



Illinois Heartland Library System

MEMO TO: IHLS Board of Directors
 FROM: Cassandra Thompson
 DATE: March 21, 2019
 RE: eResource Opportunities for IHLS Members

In the last few months, we have been reviewing several eResource opportunities for IHLS members, including offers with discounts off the list price.

RBdigital

RBdigital is an existing IHLS eResource provider. They are a combination of the old Zinio (Magazines) and the old OneClickDigital (eAudio). The great thing about the RBdigital service is the variety of content, including exclusive content. From December 2018, RBdigital has offered 420 exclusive titles. Diana Gabaldon and C.J. Box, for example, only offer audio content through RBdigital. This offer is on a rolling basis and can be accessed by member libraries at any time. Our account representative recently provided an additional demo of available features, and we will be sending out recordings of that event, including some purchasing discounts, soon.

Creativebug

Creativebug is an online learning platform from JOANN Fabrics. It offers a variety of features, including crafting classes for every skill level and access to a variety of templates and patterns. The subscription includes public performance rights, so member libraries have the ability to show videos to a group and lead endless programs throughout the year.

As a partner, they also committed to launching Creativebug to JOANN Fabrics customers in order to grow the library's cardholder base. They plan to send a geo-targeted email to their customers highlighting partner libraries, including advertising this new eResource. In addition, they also offer both digital and print marketing materials for the library's use. Only 8 libraries have taken advantage of this offer so far, but the price recently dropped, with the offer extended through March 26.

The New York Times

The New York Times now offers a new digital service geared towards public libraries. The offer features direct access to nytimes.com from 1851 to right now, including all regular newspaper content (articles, editorials, etc.); all multimedia, (video, photography, VR features); Spanish and Mandarin Chinese versions of nytimes.com; and personalized access, including e-mail newsletters, mobile apps, customizable news feeds, and article recommendations.

IMAGINING TOMORROW ~ DELIVERING POSSIBILITIES TODAY!

They created new price tiers for IHLS, lowering the price for libraries with a smaller population, and are providing 20% off the annual cost.

Thank you to all of our member libraries that have either recommended or expressed interest in additional eResources products. These offers are available through the increased purchasing power of the group.