GETTING BUY-IN FROM KEY STAKE-HOLDERS

A TINY CASE STUDY

ABOUT THE AUTHOR

Jennifer Peterson has worked in the libraries at Menasha Joint School District for 20 years. She started out with one school and a library paraprofessional, and now has 9 schools and 8 paraprofessionals who work for her. She is currently the chair of the WSDLC board, and a member of the state's Library Services and Technology Act advisory Committee.

Make sure you have a good collection of ebooks in place before you start promoting. Otherwise, frustration at not being able to find books will cause users to stop using them.

THE PROBLEM

You finally have ebooks, but now how do you get people to start using them? Who should you start with? How do you spread the word and garner interest?

THE SOLUTION

One of the first steps I took was to get into any classroom that would have me.

Put out an email offering to come into a class for 30 minutes to show students Sora. Many teachers will take advantage of 30 minutes that they can work on something else in the room while you do instruction.

Next add books that interest the teachers in your Advantage collection. Even consider adding best sellers for adults. The more teachers use it for themselves, the more they will promote it in the classroom.

Also make sure teachers know that you have ebooks and audiobooks that support their instruction (for example Units of Study).

Finally, draw the students in with books you might not always like to buy for your library -- book on those popular subjects like youtubers, video games, tv shows, or movies that will soon go out of fashion. Put these books on OverDrive instead, and when students ask for a book about the latest video game, tell them those books are located in Sora and make sure they know how to use it.

In my experience the students will flock to Sora to read those books, but when I walk behind them later during class they are reading something else they discovered, such as the latest Gordon Korman book.

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