

eContent Committee Meeting

01/11/2022

Attendees

Mary Walsh, Adams State University

Nathan Child, Basalt Regional Library

Haley Caldwell & Nancy Trimm, Bemis Public Library

Tanya Lillehoff & John Major, Bud Werner

Cecilia LaFrance & Sarah Simon, Buena Vista

Oliver Schulz, Colorado Christian University

Lisa Hughes, Tracie Seurer & Jamie Walker, CMU

Yuliya Lef, Colorado Mountain College

Leah Morris, Delta County Libraries

Diane Levin, Eagle Valley

Darla Baumli & Jenn Cook, Garfield County

Tallie Gray, Grand County

Bethany Baker & Shana Wade, Mesa County

Darcy Poletti Harp & Lisa Stone Zabka, Pine River

Rebecca Kane, Summit County

Jo Norris, Vail Public Library

Alison Farnham, Wilkinson/Telluride

Adam Murray, Marmot

Tammy Poquette, Marmot

Ashley Sneesby, Marmot

Nigel Wheeldon, Patron Point

Patron Point Demo (Nigel Wheeldon)

- Demo Recording
- Patron Point is a fully-featured marketing automation platform that helps libraries drive their digital marketing and attract, onboard, inform, engage and retain library customers through targeted marketing and automated engagement.
- [Patron Point Standard Functionality](#)
- Pricing will be available sometime during the week of January 17 - 21, 2022.

Next Steps: The members of the eContent Committee will share the recording with other library staff. The group would like to see the pricing, and schedule an under the hood demo.

Q: Can survey data be downloaded in various formats, such as Excel and SPSS?

A: Nigel is pretty certain that it can but will double-check that information for us.

Q: In the Patron Point intro that Tammy read, there is a mention that this demo was for public libraries. Would academic libraries be able to be part of this subscription, or would they need a separate rep and pricing structure?

A: Normally, these products are for public libraries. If academic libraries can see a way to use it then they can be set up to use the products.

Q: How easy is this to install on a library site that has a page that is a subpage of a university? The library staff has access to add pages/content, but wondering if a web administrator would need to get involved?

A: A lot of the public libraries that use Patron Point are part of the city and are listed on the city's website. The Patron Point implementation team would work with any library that uses a subpage on a website.

Q: Have you ever looked into integrating Patron Point with OpenAthens or any of the academic systems such as Active Directory or Canvas?

A: No, not at this time. This does not mean the Patron Point implementation team could not do it. They like new challenges. If there is a way that the Patron Point implementors can get to the data then they can extract the data.

Other Business

OverDrive Sunsetting App (Adam)

- Adam wanted to alert the committee that the ECC group will be chatting with Abbey next month about the rebranding of OverDrive and the retirement of the OverDrive app and possibly URL changes.

The next meeting is on February 8th at 1 p.m.

Agenda Items:

- OverDrive Sunsetting the OverDrive App Discussion (Abbey Patton, OverDrive)
- OverDrive Lending Models Overview (Abbey Patton, OverDrive)
- Pros & Cons of Weeding Expired Metered Access Titles from the Collection (Abbey Patton, OverDrive)
- Other Questions for Abbey