

E-Readers for Everyone

Presented by

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Cumberland County Public Library
& Information Center

Your library opens
WINDOWS
to the *world*

Goal

Create training to familiarize staff and foster confidence to work with e-reader devices and services offered through North Carolina Digital Library.



Relationship to Identified Need

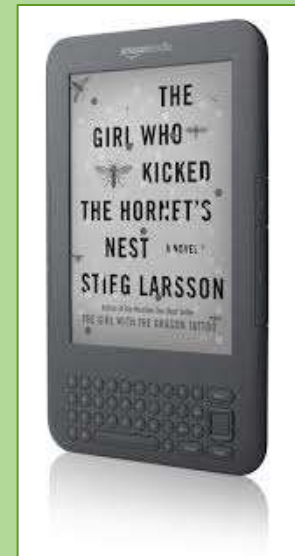
Well-trained staff could answer questions and solve problems

- Price of e-readers fell dramatically in 2011
- Customers began seeking content on large scale
- Essential due to e-reader platform differences
- Steep learning curve
- Many seniors attending public classes did not have sufficient support



Method

- Staff encouraged to handle and tryout many of the most popular devices
- How to access NCDL e-books
- Using three procedures how to download materials to various devices
- “E-gadgets Kit” circulated to branches so staff could have time to practice
- Following initial training, designated trainers were encouraged to offer additional classes for their own branch staff members, and to offer programs for customers



Materials

North Carolina Digital Library



How to download eBooks to your Internet Ready Device with Mobile Apps
Available 24/7 from www.cumberland.lib.nc.us

About NC Digital Library

North Carolina Digital Library is a partnership of 20 library systems. Use your Cumberland County library card to check out and download eBooks. Nearly all titles can be transferred to portable devices, such as a MP3 player, an iPod, eReader, or a smart phone. Get started today by clicking on Help for customized instructions for your computer or device. Click on Compatible Devices under Getting Started on the right to determine if the equipment you own is compatible with NC Digital Library.

What You Need

- The free Overdrive App available from the App store, Android Market, or Amazon Marketplace
- A valid Cumberland County Public Library card
- To view Adobe eBooks, you will need to create a free Adobe ID.

Step 1: Getting Started

- Visit your mobile market place to download the free Overdrive App.
- The first time you open the App, you will be prompted to create an Adobe ID, simply click **Sign In** and enter your Adobe ID, select **Register at Adobe.com** and follow the instructions. If you already have an Adobe ID, you will then need to authorize your device.

North Carolina Digital Library



How to download Kindle eBooks
Available 24/7 from www.cumberland.lib.nc.us

About NC Digital Library

North Carolina Digital Library is a partnership of 20 library systems within North Carolina that share a digital collection. Use your Cumberland County library card to check out and download bestselling audiobooks, eBooks, music, and video. Nearly all titles can be transferred to portable devices, such as a MP3 player, an iPod, eReader, or a smart phone. Get started today by clicking on Help for customized instructions for your computer or device. Click on Compatible Devices under Getting Started on the right to determine if the equipment you own is compatible with NC Digital Library.

What You Need

- If you're using a Kindle device other than the Kindle Fire or Mobile App, you will need a computer with Internet Access
- A valid Cumberland County Public Library card
- A Kindle reading device or App downloaded to your Internet Ready Mobile Device and your Amazon account information

Getting Started

Go to www.cumberland.lib.nc.us

Click **Free Downloads** on the left side

Click on **North Carolina Digital Library**

Effectiveness in Creating Change among Staff

- Initially staff was reluctant to attempt to help customers
- Staff now teaching colleagues and customers
- All reference staff and many from circulation now familiar enough with NCDL service to promote it effectively and to answer basic questions
- Several administrative staff members have taken classes and continue promoting the service to friends and community contacts



Results to Cost Ratio

- Purchase of six different e-readers, approximately \$1,366
(with financial support from the Friends of the Library)
- Staff time of approximately 15 hours of preparation
\$20/hour = \$300
- Two instructors for each 2 ½ hour class = \$100 each
- Training reached minimum of 90 employees, or nearly 50% of public services staff
- Additional staff reached informally
- Staff have taught approximately 450 customers and promoted the service to untold numbers of others

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