# hoopla
Discoverability
Unlocking the Full Potential of hoopla
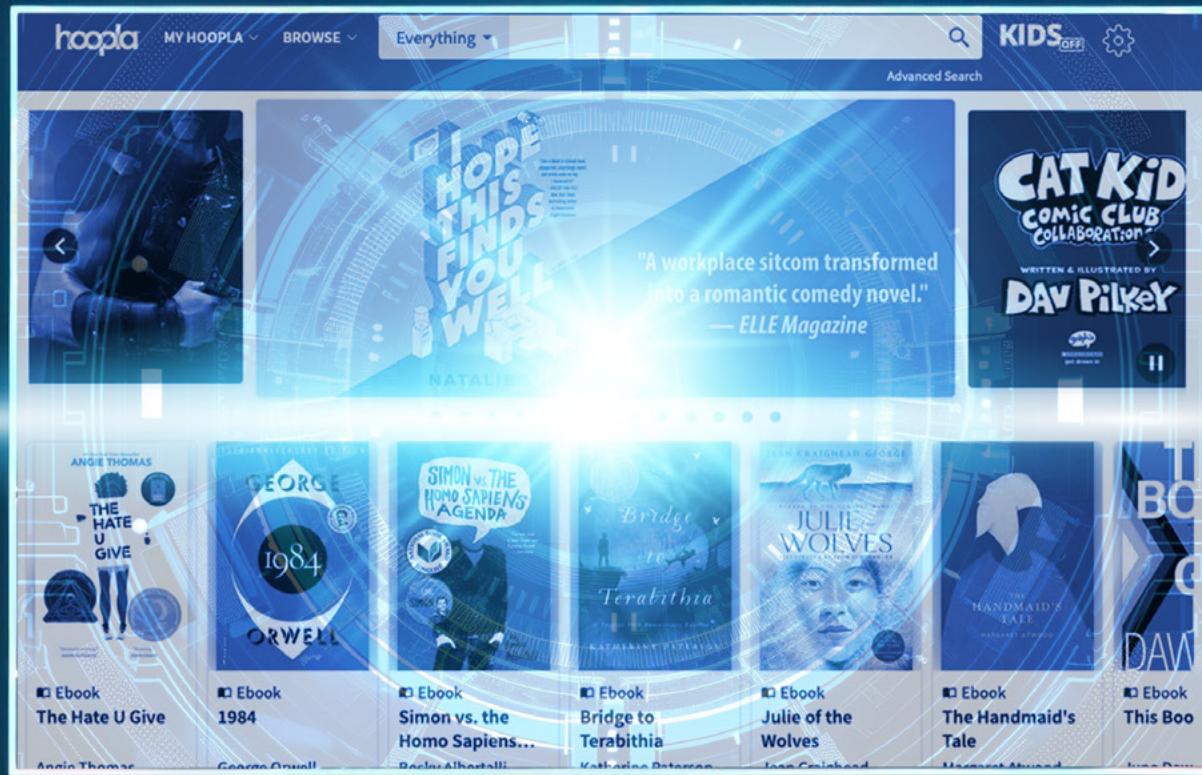
Help your patrons discover your full digital collection

How many times have you heard "I didn't know the library had that"? Incorporating hoopla records into your online catalog helps patrons and staff easily discover those titles. Providing easier access to hoopla content allows libraries to:

- **Improve patron experience** through shorter wait times for in-demand titles
- **Showcase the depth and breadth of your digital collection**, including frontlist and backlist titles
- **Support early literacy** through better accessibility of more than 320,000 juvenile titles
- **Expand community reach** by enhancing visibility of more than 365,000 DEI titles and content in more than 115 languages
- **Manage budgets more effectively** through greater data transparency

The Power of hoopla Instant

Libraries that offer hoopla Instant provide immediate and equitable access to more than two million titles that patrons can borrow and enjoy—access that is boosted by loading records for the collection.

hoopla offers two easy and efficient methods of record delivery:

1

Your hoopla collection can be seamlessly integrated with your library's OPAC via an **API feed**.

- **Ensures library's catalog is up to date** without a manual process.

- **Automatically updates your system** with any changes made to the title information or availability.

- **Integrates with top discovery systems**, including SirsiDynix's eResource Central, Aspen Discovery, Bibliocore, Vega LX, Communico, SOLUS, and more.

SirsiDynix   BIBLIO COMMONS   Aspen Discovery

2

Additionally, MARC records can be accessed via hoopla's **SFTP file share** and manually added to your system.

- **Records can be immediately uploaded or edited** for local cataloging options.

- **Your library has flexibility with its record options,** choosing between records for the entire collection or our comprehensive set of popular and featured titles.

- **Email notifications** alert you when records become available.

- **Files can be separated** to match your library's settings for easier uploading.

- **Available MARC records are conveniently accessible** at any time.

Keep hoopla Flex Records Up to Date

As a key component for one copy/one user collections, MARC records ensure added visibility for curated titles, many of which are temporary licenses. hoopla Flex records help users discover new and older releases, optimizing your spend by increasing your license utilization while reducing waitlists and leading to greater patron satisfaction.

Keeping your catalog up to date with the newest hoopla Flex title information is easier than ever. The hoopla MARC system will:

- Offer improved records that include your library's unique ID in the URL for future analytics reporting, as well as new fields for synopsis, narrator (for audiobooks), and subject headings that improve the search function
- Perform daily checks for hoopla Flex purchases and license expirations
- Create add and removal files, upload the files to the SFTP server, and send via email, separating files by metered and perpetual per format
- Send one record per active title ID, reflecting each license type, regardless of number of purchased copies
- Automate requested customized record edits

Start with either a full catalog refresh—including a record for every active license—or with an incremental set of records. The choice is yours!
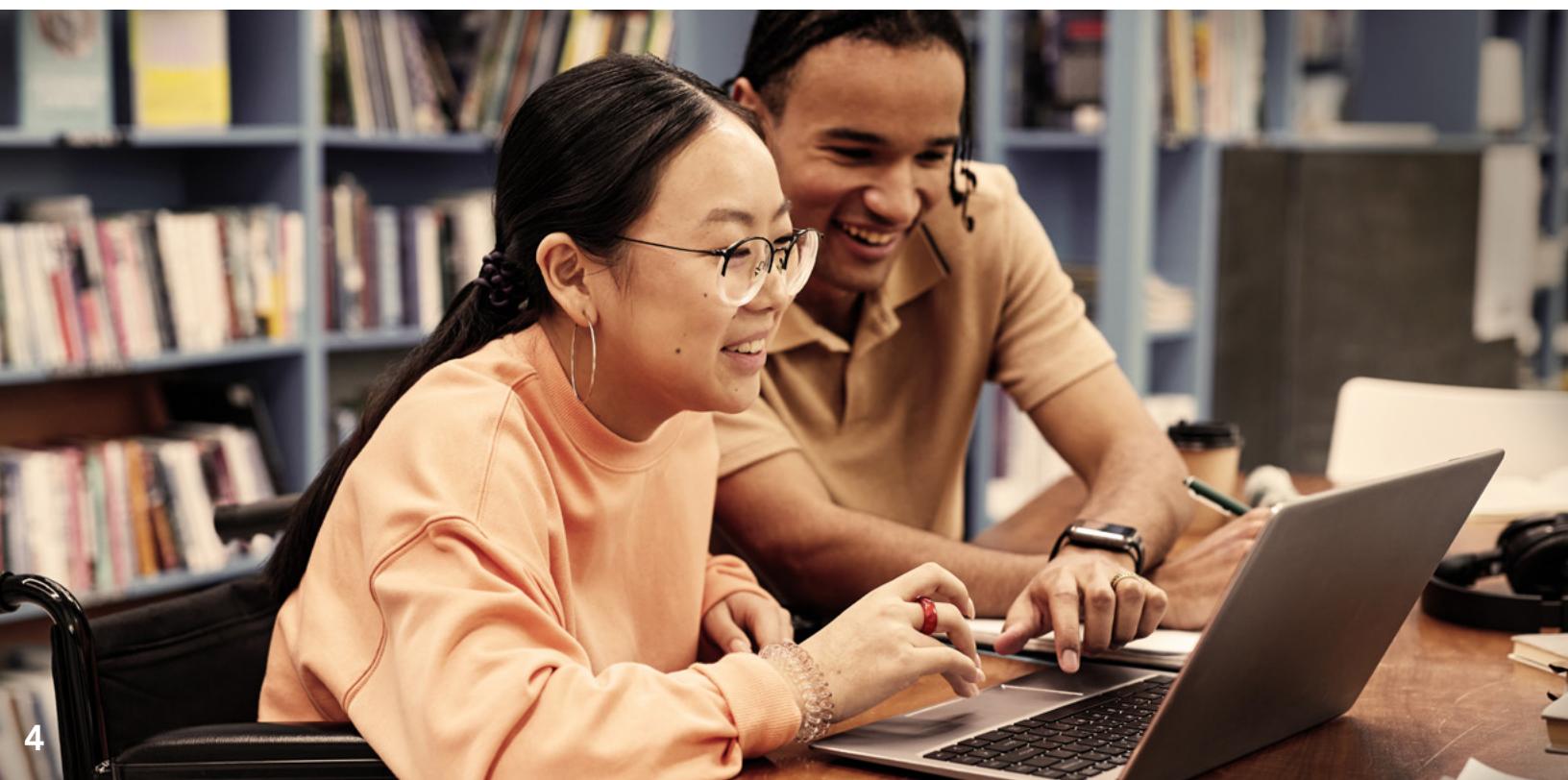
Westminster Public Library's Digital Transformation with hoopla Records

Westminster Public Library (WPL) in Westminster, Colorado, recognized an opportunity to expand its digital offerings and partnered with hoopla Digital to enhance patron access to digital media collections.

The implementation was a success; however, as time went on, the library faced a new challenge: while library staff members wanted to make their new digital collection discoverable, the library was concerned that loading hoopla Instant records would overshadow other search results in their catalog, potentially overwhelming patrons.

The library then set out to find a way to effectively represent digital collections in their catalog, offering improved access to patrons. A cross-functional team composed of library staff from information services, circulation, and collection management, and led by the automation services team, worked on the project.

To address the challenge, the library implemented the Bento Box module through the Enterprise discovery tool. This solution allowed the library's OPAC to organize search results into "boxes" grouped by format or other elements based on patron interest. The hoopla results were grouped into a box—along with titles from other digital resources— from which patrons could easily link to download or stream content.

Project Impact

When the project was implemented, the immediate impacts were significant: **WPL saw a 79% increase in new users compared to previous months, with a mere 29% increase in spending**.

Jessi Barrientos, former Collection Management Coordinator at WPL, said that while spending increased, it did not negatively affect the library's budget. "The boost in patron engagement was very much worth the spending increase, which kept us well within our budget," she said.

Barrientos added that, even with the spending increase, the library was able to stay flexible to allocate funds between physical and digital collections as needed. "This decrease in purchase requests actually resulted in cost savings," she said.

Additionally, patrons already familiar with hoopla were able to find titles much more easily, according to Barrientos. "We were also excited about serving genre readers more effectively, given the depth and discoverability of the hoopla collection," said Barrientos.
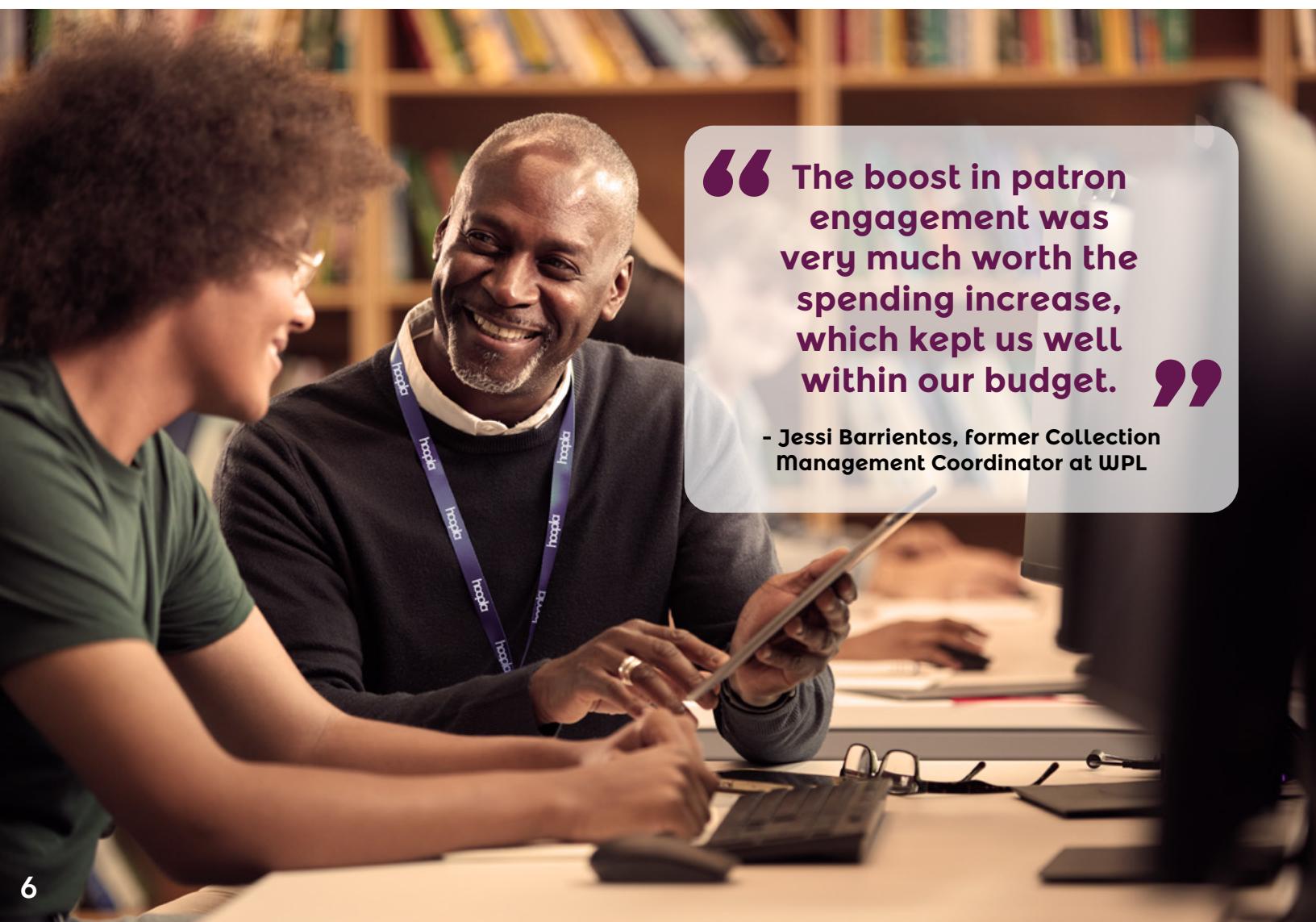
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> **- Jessi Barrientos, former Collection Management Coordinator at WPL**
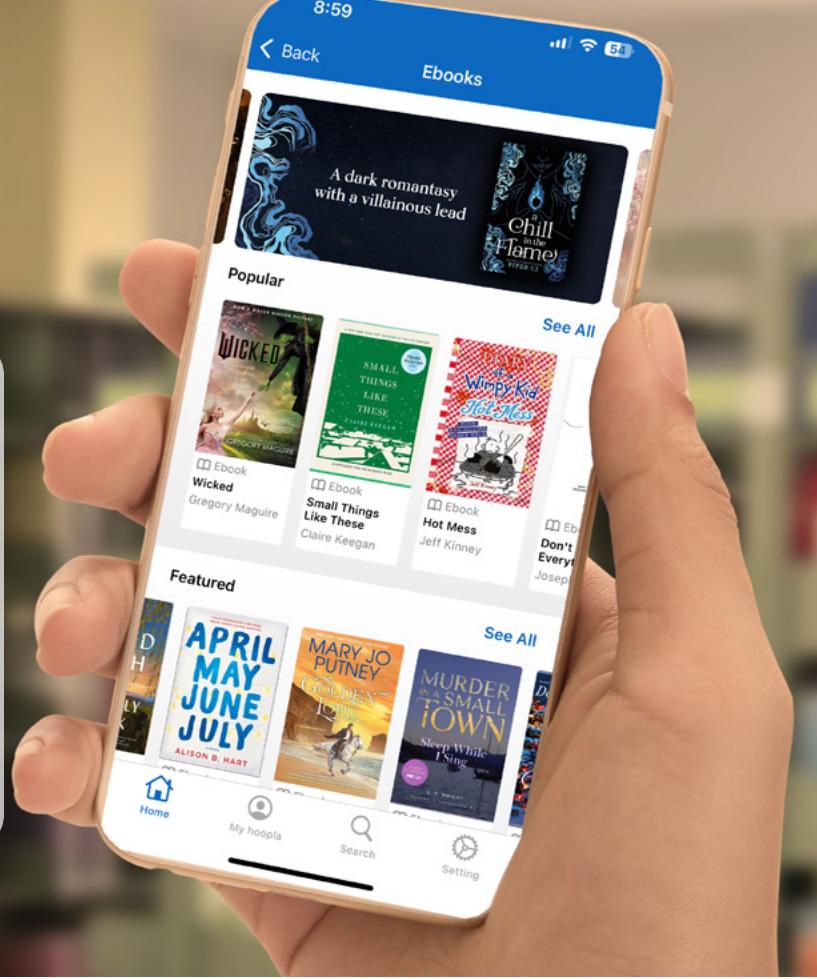
hoopla records aren't only helping patrons. Staff members are also using this newfound discoverability to assist patrons in finding content, including DEI titles and titles in world languages. In doing so, staff members are effectively training patrons by showing them how to use the library's OPAC. This gives the patron a better user experience while freeing up staff to focus on other important tasks.

Library staff also observed a reduced number of patron-submitted title request forms, as well as purchase requests for titles they didn't have physically. Staff members are now referring patrons to digital resources more frequently, helping better utilize funds and resources previously spent on interlibrary loan requests.

Westminster Public Library's partnership with hoopla and loading hoopla records have significantly enhanced patron access to digital resources.

The library's innovative approach to changing patron needs has not only attracted new users, but also encouraged existing patrons to explore digital options, ultimately achieving remarkable increases in usage and engagement.

Engaging More

WPL isn't the only library experiencing positive results from loading hoopla records. **A library in Maryland was able to reach nearly 1,000 more new patrons per month than it was before.** Their ranking in the state of Maryland for patron engagement with hoopla Instant content rose from #47 to #1—and #2 globally.

Make your hoopla collection discoverable and give your patrons access to:

115 different world languages

365,000+ DEI titles

320,000+ juvenile titles

...and much more!
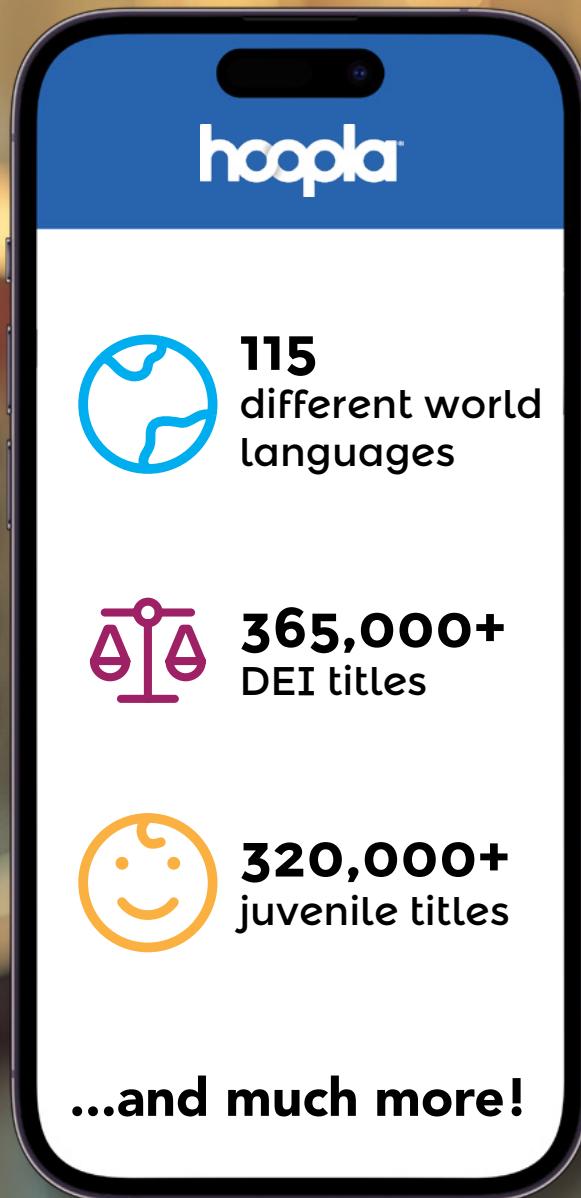
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