



MEETING NOTES FOR
2019 CLA CONFERENCE
GENERAL MEETING
PASADENA CONVENTION CENTER
FRIDAY, OCTOBER 25
8:00 AM – 8:50 AM

ATTENDEES

Jacque Brinkley, Zip Books Project Manager
Mercy Nuesca, Zip Books Project Coordinator
Carolyn Brooks, Grant Monitor, California State Library

Jon Andersen, Riverside Public Library
James Augur, Ontario City Library
Jeanette Contreras, Placentia Library District
Karen Holt, Roseville Public Library
Joshua Kunkle, Beaumont Library District
Lizeth Legaspi, Camarena Memorial Public Library
Carol Lovos, Tulare Public Library
Abby Martinez, Ontario City Library
Katie O’Connell, Harrison Memorial Library
Michael Perry, Siskiyou County Library
Christopher Platt, Mono County Library
Fiona Potter, Redwood City Library
Erica Thatcher, San Luis Obispo City – County Library

AGENDA/MEETING NOTES

7:50 AM – 8:05 AM	Check-in
8:05 AM – 8:10 AM	Welcome, Introductions, Program Update <ul style="list-style-type: none">We are happy to announce that we have three new libraries joining Zip Books this year and more to come: Murrieta Public Library, Placentia Library District (first from the Santiago Library System), and Roseville Public Library. NOTE: Victorville City Library has since joined.Our next online open forum is scheduled for Thurs, Nov, 21 @ Noon, it’s the 3rd Thursday of the monthTo help guide program developments and provide feedback on existing policies/procedures, we have formed a Zip Books Advisory Committee with 11 members representing the various types of libraries/consortiums in our program. The first

committee meeting was held during the CLA Conference and work has started to roll out new toolkits this year. Keep your eyes peeled for those!

8:10 AM – 8:50 AM

The Zip Roundtable Event (musical chairs for networking)

Roundtables were formed to allow attendees the opportunity to network with one another and share their thoughts on various questions/prompts. Their answers were recorded on index cards, some of which are shared below:

- **Name one change that has had the biggest impact on your program**
 - *Easier statistics reporting*
 - *Increased expenditure cap*
 - *Getting rid of customer feedback forms*
 - *Increasing the maximum number of requests allowed*
 - *Opening up of parameters, changes in policies*
 - *Restricting textbook requests*

- **How can we better support your Zip Books program?**
 - *Creating a program dashboard or providing reporting/tracking tools*
 - *Subsidizing funding for additional staff time*
 - *Not having to share discards with other Zip libraries first*
 - *Google sheet to autofill info from patron request forms*
 - *Software structure to help incoming libraries*
 - *Figuring out how to complete the circle with homebound patrons, such as providing return postage*
 - *Making marketing materials digital and customizable*
 - *Alternatives to Amazon ordering*
 - *Finding ways to make the back office process easier*
 - *Better understanding of the allocation process to help planning*
 - *Clarify if the customer must physically come in, some customers want phone or online orders*

[NOTE: Customers are not required to physically come in to request an item as some Zip libraries do provide an online request form. It is up to a library to decide if they will take requests by phone.]

- **Suggest 1 – 2 ways we can improve Zip Books to make it more sustainable**
 - *Lean on library's collection development policy to drive how discards are dealt with, minimize # of books shipped to other libraries*
 - *Develop means for staff to input and track orders more efficiently, including over-time use of items to prove their ongoing demand*
 - *Working with colleges to buy textbook types of books*
 - *More promotional materials that describe the benefits of the program or a digital package that can be customized*

- *Work with Amazon to clarify Prime items, status sometimes changes*
- **Share some ways your library has marketed Zip Books**
 - *Social media*
 - *Staff promotion (“We don’t have that item, but try Zip...”)*
 - *Word of mouth*
 - *Zip Books displays that share what your community is reading*
 - *Bookmark and postcard marketing materials*
 - *Website*
- **What differences have you seen in your library or community since launching Zip Books?**
 - *Major decrease in ILL, patrons prefer to use Zip Books*
 - *Patrons feel part of the collection process and will order books specifically to add to the library catalog*
 - *Patrons are more willing to share their reading wishes with the library*
 - *Patrons see our libraries as “bigger” as collection has increased*
 - *Able to fulfill requests not available from our vendor*
 - *Able to expand collection where they would not have been able to do otherwise*
 - *Quicker service*
 - *Patron and staff satisfaction*
- **Share a positive experience with a Zip Books customer**
 - *Introduced Zip Books to Library Board and now one of the board members is now one of our most enthusiastic users*
 - *Visually-impaired patron who listened to most of the audiobooks at his library was thrilled to have more options*
 - *Homebound patrons have Zip Books delivered, our partnership with a meals delivery agency helps us to get the items back to the library*
 - *Multiple patrons in our Lee Vining area (a sparse but highly educated constituency) are pleased that they can get slightly more esoteric or “literary” books we otherwise would not have been able to afford*
 - *College student who couldn’t afford textbook that was broad enough for public collection was happy that we were able to buy book, especially as cost was cheap enough to qualify for Zip Books*
 - *College-level teacher used program to find materials to use in designing their upcoming class*
 - *Was able to obtain books on Fibromyalgia for a customer that was just diagnosed, she was very happy*
 - *Family were requesting a children series in order on titles that were not in our catalog*
 - *Was able to fulfill niche requests, such as erotic graphic novel*