

MAXIMIZING YOUR DIGITAL LIBRARY



Summary

Goal

Deliver a marketing outreach plan to increase circulation and consumption of eBooks via the LexisNexis Digital Library.

Plan

- Launch the Digital Library by announcing the library and providing access credentials to all users.
- Train end users with a combination of live and recorded sessions.
- Market your digital collection to end users to raise awareness and encourage users to checkout and download.

Results

(Goal)% legal researchers at (Your Organization) checkout/borrow at least one eBook from your Digital Collection 60 days after launch.

Timeline

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Week 1 Kick Off

- Introductions to your OverDrive Account Specialist
- Set your implementation schedule
- Communicate site requirements



Week 2 Training

- Administrator training for Marketplace features (reporting and usage tools)
- Set authentication method



Week 3 - 4 Site Development

- Gain access to development site
- Design, authentication and content loading



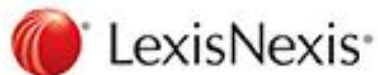
Weeks 4 - 5 Technical Requirements

- ILS Integration/ Marc Records
- APIs
- Review support procedures
- Project sign off



Go Live Training

- Send an announcement to your firm
- Schedule a Launch event with LexisNexis® rep providing hands-on assistance.
- Schedule up to 4 sessions post launch.
- Schedule quick demos at practice meetings



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Launching LexisNexis® Digital Library



ANNOUNCE

Announce Digital Library with an email introduction from Head of Firm/ Senior Partner / Library Director.



USER CREDENTIALS

Email the access process to end users. Include

- Digital Library Site link URL
- User credentials (ID / Password)
- eReader help



LAUNCH & TRAINING

Schedule Launch Parties combined with User Training.

Send an email invitation.

LexisNexis Reps will be on site to demo the Digital Library.

Schedule quick demos at Practice Group Meetings.

BEST PRACTICES

- Publicize the launch date.
- Display posters in the library and around firm.
- Use book stickers to highlight physical books that are available as eBooks.
- Publish the training schedule in advance.
- Encourage users to BYOD.
- Schedule sessions around food to encourage users to linger and learn more.
- Create a hands-on experience with a Gadget Gallery or Device Bar display.

Promoting LexisNexis® Digital Library



PUBLICIZE

- Place a linked graphic or text link on your library and other internal websites
- Display promotional materials in library or common areas as appropriate
- Library Staff can add links to their email signatures
- Book stickers are a great way to link eBooks to eBooks
- Announce new titles and updates to users



REWARD / RECOGNIZE

- Create rewards for early adopters and frequent users
- Create contests to promote downloads and checkouts
- Encourage “test drives”
- Build a Digital Library User Community to create support and promotional objectives



EVALUTE SUCCESS

- Work with your LexisNexis Digital Specialist to monitor activity
- Circulation Activity helps evaluate seasonality and popularity of content sets
- Waiting Lists can help evaluate timely demand for content
- User stats and website stats are primary indicators of Usage

BEST PRACTICES

- Device raffles are always popular
- On demand training modules are available to reach new and infrequent users
- Encourage “tell a colleague” (email a link to an eBook within LexisNexis Digital Library).
- Use the Digital Newsletters from LexisNexis to keep end users informed
- Usage and Circulation Reports are available at your fingertips in OverDrive Marketplace

LexisNexis will provide templates and can customize materials for your launch and promotional needs

LexisNexis® Digital Library Launch Plan



Need help getting the word out?

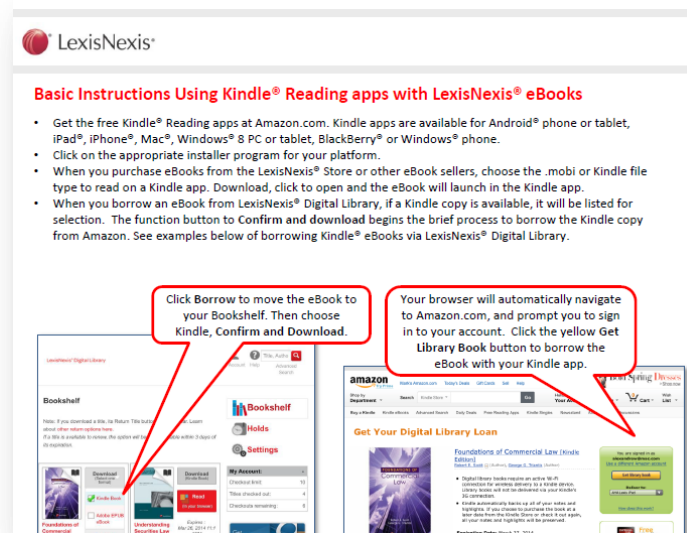
- Email templates to distribute to your end users to build awareness.
- Can LexisNexis send emails to your end users? Request through your Digital Specialist.



Web Graphic to link to your Digital Library website



Book Sticker Sheets on book spines



Poster Example

- Tip Sheets for various eReaders using Digital Library.
- Roll out training document for end users.

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What are users of LexisNexis® Digital Library saying?

THE AMERICAN LAWYER

Law Libraries: The Last Refuge for Print?

By Alan Cohen

March 31, 2014



Justine Becket

E-books would seem to be a technology particularly suited for law firms. They travel well (stored on an e-book reader, tablet or laptop) and require no expensive real estate for shelving. If a title is ever lost, it can easily be downloaded again.

Yet when *The American Lawyer* asked, in its last couple of law librarian surveys, whether firms were actually buying e-books, the overwhelming answer was no. In the 2013 survey, just 21 percent of respondents were investing in e-books—a figure that was down from 2012, when 24 percent of firms were buying them. In interviews, library chiefs noted their interest in e-books, but also the challenges in adopting them. Among those challenges: the use of incompatible formats by vendors and pricing models that were too complex and too pricey.

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(full article attached separately)...“A better approach, Pinto and other chiefs say, would be a model that corresponds to how a library actually works—not giving away books, but circulating them. This would require a platform in which the book belongs to the library, is managed by it and can be pulled back into the library when a loan period ends or a lawyer leaves the firm. The idea isn’t wishful thinking. One legal publisher, LexisNexis, has already built a platform along these lines. While the library directors we spoke with haven’t all signed on—or are even convinced that this is the ideal implementation—the consensus is that it’s a step in the right direction. (In the interest of full disclosure, *The American Lawyer*’s parent company, ALM Media, has a content licensing agreement with LexisNexis.)”

“Our students took full advantage of the study aid titles we loaded into the Digital Library. They found the interface accessible, using a variety of the reading format options, and easily queued access to popular items. “

- James M. Donovan, director of Library Services at University of Kentucky

Law firms are challenged by the increasingly mobile workforce, where users expect real-time access to authoritative information and intelligence on demand – where they need it, when they need it and formatted for the device they have.”

“LexisNexis Digital Library ...allow[s] us to capitalize on the synergies between traditional book, e-books and online research tools.”

-Jeff Bois, director of Research and Information Services Foley & Lardner LLP