

Episode 6 Overview

In this episode of *The Straight Download*, hosts Ann Ford (VP of Sales and Customer Support at Hoopla) and Jeff Jankowski (Founder and President of Hoopla) dive deep into the challenges and opportunities facing libraries in the digital age. The conversation centers on how libraries can reclaim control over their digital collections amid rising costs, complex licensing models, and shifting patron expectations.

Key Themes & Insights

1. Reclaiming Control: Budget, Patron Experience, Library Experience

- Libraries are grappling with unsustainable holds, shrinking catalogs, and tight budgets.
- Ann and Jeff propose focusing on three controllable areas:
 - **Budget:** Strategic license selection and cost-per-circulation analysis.
 - **Patron Experience:** Streamlining access and reducing friction.
 - **Library Experience:** Simplifying workflows and improving vendor alignment.
 -

2. License Complexity & Cost Analysis

- Example: *A Court of Thorns and Roses* is offered under multiple license types ranging from \$2.89 (Hoopla Instant) to \$174.40 (bundled license).

- Deep analysis revealed that only 5% of titles made sense to purchase under a metered access (MA) license—even for large libraries.
- Instant access often proves more cost-effective, especially for smaller libraries.

3. The Holds Model is Broken

- Some vendors assign holds at the license level, not the title level, leading to inefficiencies (e.g., 73 copies available but 5 patrons still waiting).
- Hoopla assigns holds at the title level, allowing patrons to be served the next available license automatically.

4. Waste & Utilization

- Many metered licenses expire before full use, contributing to budget waste.
- Only 4% of Big Five titles account for 75% of sales, meaning most titles have short shelf lives.
- Libraries must evaluate true cost per circulation and license utilization.

5. Strategic Budgeting & Vendor Relationships

- Libraries should:
 - Use data to predict demand.
 - Consolidate digital services to maximize value.
 - Demand better data transparency from vendors.
 - Develop digital collection development policies.

6. Consumer Behavior Trends

- Patrons are rotating between services and seeking free or ad-supported content.

- Libraries, with platforms like Hoopla, are well-positioned to compete by offering bundled, free access to diverse media.

What Are the Hosts Reading, Watching or Listening to ?

- Jeff shares his recent read: *Wayward* by Amelia Hart, a story of female resilience across generations.
- Ann is watching *Dexter Resurrection*, praising its thrilling storytelling and cast.

Looking Ahead

- The next episode will spotlight innovative librarians making strategic changes.
- A trailblazing guest may join to share firsthand experiences.