



OverDrive[®]

Advantage & Advantage Plus

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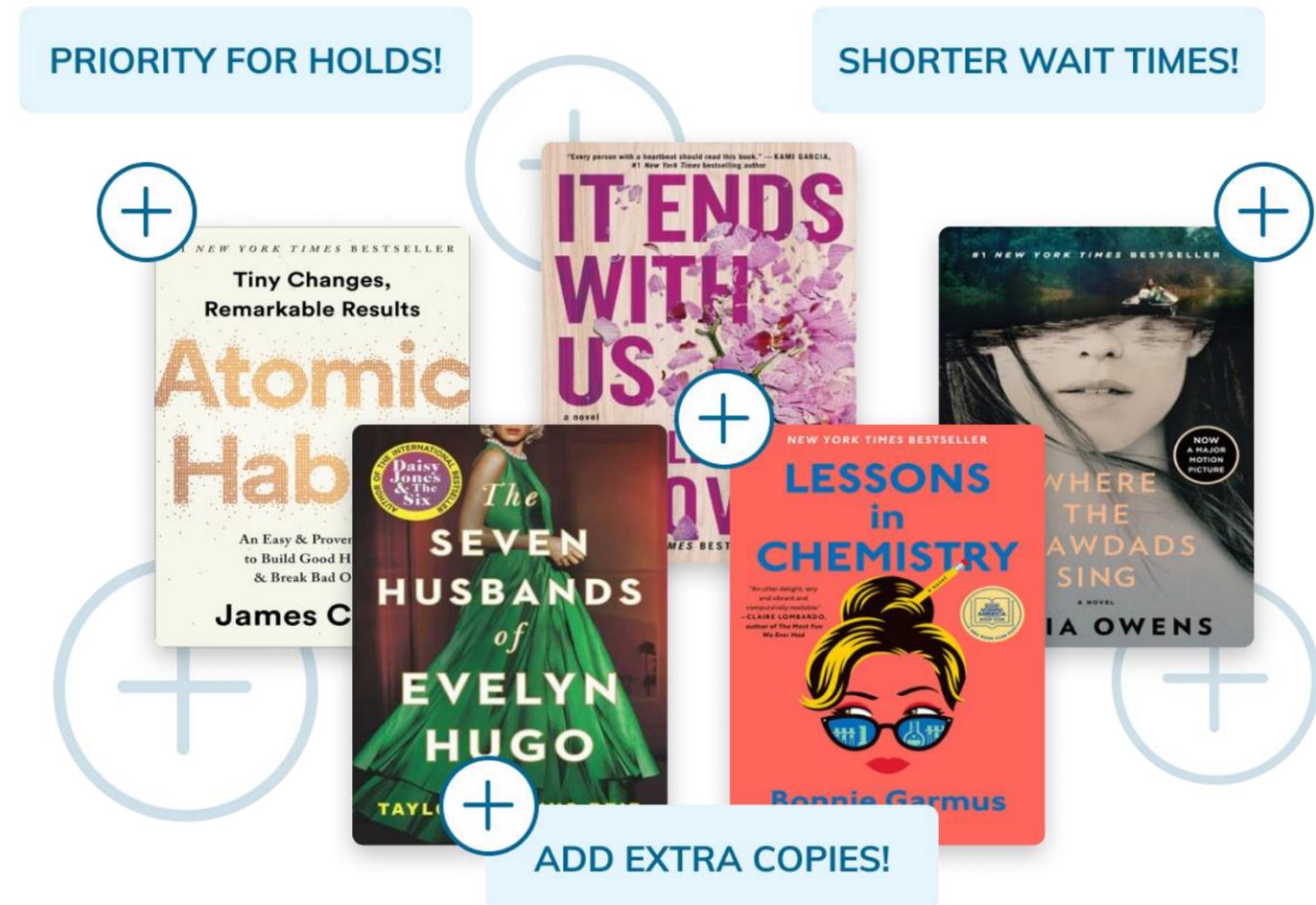
Team Lead, Public Library Collection Development

Association of Rural and Small Libraries Annual Conference
September 2023

What is Advantage?

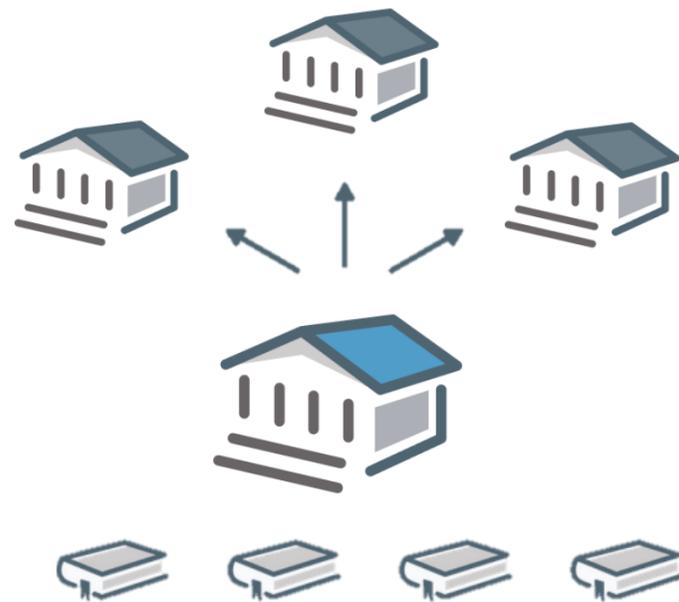
Program that allows members of a consortium the ability to offer additional titles exclusively for their patrons.

- Reduce wait times
- Offer additional titles
- Create custom collections



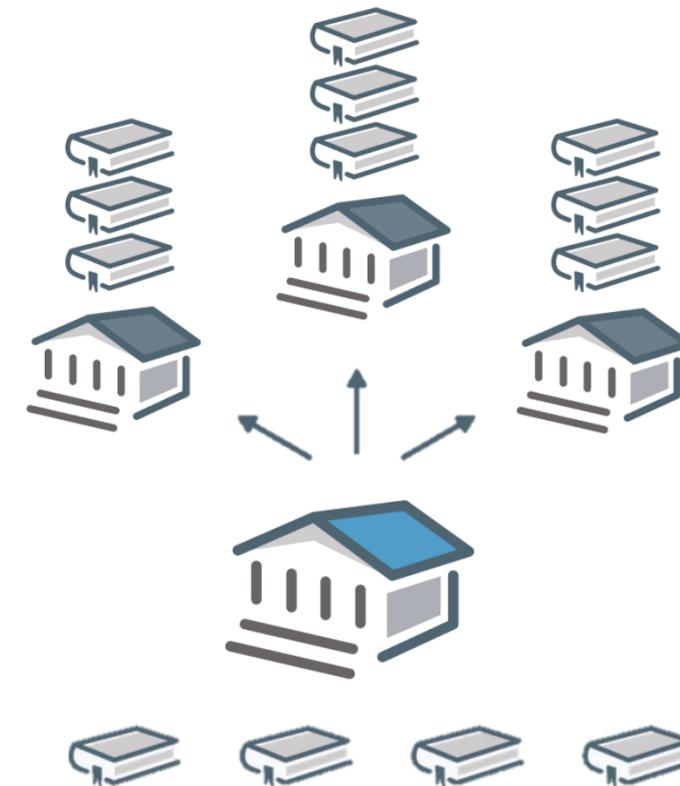
Shared Collection

All libraries in a consortium have access to the main collection of materials.

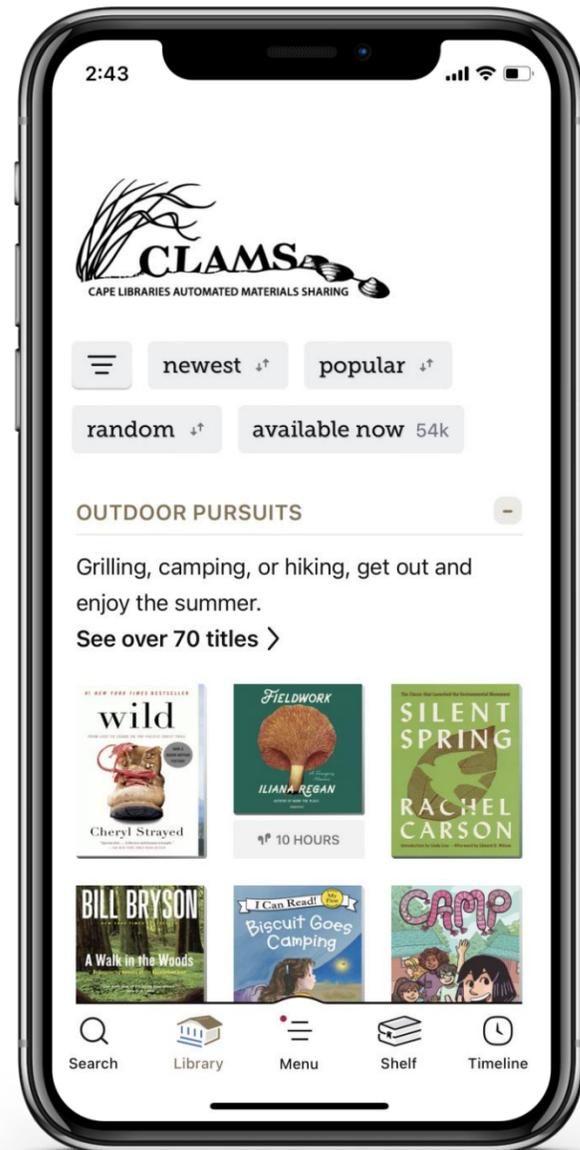


Advantage

A sub-account that allows an individual library to purchase and curate additional content just for their users.



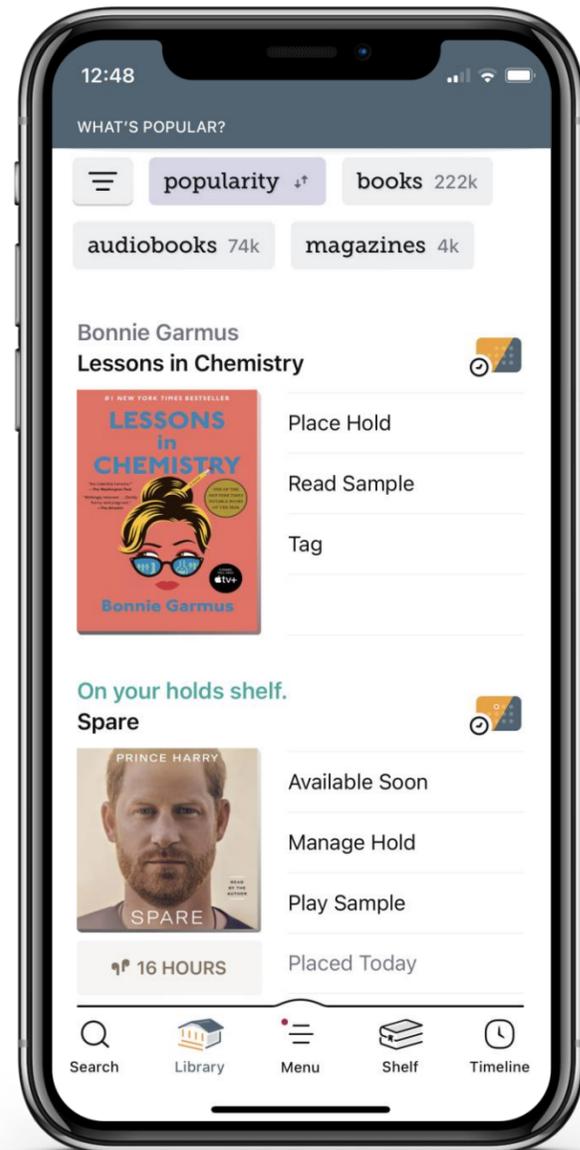
How does it affect patrons?



It gives them access to more content!

- Users will sign into Libby the same way they always have.
- Content from your shared and Advantage collections display *seamlessly*.

How does it affect patron holds?

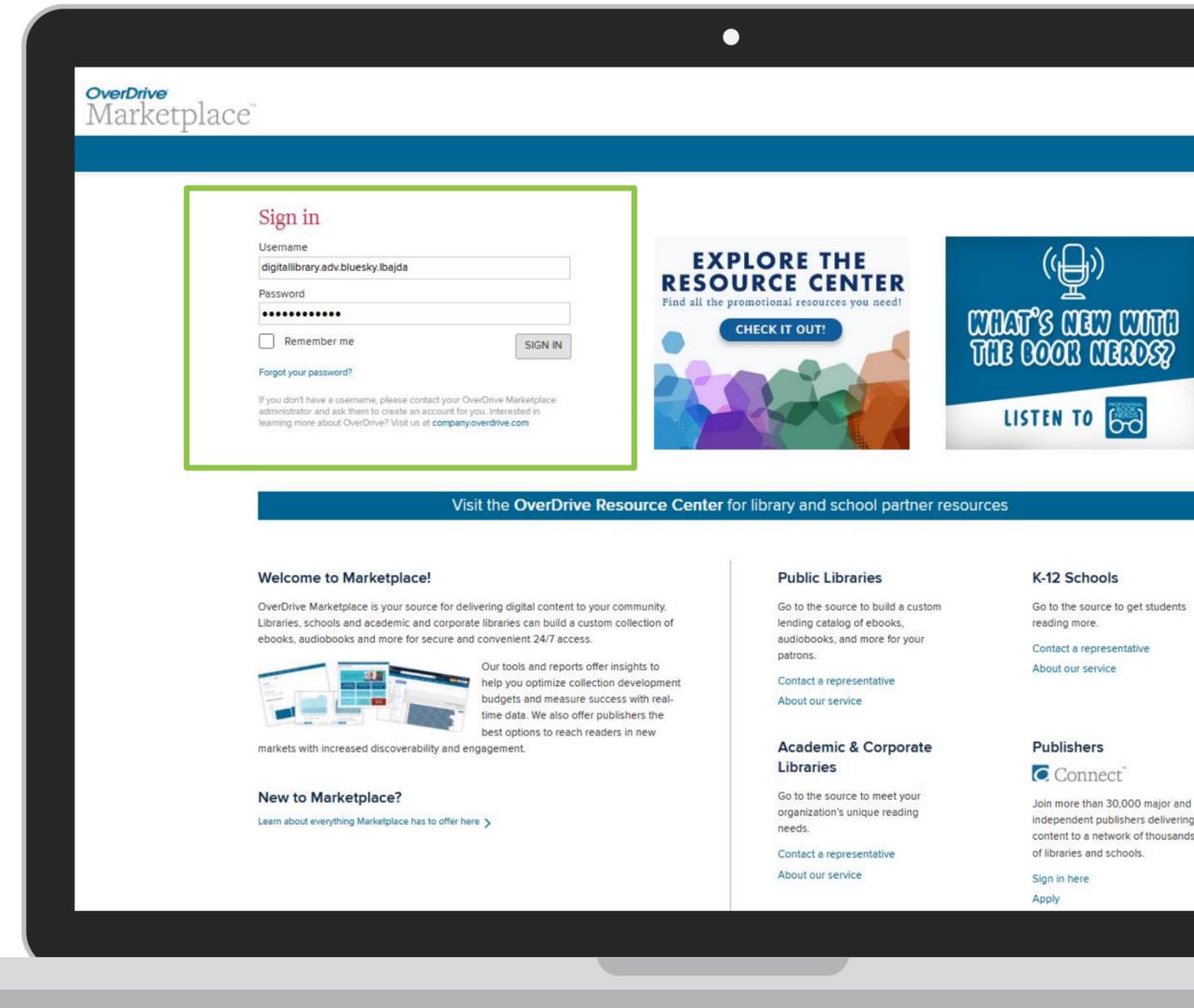


1. Advantage users join two separate lists:
 - Wait list for Advantage copy.
 - Wait list for shared collection copy.
2. User will receive whichever copy becomes available first.
3. Once a user receives a copy of the title, they're removed from both wait lists.

How does it affect staff?

It gives them more customization!

- Designated staff will sign into Marketplace with a new username.
- Staff can build, maintain, and grow an Advantage collection just for their users.
- The amount of maintenance can vary based on your own budget and time.



Marketplace usernames

Shared collection vs. Advantage

Confirm which account you're signed into at the top of Marketplace.

Shared collection (consortium)

Username (ex): digitallibrary.lib.lbajda

Lauren Bajda – My Digital Library (OH)

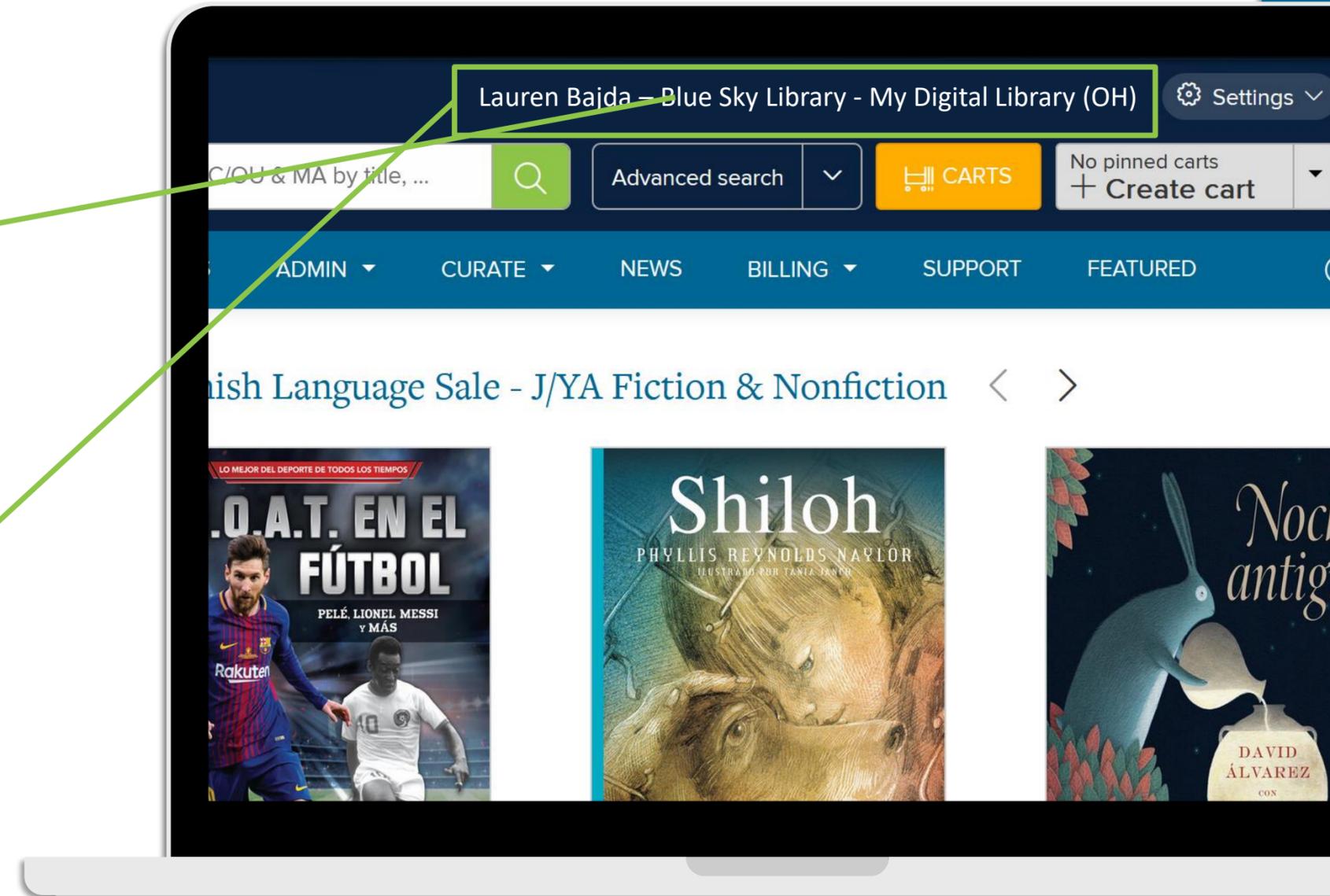
Name – Shared collection name

Advantage collection

Username (ex): digitallibrary.adv.bluesky.lbajda

Lauren Bajda – Blue Sky Library - My Digital Library (OH)

Name – Advantage account – Shared collection name



Build Advantage collection

- ❑ Sign into Marketplace with your Advantage username.
- ❑ Purchase titles exclusively for your users.

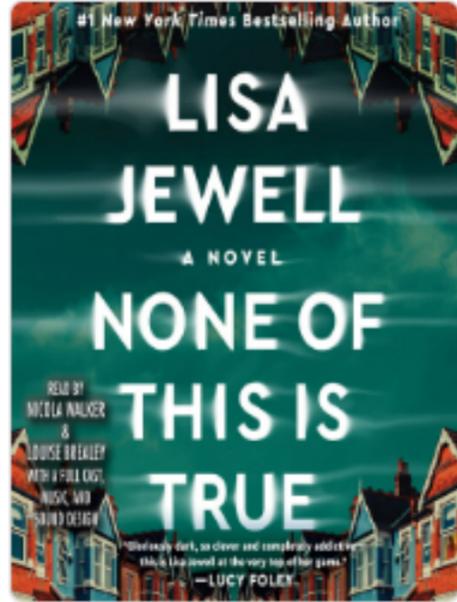
We recommend purchasing titles:

- ❑ On hold
- ❑ With Notify Me tags
- ❑ In various lending models
- ❑ For Book Clubs or other programming



Select

Shelf talker Share



None of This is True

by Lisa Jewell, Kate MacDonald, Dominic Thorburn, et al.

\$79.99

MA: 24 months (one user)
\$79.99

Unit(s): **ADD TO NEW CART**

Audiobook
MP3, OverDrive Listen
Edition: Unabridged

1 Review

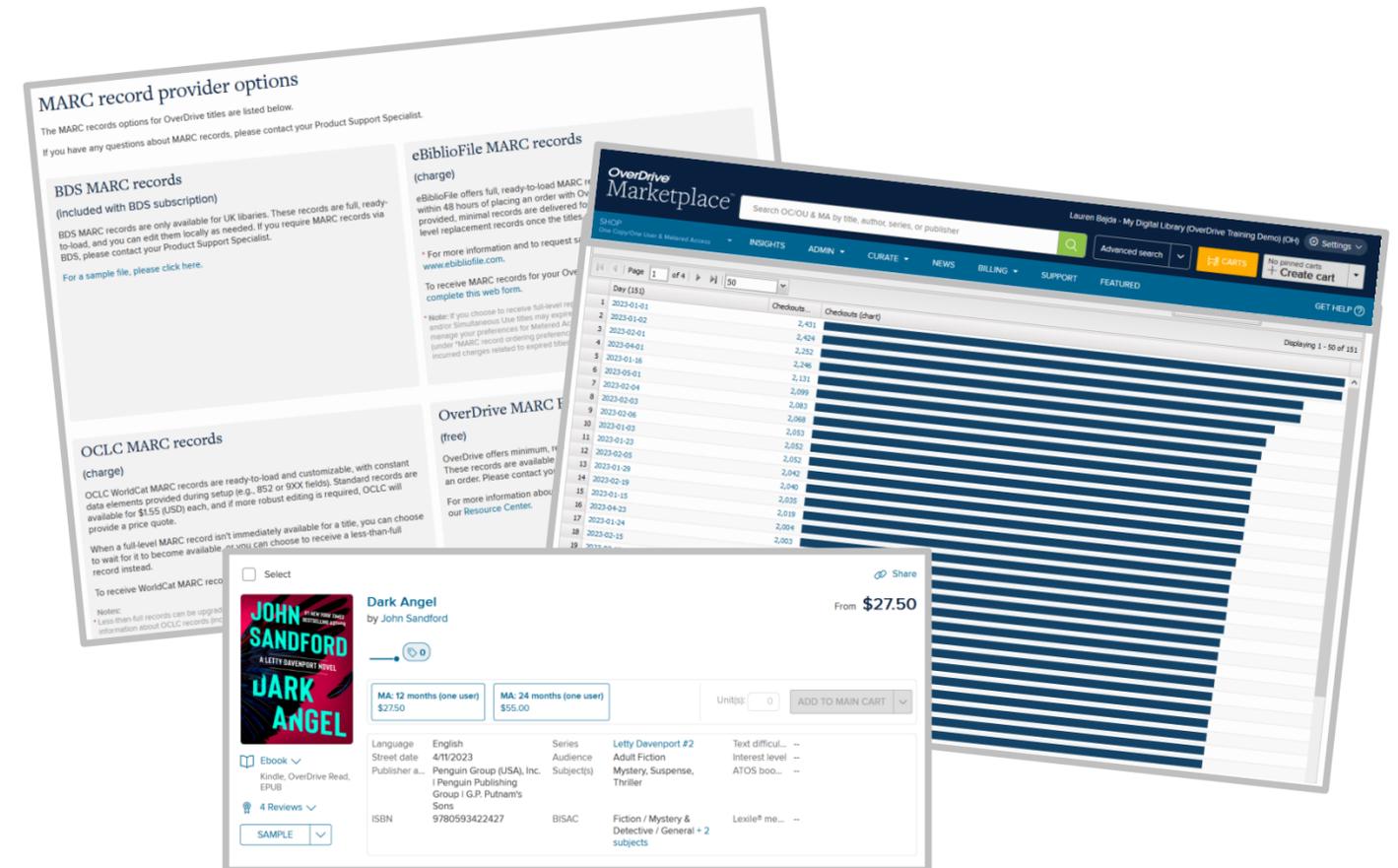
SAMPLE

Language	English	Series	--	Text difficulty	--
Street date	8/8/2023	Audience	Adult Fiction	Interest level	--
Publisher ac...	Simon & Schuster - Audiobooks Simon & Schuster Audio	Subject(s)	Mystery, Suspense, Thriller	ATOS book l...	--
ISBN	9781797156590	BISAC	Fiction / Mystery & Detective / Women Sleuths + 2 subjects	Lexile® mea...	--

	Copies					Reserv...	Holds			Checkouts			
	OC/OU	MA	CPC	SU	Adv ...	Luck...	Active	Susp...	Ratio	Out	Last	Past ...	Total
Conso...	0	17	No	No	8	0	107	3	4.28	11	8/22/2023	43	43
Advan...	0	0	No	No	0	0	5	0	0.2	0	8/21/2023	1	1

Maintain Advantage collection

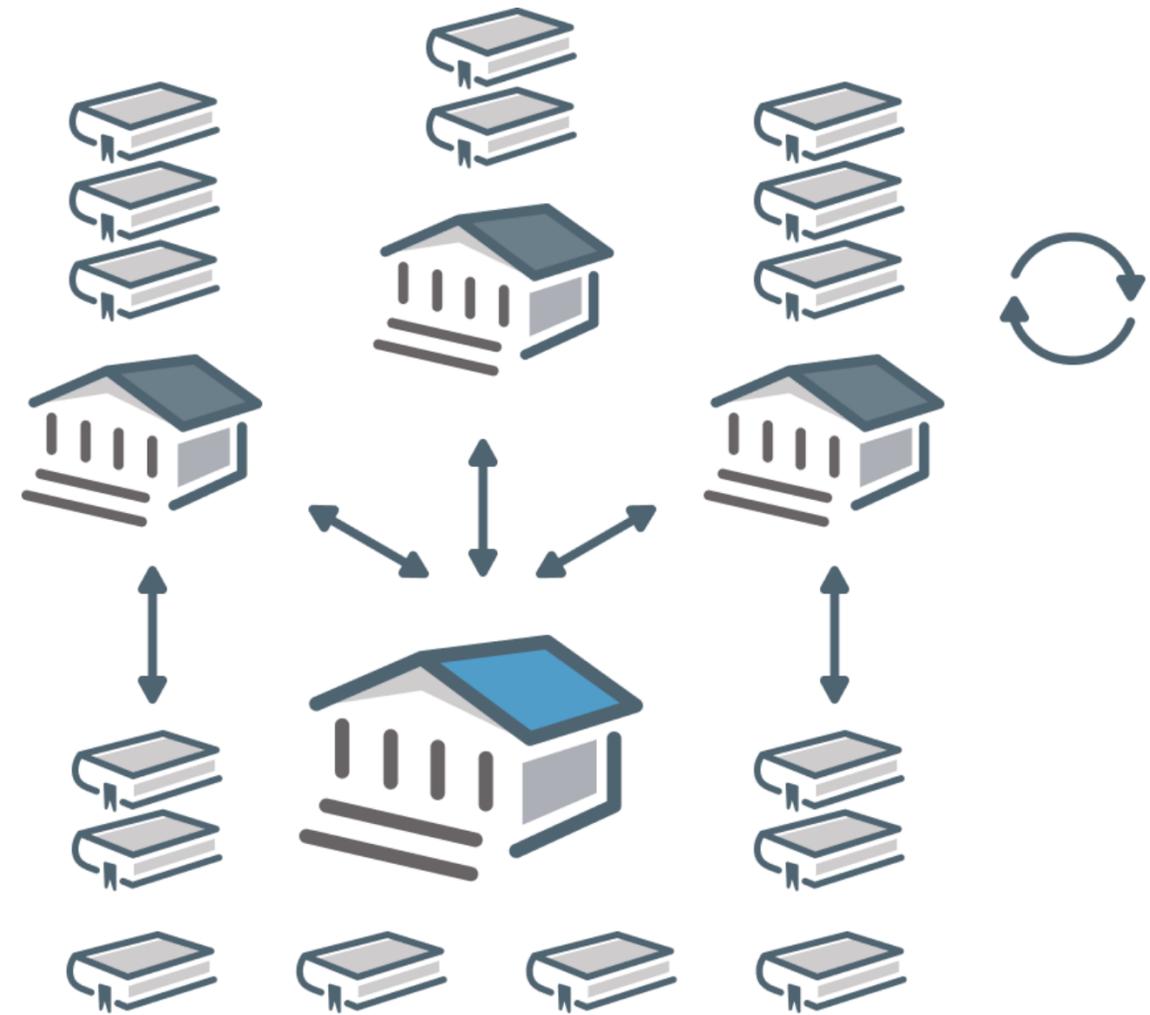
- ❑ Order MARC records.
- ❑ Visit Marketplace reports.
 - ❑ Checkouts
 - ❑ Current holds
 - ❑ Weeding
- ❑ Continue to purchase content.
- ❑ Consider enabling Advantage curation.



What is Advantage Plus?

Expand access to your Advantage titles.

Enable Advantage Plus to improve title selection, availability, and circulation for all members of the shared collection.



Recap



- Your consortium's main content collection.
- Designated branches share access to these titles.
- Custom collection of titles developed specifically for your library.
- Reduced wait lists on popular titles.
- Continued access to the shared collection.
- Share or move eligible titles from Advantage to the shared collection.
- Improve title selection, circulation, and availability for all members.
- Maintain priority on holds for your own users.

Resources

- Help articles & videos

help.marketplace.overdrive.com

- Elearning module

link.overdrive.com/OverDrive-Advantage-Best-Practices-for-Public-Libraries

- Best practices sheet

link.overdrive.com/Library-Advantage-best-practices

- OverDrive Account Team

marketplace.overdrive.com/Support

