

# Hidalgo County Library System (HCLS) Electronic Library Implementation Plan

## **Day 0 to 60** (Funding Confirmation is Day 0)

- *Collection development begins.* Working with the selected vendor, One Click Digital, we will begin to construct a collection that fits the budget minus platform cost. The broad goal, which has been discussed with One Click, will be to create a collection that will be used. Thus the focus will be on popular books. We will work to pay special attention to the characteristics of our population as well.

One Click is experienced in creating launch collections. They have done so for various large institutions previously. HCLS also has an abundance of librarians with experience creating collections. The process will take some time and the sooner we are notified of funding the sooner we can complete collection development.

HCLS does plan to reserve \$5,000 for each library to fulfill patron request throughout the year. In addition, we will be encouraging them to use City funds to purchase books on their own. The new fiscal year for each City has already begun and the ability to do this may depend upon the specific situation within each library's budget. Any books purchased with County funds will be property of the County, any items purchased with City funds will be property of the City.

- *Technical planning.* Many technical aspects, from website access and proxy settings, will have to be arranged with the vendor. Again, there is an abundance of experience on both the vendor and librarian side. HCLS will create a committee that will steer this operation.

- *Marketing planning.* HCLS recognizes the need to heavily market the E-Library. We also realize that we will need to rely on free methods through which to do so. Again, we will create a committee to lead this initiative. We will focus on informing our own communities and engaging our City governments, chamber of commerce, economic development corporations, and school districts. At the same time, we plan to use social media and promotional events to a large degree.

- *Creation of circulation rules and procedures.* This is another technical administrative function. This aspect is smaller in scope and we have County procedures with which we can use as a guidepost. This will be done on a group level at the same time as collection development is executed. No committee will be needed.

## **Day 60 to 90**

- *Marketing begins.* After preliminary implementation and proper planning, marketing efforts can begin in earnest. At this point, we would implement the measures devised within the first 60 days. Collection development should be winding down as well.

## **Day 90 to 120**

- *Technical implementation and system testing.* At this point, we should have a working E-Library. The collection may not be ready for public use but should definitely be at the point where

we can test the system and troubleshoot issues. We will be able to implement circulation procedures and will have an opportunity to work out last minute procedural issues.

- *Staff training.* At this point staff training may begin as well. All library staff will need to know how to provide access to the E-Library to patrons. HCLS also plans to train Community Resource Centers' (CRC) staff so that they may access the E-Library and provide access to their customers as well. One Click has committed to provide both in person and digital training sessions too.

- *Creation of training materials.* HCLS will also take this time to create training videos and pamphlets for both patrons and staff members. These materials will be used to train individuals and provide guidance when a staff member is not able to do so. The vendor will also be very helpful in this regard. The vendor has committed to archiving training sessions and provide instructional material.

### **Day 120 forward**

- *System launch.* After roughly 4 months from notification that we will be receiving funding, we should be able to open to the public. We will work with the vendor to insure that the subscription period begins at this time, thus the County would avoid paying for a service before it is available to the public.

- *Marketing increases.* Marketing efforts will ramp up at this point. In addition to the efforts begun the previous months, HCLS will have events at each library and the County CRCs where patrons may bring their devices to have the E-Library application installed. The hope is that this point arrives in the March-April range. Having an initial wave of marketing at this point, will fit well with another strong wave of marketing that can take place during our busiest time of the year, the summer months.