Zip Books for Rural Libraries

Califa Group

Shasta Public Libraries

California State Library

October 3, 2013

What is Zip Books?

- A demonstration project based on an idea tested by Butte, Shasta and Humboldt County Libraries in FY 2011/12

- An alternative to traditional interlibrary loan

- A buy vs. borrow procurement model

- A vendor to customer vs. library to library delivery model

- A customer-centric vs. library collection-centric model

Why Zip Books?

Because the pilot project showed ….

  …. Zip Books is faster!
  …. Zip Books is cheaper!
  …. Customers love it!
  …. It's easy to implement!

And we need to explore alternatives to traditional interlibrary loan.

Who's participating?

Alpine County Library

Amador County Library

Banning Library District

Brawley Public Library

Calaveras County Library

Imperial County Free Library

Inyo County Free Library

Modoc County Library

Mono County Library

Monterey County Free Libraries

Nevada County Library

Placer County Library

San Benito County Free Library

Shasta Public Libraries

Trinity County Library

Tuolumne County Library

Who's running the project?

Project Lead: CalANTsofta Group

Wayne Walker, Operations Manager

Consultants: Shasta Public Libraries

Jan Erickson, Library Director

Martee Boban, Customer Services Supervisor

Grant monitor: California State Library

Janet Coles, Library Programs Consultant

Participants will receive:

- $15,000 purchase delegation for Califa Amazon Prime Corporate Credit Line account

- Information and support to develop local procedures and collect data

- Project "branding" materials for soft launch (logo, etc.)

Policies

- Cap of $35 per item before tax (higher expenditures approved by Califa—Wayne Walker)

- Customers served must be registered borrowers in good standing

- Orders are restricted to **books** available in a tangible format through Amazon (audiobooks okay, but no videos, etc.). No downloadable e-books

- No restrictions as to genre (best sellers are ok)

- Limit to books not already owned by your library

Policies (cont.)

- Orders must be limited to requests that would formerly have been handled through interlibrary loan

- You may continue to use traditional interlibrary loan at your discretion

- Use Amazon Prime free two-day shipping whenever possible; no expedited shipping

- Items must be shipped directly to the customer from Amazon (not to the library first)

- Soft rollout (no direct promotion/advertising)

Policies (cont.)

Data that participants must collect:

- Staff time to handle Zip Book transactions

- Turnaround time for Zip Book transactions

- Customer satisfaction (survey and anecdotal)

Other needed statistics will be generated from Amazon

Policies (cont.)

Meetings at which your library must be represented:

- Kickoff meeting

- Any other online project meetings or conference calls that may be scheduled

- Spring in-person meeting in Sacramento (exact date/details to be determined)

Policies (cont.)

Reports you must submit to Califa:

- Baseline ILL statistics for FY 2011/12 (by January 2014)

- Project statistics on a quarterly basis (Oct.-Dec. 2013, January-March 2014, April-June 2014).

- Final survey report (June 2014)

Procedures

Libraries will develop their own local procedures, using Shasta as model
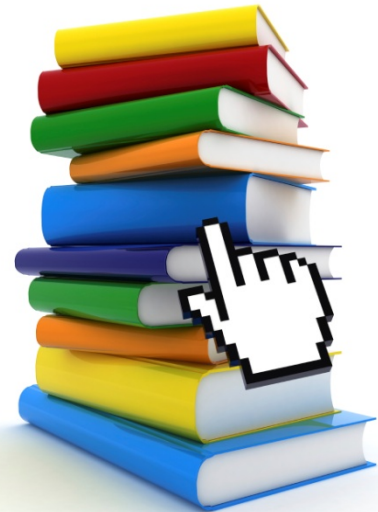
How Shasta did it:

- Overall process

- Ordering from Amazon

- Working with the customer

Zip Books:

Books are purchased online and sent directly to customer.

Customer returns books to library branch.

Returned Zip Books added to collection OR sold at Friends Bookstore.
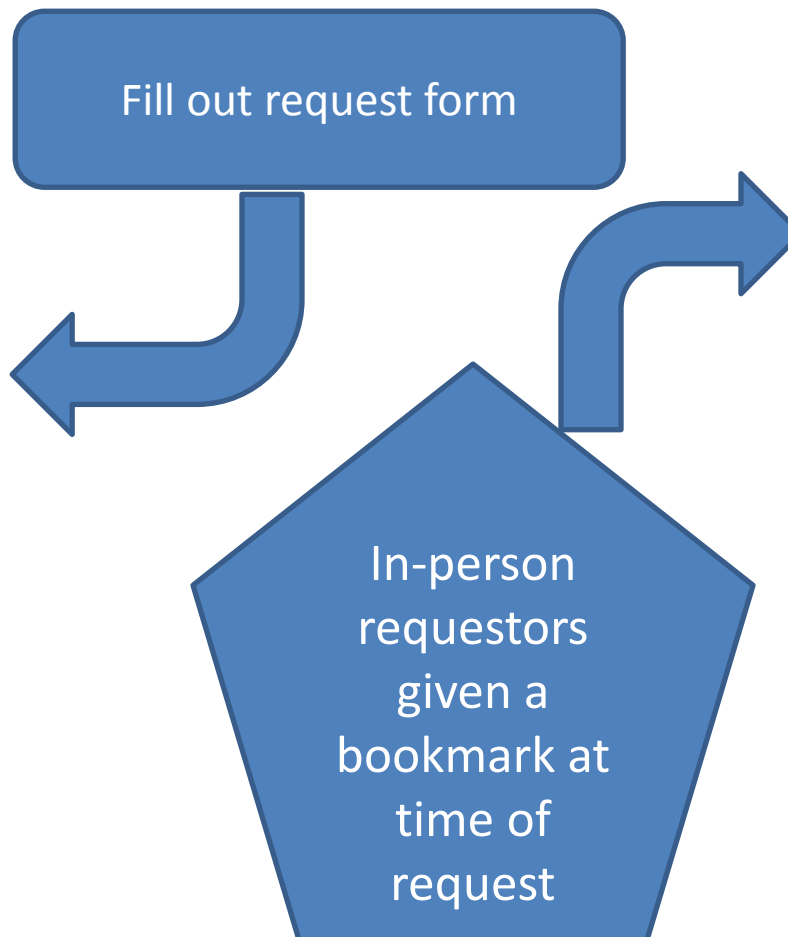
Request Zip Books
@ Reference Desk
(in person or call)

Zip Book Request

Customer Name (Last, First): _____

Title(s): _____ Author(s): _____

○ As a Kindle   ○ As a Used Book   ○ Either is acceptable (Kindle is always searched for first)

Customer Name: _____

Customer ID #: 26035 Phone Number: (___)___

Address: _____

Email: _____

Date of Request: _____ Staff Initials: _____

----------Fill in Below as Applicable----------

Item (and format): _____ Price _____ Source (w/ applicable total & invoice #) _____

Date(s) Ordered: _____ Staff Initials: _____

Customer Contact Type/Date/Staff Initials: _____ Unclaimed Pull Date: _____

Kindle Number & Cloud: 36035102941 Cloud # _____

Was the Kindle Picked Up? _____ If Yes, Kindle Checkout Date/Staff Initials: _____

Were the Used Item(s) Returned? _____ Kindle/ Used Item(s) Return Date/Staff Initials: _____

Used Items Were: ○ Added to Collection ○ Donated to the Friends Bookstore ○ Sold to Customer through the Friends Bookstore

Fill out request form

In-person requestors given a bookmark at time of request

We will try to purchase the item you requested. The item will be shipped to your address.

When finished with the material, please return it to the Library's Customer Service Desk with this book mark enclosed.

Thank You.

Redding LIBRARY
SHASTA PUBLIC LIBRARIES

Reference staff search local catalog and Amazon, and determine if request is "Zip Books" eligible

If eligible, form is given to staff to order through Amazon Prime. Ordering staff requests Califa add the shipping address to the Califa Amazon Prime account. Once added, library staff can then process the entire order at their earliest convenience.

Add standard message to customer in "gift" area

amazon *Prime*

Guaranteed delivery date: Sept. 24 , 2013
If you order in the next 20 hours and 24 minutes (Details)
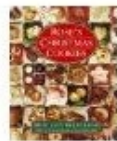
Rose's Christmas Cookies
by Rose Levy Beranbaum
$19.98
✓Prime
Quantity: 1 Change
Only 19 left in stock (more on the way).
Sold by: Amazon.com LLC
Add gift options

Choose your ✓Prime shipping speed:
○ FREE Standard Shipping (3-5 business days)
⊙ FREE Two-Day Shipping --get it Tuesday, Sept. 24
○ $3.99 One-Day Shipping --get it Monday, Sept. 23
○ $8.99 Saturday Delivery --get it tomorrow, Sept. 21

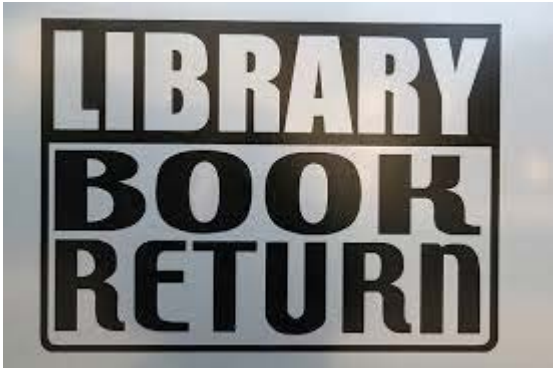Note included as "gift" message in each Amazon order:

amazon.com

A gift note from LSSI:

Thank you for your request. When finished, please return the enclosed item(s) to an associate at The Redding Library Customer Service Desk. Another Zip Book item cannot be requested until return. Thank you.

Book is delivered directly to customer

Customer returns book to library. Library staff pull the original request form and put the book on the review shelf for selector.

Selector adds book to collection or gives to library book sale

Other Details

The request form is the main tracking device; we also use a log for tracking requests.

Customer requirements: library card in good standing (fines below $5). Can order Zip Books the same day card is issued.

Customer is given a time frame of "approximately one week" at point of request. Patron is contacted when the book is ordered and notified of the estimated shipping date.

We didn't have a finite lending period for Zip Books, though people had to return their Zip Books before they could make another Zip Book request. We made reminder phone calls after 4-6 weeks to people who hadn't returned their books.

We generally didn't have a problem with people returning the books (they wanted to get more Zip Books!).

Limit Zip Books to 5 per month per customer.

All our forms, spreadsheets, etc. will be made available to you online, for you to adapt and use as best fits your library.

Statistics Tracking

- Staff time

- Time from order to customer receipt (Amazon)

- Customer satisfaction survey: at point of book return

Statistics Tracking

Statistics Tracking

Shasta
PUBLIC LIBRARIES
Redding • Anderson • Burney

Your comments:

_____

_____

_____

_____

Shasta Public Libraries

Redding Library	Phone: 530-245-7250
1100 Parkview Avenue	Website:
Redding, CA 96001	shastalibraries.org
Funded by a grant from	The California State Library

What do you think of Zip Book?

How easy was it to understand the request process?

☐ Very Easy ☐ Easy ☐ Moderate ☐ Difficult

How satisfied were you with the arrival time of your Zip Book(s)?

☐ Very ☐ Satisfied ☐ Somewhat ☐ Unsatisfied

How likely are you to use Zip Books again?

☐ Very ☐ Likely ☐ Somewhat ☐ Not Likely

How would you rate the overall experience?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

Using Amazon

Amazon Demo

https://www.amazon.com

Using Amazon (Summary)

 - Library creates a new local Amazon account, and sends the account information to Califa (1 time task).

- Califa delegates authority to local Amazon account to purchase on behalf of the Califa Prime Corporate Credit Line (1 time task).

- Library searches for requested item, selects the option to pay using the Califa Group credit line.

- Library clicks the link to send an email to Califa with shipping address.

- Califa enters the shipping address into the Califa account address book plus adds the Corporate Credit Line account information to this address.

- Califa sends a reply to requesting library that address has been entered.

- Library can then go back into its Amazon account, select the shipping address from the address book and complete order.

Using Amazon (Details/Policies)

- If you have ANY problems using Amazon, including technical glitches, contact Califa (Wayne Walker), NOT Amazon.

- Libraries will share an address book (maintained by Califa), but will have separate accounts for placing and tracking orders.

- Addresses can only be entered by Califa during their main working hours of 8 AM-5 PM, Monday-Friday, so you should plan your Zip Book ordering accordingly.

- For several reasons, the Califa address book will cleared out on a regular basis. You may ask Califa to keep a few addresses in the system for you, for frequent requesters, etc.

Rollout

- Login information

- When to rollout service

- "Soft launch" marketing

Questions????

Communications

- An archived copy of this webinar will be soon be online and we'll advise you when it's available and where to find it.

- Project documents will be available on the web within the next few days. Details will be sent out through the listserv.

- We'll be communicating mostly through the listserv (ZIPBOOKS@LISTSERV.CALIFA.ORG). Contact Wayne Walker at Califa to add names to the listserv.

Contacts

For general project information or Amazon, purchasing, and procedural questions, contact:

Wayne Walker

Operations Manager

Califa Group

35 West 25th Avenue, Suite 201

San Mateo, CA 94403-2265

650-356-2125

wwalker@califa.org

Contacts

For guidance on development of local procedures, contact:

Martee Boban

Customer Services Supervisor

Shasta Public Libraries

1100 Parkview Ave.

Redding, California 96001

530-245-7257

marteeb@shastalibraries.org

Contacts

For general questions about the Zip Books Project or LSTA, or questions about project policies, contact:

Janet Coles

Library Programs Consultant

Library Development Services Bureau

California State Library

P.O. Box 942837

Sacramento, CA 94237-0001

916-651-0981

janet.coles@library.ca.gov