

# Board packet January 19, 2021: Allocation of funds for OverDrive magazine collection

Friday, January 15, 2021 11:26 AM

<b>Subject</b>	<b>Board packet January 19, 2021: Allocation of funds for OverDrive magazine collection</b>
<b>From</b>	Ryan Livergood
<b>To</b>	libraryboard
<b>Cc</b>	Noreen Reese; Gina Ornelas; Amy Blanchard; Sandy Beda; Jan Marsh; 'AFarr@MichaelSilver.com'
<b>Sent</b>	Friday, January 15, 2021 11:25 AM
<b>Attachments</b>	OverDrive Magazine List - 3,247 simultaneous use titles.pdf

Good morning,

As you might recall, we once offered Zinio to our patrons, which was a great service for providing digital magazines. The big problem with Zinio was the cost, as you could only add magazines to the collection a la carte and the more popular magazines were very expensive. Also, discoverability for patrons was an issue as well. When we decided to add the PressReader resource, while the magazine collection wasn't as good as its newspaper collection, we felt that it was sufficient enough for us to give up Zinio. Fast forward to today, and OverDrive (the company that is the main source of our ebook collection, which you probably know through the Digital Library of Illinois that you likely access via Libby) acquired RBDigital, the company that owned Zinio. This didn't impact us directly, but it did impact libraries that still had Zinio, as OverDrive incorporated Zinio into their digital magazine service and changed it so it was cost-prohibitive for standalone libraries.

The Electronic Content Consortium (you will recall we are members and I serve on the Board of the ECC) approached OverDrive to see if they would be willing to negotiate a deal with us on behalf of all of our members. Our efforts were successful, and due to our size, OverDrive has offered us a tremendous deal on their magazine collection. If we opted in, our cost (based on population) would only be \$2,644 for the entire collection of 3,247 simultaneous use titles. The full list of magazines is attached, and it is very impressive. Under Zinio, it would have cost us probably five or six times this amount for this collection, so I feel this is a tremendous deal. While I suspect that not all ECC libraries will opt in, I know the larger libraries in the ECC that already have budgeted for Zinio will be participating. Even at twice the amount, it is still a great deal for this content. In terms of future cost increases, the information Overdrive has given us is that the renewal price for 2022 will go up about 6.5%, but we would only be committed to 2021. The other great aspect of this is that access to these titles is through Libby or the other methods our patrons are using to access OverDrive titles, so they will be easily accessible for our patrons. Based on the insatiable demand for electronic content our patrons have right now, this would be a wonderful collection to offer our patrons. While we didn't budget for this, we did receive \$119,000 via the CARES Act grant from Lake County, and allocating just a small portion of those funds for this collection would benefit our community. I am requesting that the Board allocate funds in the budget in order for us to add this collection for 2021.

Thanks,  
Ryan

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