for me”
“I don’t know if I have an Adobe ID.”

“I don’t have an email account.”
“I don’t have a computer. My son bought me this eBook reader and you’re telling me I can’t put books on it at the library?”
“Let’s take as many photos and videos as we can on the iPad.”
“We need a credit card or gift card on file to download ‘free’ apps?”
“I don’t see Angry Birds on this Nook. Let’s download it!”
It used to be the “Library Kindle”—now it’s “Kobe’s Kindle”. What happened?
“My software doesn’t look like yours.”
“Come back this evening.”
Suggestions

Assign one staff person or small system-wide team of staff to keep current on changes with apps, procedures, devices and instructions.

Give staff time to practice downloading eBooks and using devices. Team up staff to work on it together?

Evaluate staff roles & tasks. Try to free up time to work on ebook questions.

Use a team approach for difficult questions. This will help staff be more comfortable if they’re not the sole source of an answer, and it will help staff learn from each other.

Locate funding sources for Reader Bar devices and security locks: book sale, Friends of the Library, library cooperative, Chamber of Commerce, community service organizations, Target or Walmart grants, etc.

Lock down devices with parental controls when possible.

Be ready to update and change devices when necessary to keep the area fresh and current.

Constantly revisit staff training!
“YOU GUYS ARE THE BEST!”
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