Collection Development Best Practices

Presented by Kristin Preyss and Jane Whitehurst
Best practices to consider: Collection development

• **Purchasing frequency**: Buying more often will help fill holds as they are placed.

• **Preorders**: Review how your library is purchasing preorder content - six months in advance? One month? No preorders?

• **Recommend to Library**: How many recommendations do you allow? How often?

• **Curation**: How often do you refresh? Who creates collections?

• **Modify holds plan**: Consider adapting a variable price-based holds ratio chart. Use this to evaluate buying extra copies to meet demands.
# Lending Models

<table>
<thead>
<tr>
<th><strong>ONE COPY/ONE USER</strong></th>
<th>Titles borrowed by one user at a time. Never expire from the collection.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>METERED ACCESS</strong></td>
<td>Titles borrowed by one user at a time. Expire after a set period of time. Metered by time, checkouts, or both.</td>
</tr>
<tr>
<td><strong>COST PER CIRC</strong></td>
<td>Pay only when title is borrowed. Titles can be borrowed simultaneously until budget runs out.</td>
</tr>
<tr>
<td><strong>SIMULTANEOUS USE</strong></td>
<td>Titles can be borrowed simultaneously. Usually expire after a set time. Project Gutenberg titles never expire.</td>
</tr>
</tbody>
</table>
Order The Book Thief by Markus Zusak for $45.00 today! This novel is available in several formats, including Kindle Book, OverDrive Read, and Adobe EPUB. It's suitable for adult and young adult readers. With a lending model of MA-24 months, you can enjoy this title for up to 24 months. The book is written in English and has an on-sale date of 6/7/2010. It's a great addition to your collection, with a total of 445 checkouts so far. Add it to your shopping cart now!
Find the Best Content

- **Must-haves**
- **Featured tab**
- **Insights**
Find the best content: Featured
Resource Center

Trending Titles, Award Winners, Relevant Subjects:

Resource Center > Collection Development > Recommended Lists

New!
- Home: A refugee story – read-alikes
- Umbrella Academy + Read-Alikes
- If You Liked Shrill by Lindy West
- American Gods Read-Alikes
- Game of Thrones Read-Alikes
- Twilight Zone Read-Alikes
- Russian Doll Read-Alikes
- Bird Box Read-Alikes
- Liane Moriarty Read-Alikes
- Waiting for Fire and Blood
- Waiting for Michelle Obama’s Becoming
### know when to shop

OverDrive sales and promotions

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Year, New You</td>
<td>Romance</td>
<td>YAY for YA!</td>
</tr>
<tr>
<td>Savings up to 50% off</td>
<td>Average discounts of 25-50% off</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>August &amp; September</td>
<td>December</td>
</tr>
<tr>
<td>Audiobook month</td>
<td>Back to school</td>
<td>End of Year</td>
</tr>
<tr>
<td>Save 25-50% off</td>
<td></td>
<td></td>
</tr>
<tr>
<td>audiobooks</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Visit the [Resource Center](#) for sale information.
drive circulation through curation

• Feature mid- and back-list titles to spark reinterest.

• Curate for all ages on your main page, not just in “rooms.”

• Curate “Available Now” content & highlight Simultaneous Use and Cost-Per-Circ titles.

• Exclude titles with multiple holds.

• Use more One Copy/One User titles and fewer Metered titles when possible.

• Utilize availability filters to have a mix of waitlist and available popular materials.
Getting started with curation

1. Standard collections
   Select Create standard collection to create automated or curated collections of titles you own, then publish them to your OverDrive website. This is a great way to showcase your content and boost circulation.
   Learn more about curation.

2. Published standard collections
   The collections below are the standard collections that are currently live on your site.
Create curated and automated collections

3

Create collection

Collection type:
- Curated
  Hand-picked titles typically based on a theme. Ex: Holiday Favorites, Gone Girl Readalikes
- Automated
  Auto-populating list based on specific criteria. Ex: Newly Added, Most Popular Audiobooks

Collection name

Collection description

- Pin as main collection

NEXT  CANCEL

Search & Curate
Advanced search & curate

Hand-pick titles for curated collections.

Create automated collections using filters.

Rakuten OverDrive
Standard curation: Pin as main collection and create draft
Standard curation: Search your collection to add titles
Standard curation: Select your publishing locations, then publish
Organize published collections
Automated curation

Create automated collections using filters.

Create collection

Collection type:
- Curated
- Automated

Collection name

Collection description

Pin as main collection

NEXT CANCEL

Audience
- Young adult
- Juvenile

Subject
- Comic and Graphic Books
- eBook
- English
- VIZ Media
curate from recommended lists

1
Open a Recommended List in Marketplace. Check the Resource Center for ideas!

2
Edit the URL by replacing ‘OneCopyOneUserandMeteredAccess’ with ‘Curate.’

3
Add the titles to a new or existing collection!
eReading Rooms & Catalog Guides

Create eReading Rooms to boost titles based on subject, audience, format

Consider a room featuring only materials patrons can access immediately

- “Available Now”
- Available content by subject or format
Lucky Day

• Best practices

• The more you include, the more they will circulate.

• Keep titles new if possible, but don’t be afraid to add titles from the past year, especially if you have numerous copies.

• Concentrate on titles with high holds time and holds number - might be worth adding to Lucky Day to cut down on the wait time.

• Keep an eye on it - when you get down to a couple items, it can look sparse, or even scary!
Find your team

Log in to Marketplace and click the Support tab.

**Account Manager**
- Main contact
- All account questions
  - Contracts
  - Reports
  - Invoicing

**Content Specialist**
- Collection questions
  - Shopping
  - Curating
  - Building collections

**Product Support Specialist**
- Technical questions
  - Technical support
  - Website
  - MARC records

**Your Account Manager**
- Kristin Preyss
- (216) 573-6886 x 1283
- k.preyss@rakuten.overdrive.com
- I can help with any questions, requests, or feedback about your OverDrive service.

**Your Account Team**
- Jane Whitehurst
- Content Specialist
- (216) 573-6886 x 1316
- j.whitehurst@rakuten.overdrive.com

- Shannon Carroll
- Product Support Specialist
- (216) 573-6886 x 1221
- s.carroll@rakuten.overdrive.com