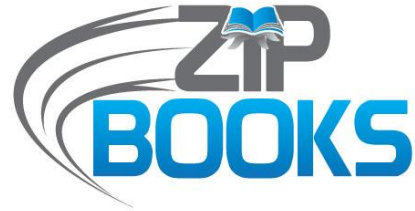
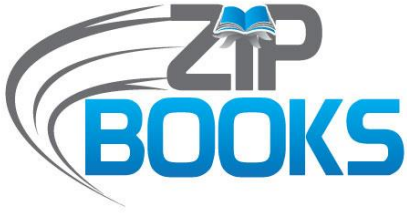


Zip Books for Rural Libraries



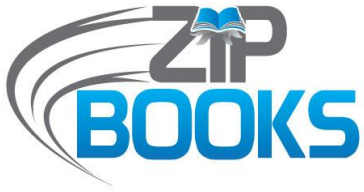
Califa Group
California State Library
February 28, 2013





What is Zip Books?

- An LSTA-funded 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

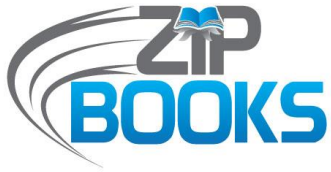


Why Zip Books?

Because the pilot project showed

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

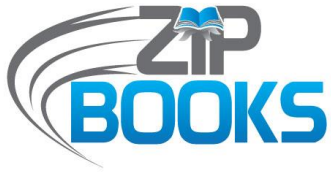
And we need to explore alternatives to traditional interlibrary loan.



Who's participating? Since Sept. 2013:

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



New participants (Feb. 2014)

Butte County Library

Camarena Memorial Public
Library (Calexico)

El Centro Public Library

El Dorado County Library

Humboldt County Library

Lassen Library District

Mendocino County Library

Orland Public Library

Palo Verde Valley Public Library

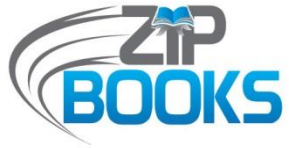
Plumas County Library

Siskiyou County Free Library

Tehama County Library

Willows Public Library

Yolo County Library



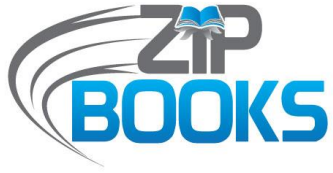
Who's running the project?

Project lead: Califa Group

Wayne Walker, Operations Manager

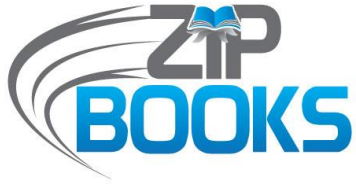
Grant monitor: California State Library

Janet Coles, Library Programs Consultant



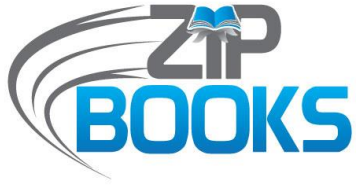
New participants will receive:

- \$5,000 to \$7,000 for this grant cycle (through August 2014) to purchase Zip Books through Amazon
- Another purchase delegation for the 2014/15 grant cycle
- Information and support to develop local procedures and collect data
- Project “branding” materials for service launch (logo, etc.)



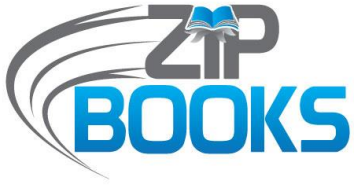
Policies

- 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 ok)
- Limit to books not already owned by your library



Policies (cont.)

- Orders 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)
- Promotion/advertising at your discretion



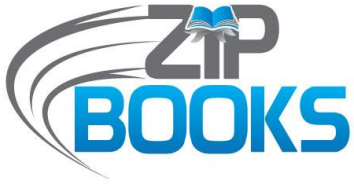
Policies (cont.)

Data that participants must collect:

- Staff time to handle Zip Book transactions
- No. of books ordered by format (regular print, large print, audiobooks)
- No. of books ordered by age group and category
- No. of best sellers ordered by age group and category
- Number of Zip Books added to library collection
- Customer satisfaction (survey and anecdotal)

Other needed statistics generated from Amazon

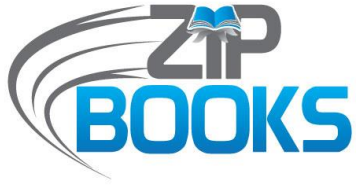
More about statistics later!



Policies (cont.)

Meetings at which your library must be represented:

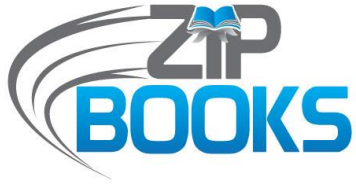
- Orientation meeting
- Any other online project meetings or conference calls that may be scheduled
- In-person meeting in Sacramento (exact date/details to be determined)



Policies (cont.)

Reports you must submit to Califa/State Library:

- Project statistics on a (roughly) quarterly basis (March-June 2014, July-August 2014).
- Final survey report (mid-Sept. 2014)



Procedures

Libraries will develop their own local procedures, using other Zip Books libraries' service as models.

How Zip Books generally works:

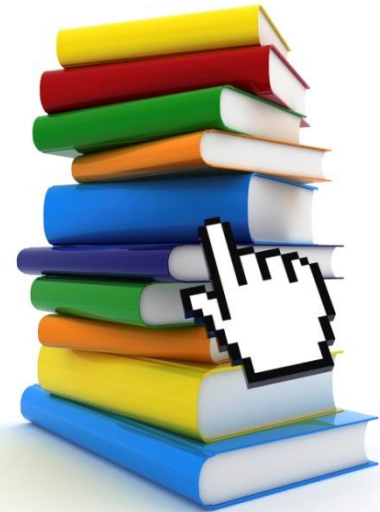
- Overall process
- Ordering from Amazon
- Working with the customer

Zip Books:

Books are purchased online and sent directly to customer.

Customer returns books to library branch.

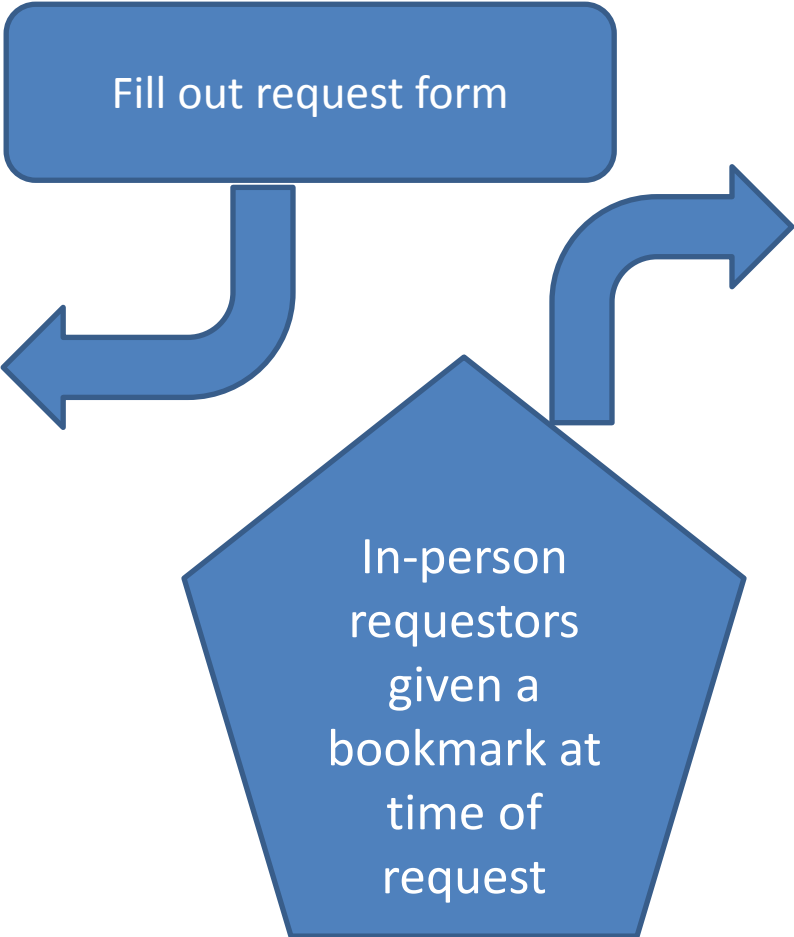
Returned Zip Books added to collection OR sold at Friends Bookstore.



Request Zip Books @ Reference Desk (in person or call)

<u>Zip Book Request</u>	<u>Customer Name (Last, First):</u> _____	
<u>Titles:</u> _____	<u>Author(s):</u> _____	
_____	_____	
_____	_____	
<input type="radio"/> As a Kindle <input type="radio"/> As a Used Book <input type="radio"/> Either is acceptable (Kindle is always searched for first)		
<u>Customer Name:</u> _____		
<u>Customer ID #: 26035</u> _____ <u>Phone Number: ()</u> _____		
<u>Address:</u> _____		

<u>Email:</u> _____		
<u>Date of Request:</u> _____ <u>Staff Initials:</u> _____		
-----Fill in Below as Applicable-----		
<u>Item (and format)</u>	<u>Price</u>	<u>Source (w/ applicable total & invoice #)</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
<u>Date(s) Ordered:</u> _____	<u>Staff Initials:</u> _____	
<u>Customer Contact Type/Date/Staff Initials:</u> _____ <u>Unclaimed Pull Date:</u> _____		
<u>Kindle Number & Cloud: 36035102941</u> _____ <u>Cloud #</u> _____		
<u>Was the Kindle Picked Up?</u> _____ <u>If Yes, Kindle Checkout Date/Staff Initials:</u> _____		
<u>Were the Used Item(s) Returned?</u> _____ <u>Kindle/ Used Item(s) Return Date/Staff Initials:</u> _____		
<u>Used Items Were:</u> <input type="radio"/> Added to Collection <input type="radio"/> Donated to the Friends Bookstore		
<input type="radio"/> Sold to Customer through the Friends Bookstore		



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.





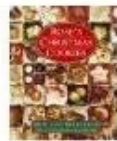
Reference staff search local catalog and Amazon, and determine if request is "Zip Books" eligible

If eligible, form is given to staff to order through Amazon (using Prime if possible)

Add standard message to customer in "gift" area



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



Quantity: 1 [Change](#)

Only 19 left in stock (more on the way).

Sold by: Amazon.com LLC

[Add gift options](#)

Choose your 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:

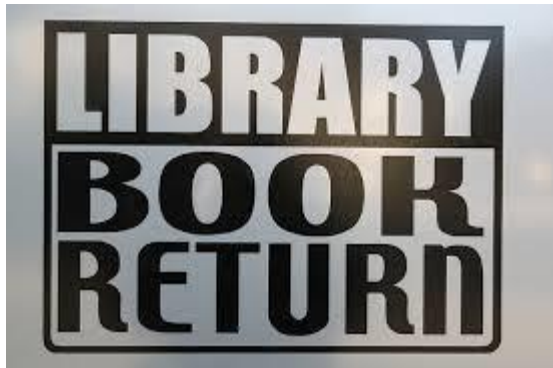


A gift note from LSSI:

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.



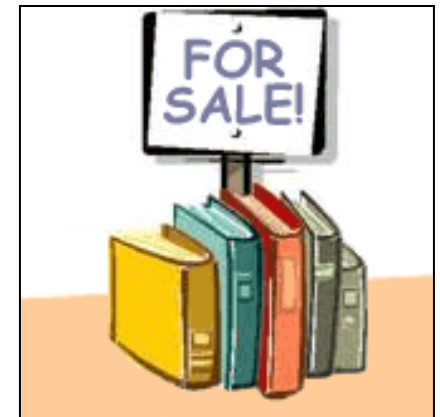
Book is delivered directly to customer

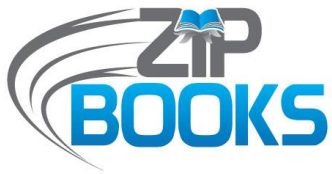


Customer returns book to library. Library staff pull the original request form and put the book on the review shelf for selector.



Selector adds book to collection or gives to library book sale





Other Details

The request form is the main tracking device; can 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.

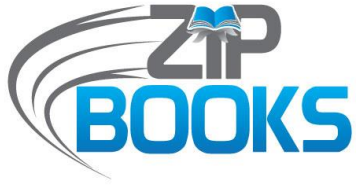
Customer is given a time frame of “approximately one week” at point of request. Patron is contacted when the book is ordered and notified of the estimated shipping date.

No finite lending period for Zip Books; people must return their Zip Books before they make another Zip Book request. Can make reminder phone calls/e-mails after 4-6 weeks to people who haven't returned their books.

Few problems with people returning the books (they want to get more Zip Books!).

Limit Zip Books to 5 per month per customer.

Forms, spreadsheets, etc. are available to you online, for you to adapt and use as best fits your library.



Data you must collect and report

- Staff time to process Zip Books
- Format information: print, large print, audiobook
- No. of books by age level of materials (adult, young adult, children)
- Category (fiction, nonfiction, best seller)
- No. of non-English language books ordered
- Customer satisfaction data (including anecdotal comments)

Zip Book Request Customer Name (last, first) _____

Customer ID: _____ Date: _____

Phone: () _____ E-mail: _____

Address: _____

Title _____ Author(s) _____

Format: _____ Print _____ Audio _____ Large print Staff initials: _____

-----Fill in below as applicable-----

Item _____ Price _____

Date ordered: _____ Staff initials: _____

Item return date/staff initials: _____ Notes: _____

Returned item was: _____ Added to collection _____ Donated to Friends _____ Sold to customer
_____ Other (explain) _____

Category:

_____ Adult Fiction Bestseller? _____ Yes _____ No

_____ Adult Non-Fiction Bestseller? _____ Yes _____ No

_____ Young Adult Fiction Bestseller? _____ Yes _____ No

_____ Young Adult Non-Fiction Bestseller? _____ Yes _____ No

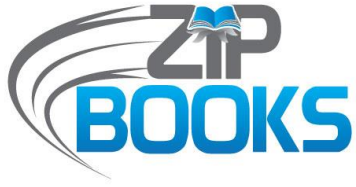
_____ Foreign Language Fiction Language: _____

_____ Foreign Language Non-Fiction Language: _____

_____ Children's Fiction

_____ Children's Non-Fiction

_____ Other (please list) _____



Customer Satisfaction Survey

What do you think of Zip Books?

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

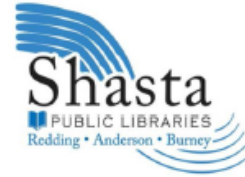
How likely are you to use Zip Books again?

- Very Likely Somewhat Not Likely

How would you rate the overall experience?

- Excellent Good Fair Poor

Distance from your home to library in miles:



How long did you keep your item(s) before returning them?

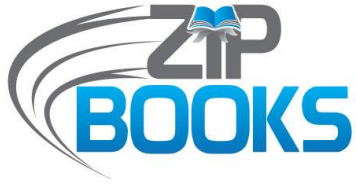
Your comments:

Shasta Public Libraries

Redding Library
1100 Parkview Avenue
Redding, CA 96001

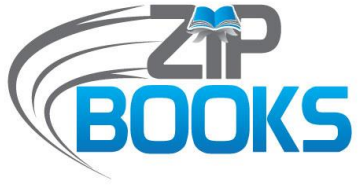
Phone: 530-245-7250
Web: shastalibraries.org

This project is supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.



Staff time to process Zip Books

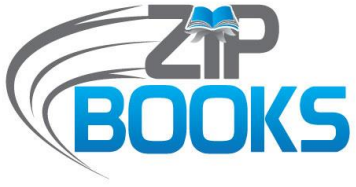
- Build time into schedule(s); keep schedules, total and report hours
- Use time tracking templates (Excel?) or software
- Incorporate into your current staff time tracking processes



Using Amazon



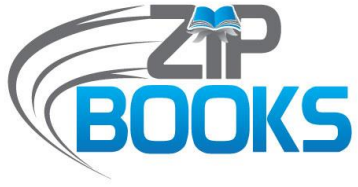
<https://www.amazon.com>



Using Amazon

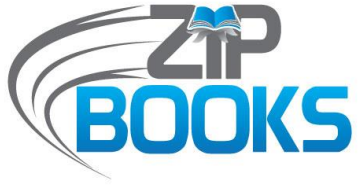


Note: Zip Books orders are to be paid for with the Califa credit line only and no reimbursements will be provided if any other method of payment is used.

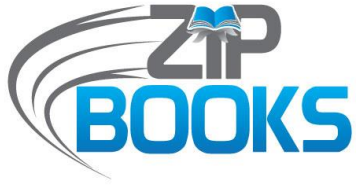


Rollout

- When to rollout service
- Marketing (up to you)

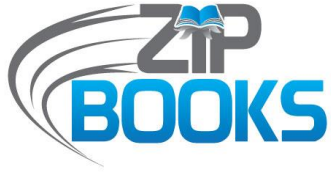


Questions????



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 are available on the web (<http://califa.org/zip-books>) [subject to change due to new Amazon procedures]
- We'll be communicating mostly through the listserv (ZIPBOOKS@LISTSERV.CALIFA.ORG). Contact Wayne Walker at Califa to add names to the listserv.



Zip Books Counselors and Advisers

Alpine County Library

Rita Lovell, County Librarian, rlovell@alpinecountyca.gov

Lisa Gavon, lgavon@alpinecountyca.gov

Amador County Library

Laura Einstadter, County Librarian, leinstadter@amadorgov.org

Lynda Laolagi, ILL Staff, lloolagi@amadorgov.org

Imperial County Free Library

Connie Barrington, Director, conniebarrington@co.imperial.ca.us

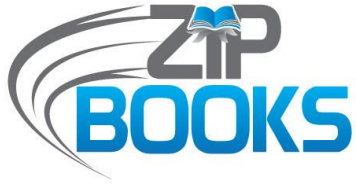
Wayne Miller, Library Clerk, waynemiller@co.imperial.ca.us

Placer County Library

Nancy Rifkin, Librarian, nrifkin@placerlibrary.org

Shasta Public Libraries

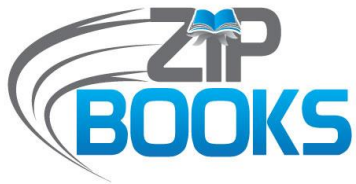
Martee Boban, Customer Services Supervisor, marteeb@shastalibraries.org



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

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Library Programs Consultant

Library Development Services Bureau

California State Library

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Sacramento, CA 94237-0001

916-651-0981

janet.coles@library.ca.gov