



WORKHARD  
ANYWHERE

IMAGE BY ALEX RODRIGUEZ

MacBook Pro

BIBLIOBOARD

# RAILS BOARD PRESENTATION

April 27, 2018



# Who is BiblioBoard?

- **Award-winning software** company based in Charleston, SC with 15 employees. We are self-funded, profitable, employee-owned, and debt-free. The partners have never taken a distribution as we invest in our vision for the future of libraries. We are working with over 200 library systems around the world in pursuit of this vision.
- **Community engagement publishing tools** to empower libraries to create, share, and discover locally created content. We are *one platform* to provide multiple solutions for multiple library types.
- **DRM (Digital Rights Management) free ebooks** with industry leading Return On Investment (ROI). No holds, no turnaways, no waitlists -- with all eBooks always available statewide in a “community reading” model via Geolocation.
- Creating a new kind of **modern library User eXperience (UX)**. Patrons have one frictionless, geolocated, DRM-free platform for all digital multimedia (eBooks, video, audio, primary source) from the library.

# A short history of our collaboration

## 2016: Pilot

- Illinois Author Project: Support for Soon to Be Famous (STBF) year 1
- BiblioBoard Core (30,000 digital items)
- Begin Research & Development (R&D) on Popup Picks
- Hosting of Recovering the Classics

## 2018

- Begin execution on audience focus strategy
- Illinois Author Project: support for STBF year 3, including launch of country's first statewide library driven *manuscript* contest.
- Illinois Author Project expands to 7 more states across the country
- Roll out K-12 support site (launching in Summer 2018), leveraging BiblioBoard Core and Recovering the Classics
- Ramp up Community Partnerships around Popup Picks (Chicago Children's Museum, Publishers Weekly, Shout Mouse, etc.)

## 2017

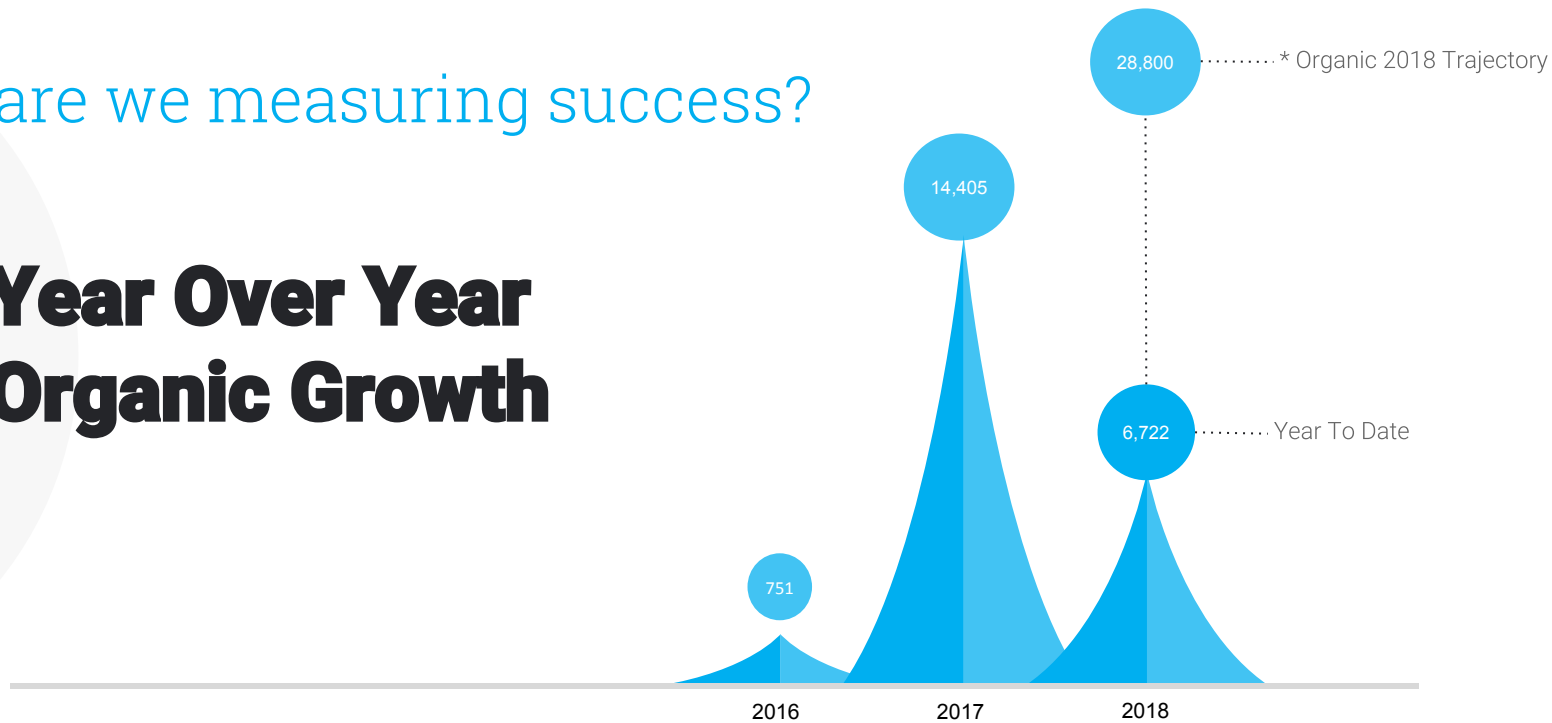
- Illinois Author Project: Support for STBF year 2
- Launch of Popup Picks with Independent Publishers Group
- Added statewide hosting of Indie Illinois and SELF-e Select eBooks (over 1000 DRM-free ebooks)
- Begin cooperation on reaching RAILS members for community publishing (Creator)
- Developed audience focus strategy in November, 2017

## 2019

- Illinois Author Project: support for STBF year 4, including statewide library driven *manuscript* contest.
- Campaigns to promote engagement with K-12 support site and drive school usage
- Continue executing promotional strategy and community partnerships for Popup Picks to drive more usage
- Begin integration of Open Access and Open Educational Resources for Higher Ed libraries. (First exploratory meeting this week with University of Illinois-Chicago)

# How are we measuring success?

## Year Over Year Organic Growth



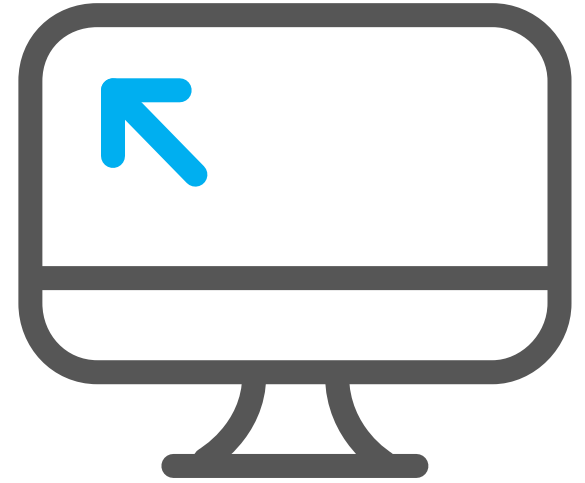
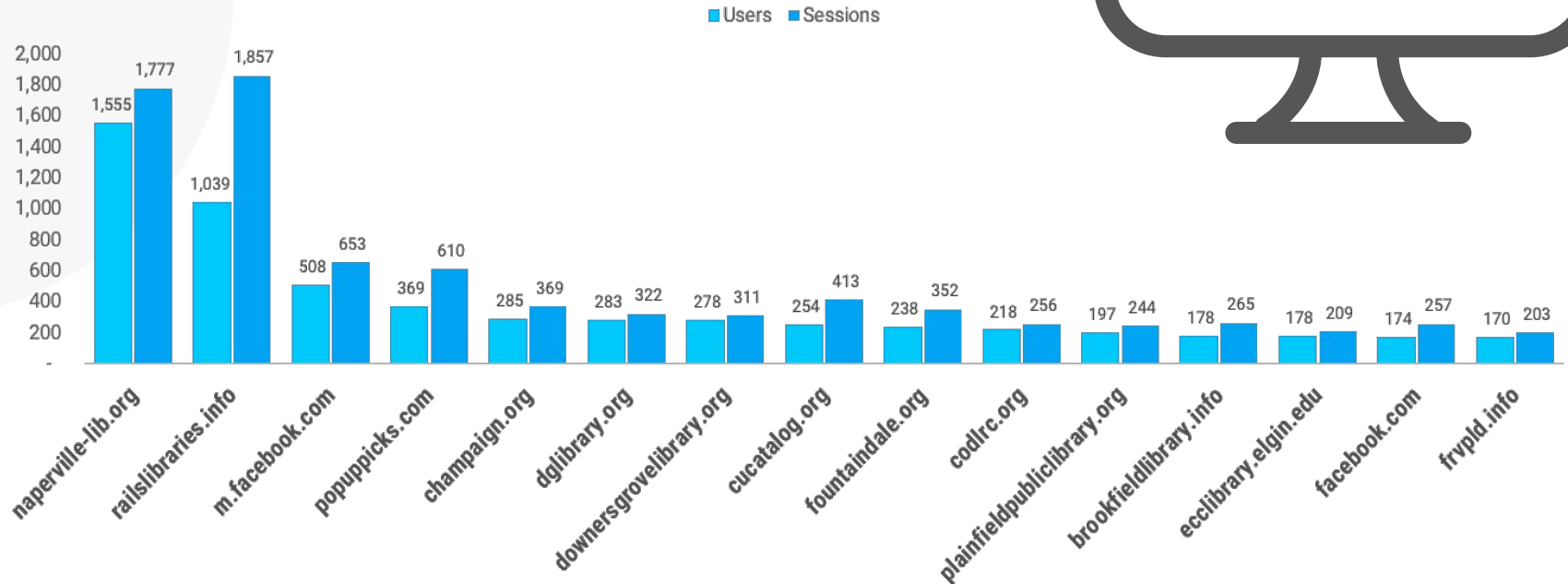
\* This growth trajectory does not include additional expected usage from planned K-12 support launching in Summer 2018

2,400

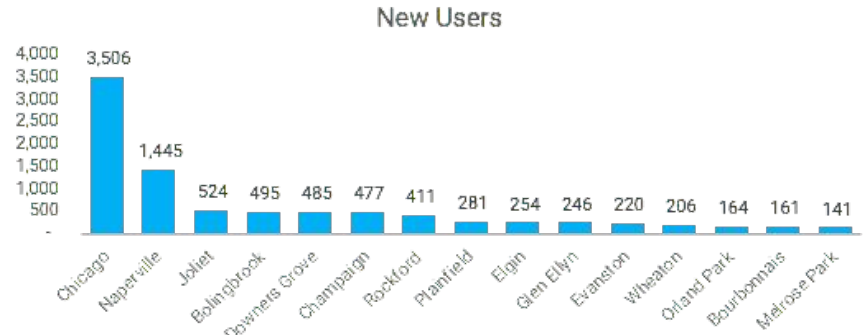
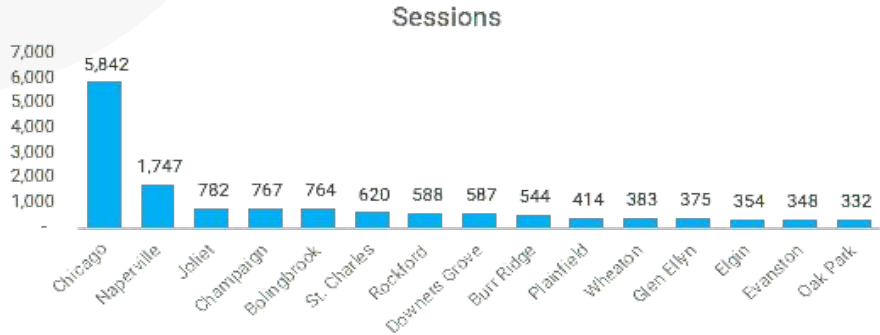
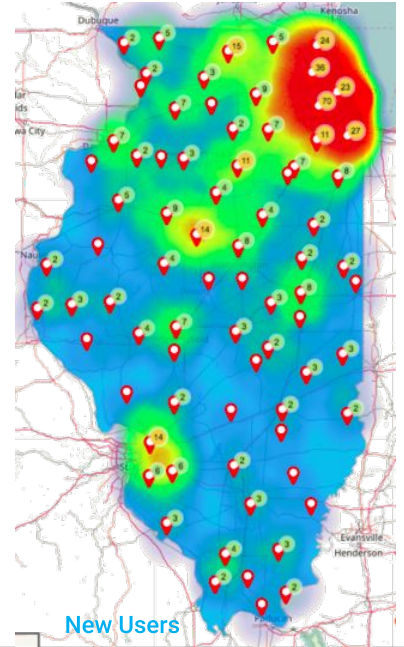
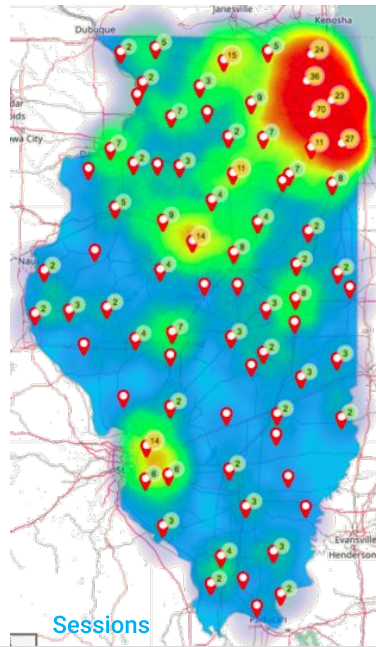
Projected monthly opens for 2018  
based on increase of average  
monthly opens from 2017-2018

# BiblioBoard Library Traffic

Top 15 URL Referrals



# Illinois Usage Heat Maps



# Promotion Works!

The screenshot shows the Naperville Public Library website. At the top left is the library's logo, a stylized 'N P L' under a triangle. To the right of the logo is the text 'Naperville Public Library'. Further right is a search bar with the word 'Search' inside, and two radio buttons labeled 'Catalog' and 'Website'. A green 'Submit' button is to the right of the search bar. Below the header is a navigation bar with five items: 'Events', 'Books & More', 'Resources & Services', 'About Us', and 'My Account', each with a small downward arrow. The main content area has a large orange heading 'Download & Stream'. Below this is a section titled 'New!' with a horizontal line underneath. There are three promotional items in this section, each with a red heading, a 'Posted:' date and time, and a small orange icon. The first item is 'Freegal No Longer Available' posted on Monday, April 2, 2018. The second is 'TumbleBookLibrary Launches a New Login App for Mobile Devices' posted on Wednesday, January 3, 2018. The third is 'Now on hoopla: Marvel, Paramount Pictures, and more!' posted on Friday, December 15, 2017. Below these items is a link that says 'View all Downloadable posts.' At the bottom of the screenshot is a blue banner with a white icon of a book and the text 'e-Books & e-Audiobooks'. Below the banner is a list of four digital services, each with a small icon and a red icon: 'Axis 360' (e-books and audiobooks for tablets/computers/smartphones), 'Biblioboard' (e-books, images, videos, no waitlists), 'Hoopla' (instantly borrow free eBooks, audiobooks, 24/7 with library card, no waitlists), and 'OverDrive' (e-books & audiobooks, streaming video).

**Naperville Public Library**

Search   Catalog  Website

Events **Books & More** Resources & Services About Us My Account

## Download & Stream

New!

**Freegal No Longer Available**  
Posted: Monday, April 2, 2018 - 4:23pm

**TumbleBookLibrary Launches a New Login App for Mobile Devices**  
Posted: Wednesday, January 3, 2018 - 3:58pm

**Now on hoopla: Marvel, Paramount Pictures, and more!**  
Posted: Friday, December 15, 2017 - 1:00pm

[View all Downloadable posts.](#)

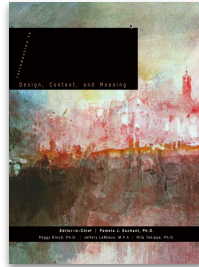
### e-Books & e-Audiobooks

- Axis 360** - Check out e-books and audiobooks to read or listen to on your tablet, computer or smart phone. Kindle Fire users must update to new app now available in the Amazon App store. This version of the app resolves several issues.
- Biblioboard** - e-books, images, videos and more. Content is always available without waitlists.
- Hoopla** - Instantly borrow free eBooks, audiobooks and more. 24/7 with your library card. No waitlists.
- OverDrive** - e-books & audiobooks, streaming video



# Top Opened Items

Introduction to Art	463
The Skin You Live In	93
A Christmas Carol	84
The Invisible Man	64
The Communist Manifesto	64
Frankenstein	64
Oddball Illinois	48
Adventures of Sherlock Holmes	47
Starry Night	47
Twelve Years a Slave	46
Hello, Do YOU Work Here?	45
Don Quixote	44
Emma	41
The Jungle	41
Little Women	40





# RAILS + Illinois Self Publishing Statistics

# 241

Total books submitted from Illinois Authors

**29**

SELF-e Select Titles

**1000+**

“Always Available” Indie eBooks statewide

**Northbrook**

7 SELF-e Select

**7**

Statewide contests launched - inspired by STBF



*soon to be famous™*  
Illinois Author Project

# RAILS K-12 School Support on BiblioBoard

## Launching Summer 2018




Will support all Illinois K-12 schools with always available, mobile friendly electronic resources and eBooks

Curated resources by RAILS member librarians.

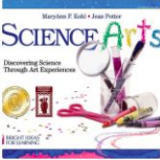
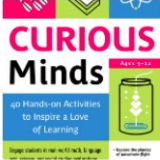
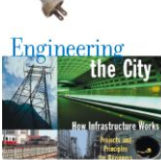
**YOUR SCHOOL LIBRARY**  
ALL ACCESS. ALL THE TIME.

**DISCOVER**  
Access hundreds of ebooks and multimedia content on any device, anywhere, anytime.

**I HAVE A DREAM**  
A celebration of the life and legacy of Dr. Martin Luther King Jr.  
Start Reading >



**STEM**  
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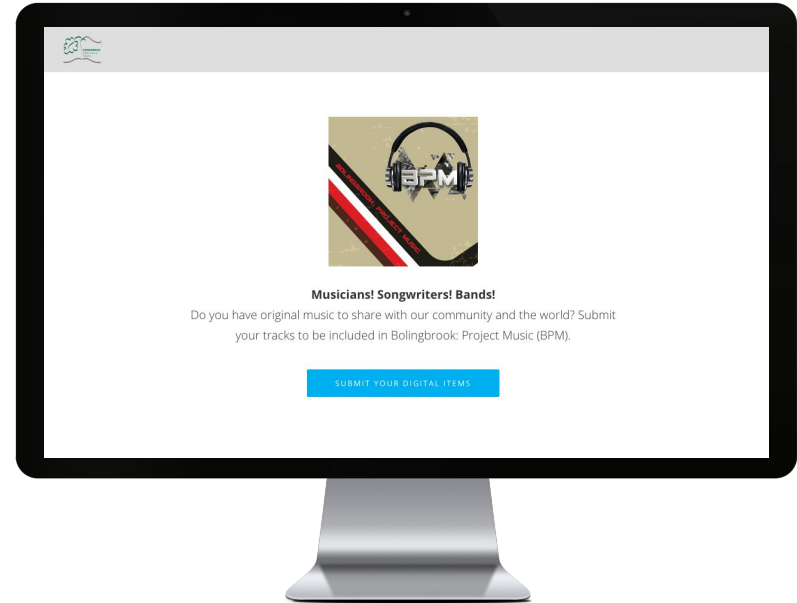


# CREATE.

## Local History & Library Programs Projects.

Using Creator, libraries can create collections for community history, library programming and other unique local content for all patrons to enjoy. We have several RAILS members now participating in this RAILS vendor discount program.

*creator*  
A BIBLIOBOARD SOLUTION



# Illinois Library Creator Projects

3

## Live Collections

Created by Brookfield Public Library, Fountaindale Public Library, and Plainfield Public Library

202

## Items Uploaded

In Brookfield, Illinois: A History

71

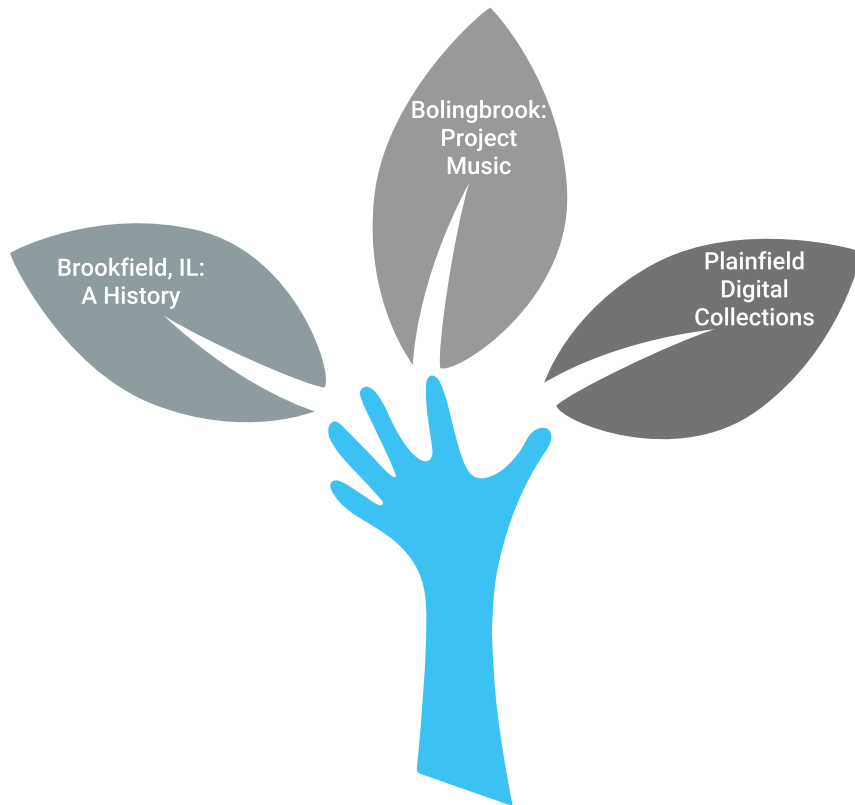
## Items Uploaded

In Plainfield Digital Collections

54

## Items Uploaded

In Bolingbrook: Project Music (BPM)





THANK YOU!

