iPadorama

How (and why!) to start a library iPad program
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What do we know about lending iPads?

• Began working on an iPad lending program in the spring /summer of 2011.
  ▪ Researched existing programs
  ▪ PIE Committee
  ▪ Created circulation polices
  ▪ Established technical procedures
  ▪ Launched iPad lending program in September 2011
How is that going so far?  
Staff Perspective

- Circulation…hmm…
- 716 7-day checkouts, 383 in-house checkouts. Currently 84 holds.
- Surprisingly few headaches
- Customers think we know stuff—and we do!
How’s it going so far?
Customer Perspective

Why did you borrow an iPad?
- Try out technology: 52%
- Considering purchase: 35%
- Books: 4%
- Apps: 4%
- Other: 5%
What did you use or access on the iPad?

- Internet: 27%
- E-mail/Social Media: 21%
- Video: 15%
- E-books: 14%
- Other: 17%
- Audio books: 6%

How’s it going so far?
Customer Perspective
How’s it going so far?
Customer Perspective

How did you access e-books on the iPad?

- Pre-loaded e-books: 62%
- Pre-loaded audio books: 21%
- OverDrive: 2%
- British Library: 9%
- Other: 6%

Pre-Loaded e-books
Pre-Loaded audio books
OverDrive
British Library
Other
How’s it going so far?
Customer Perspective

Would you borrow an iPad again?

- Yes: 72%
- No: 28%
How’s it going so far?
The iPad’s Perspective

- Damage by customers
- Wear and tear
- Hardware problems
Ok.
I really want to start an iPad program...

Now WHAT?
Things to Consider

- Funding
- Policies
- Security
- Consistency (technical stuff)
- PR & Marketing
- Staff time
Where do we get the money?

- **Funding sources**
  - Regular budget
  - Unfilled positions
  - Friends of the library
  - Foundation
  - Part of library renovation project
  - Kiwanis Club

- Board approval
## Cost Breakdown

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Rep. Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPad (original)</td>
<td>$503.00</td>
<td>$800.00</td>
</tr>
<tr>
<td>Carrying case</td>
<td>$9.99</td>
<td>$25.00</td>
</tr>
<tr>
<td>Apple Care warranty</td>
<td>$57.00</td>
<td>$57.00</td>
</tr>
<tr>
<td>Screen protector</td>
<td>$38.00</td>
<td>$12.00</td>
</tr>
<tr>
<td>Power cord with adapter</td>
<td>$29.99</td>
<td>$35.00</td>
</tr>
<tr>
<td>Keyboard dock</td>
<td>$59.00</td>
<td>$80.00</td>
</tr>
<tr>
<td>Bretford mobility cart</td>
<td>$1,799.95</td>
<td></td>
</tr>
</tbody>
</table>
What we know about lending iPads

Where to Purchase

- PCMallGov
- Amazon
- CDW-Government
- Apple
- Office supply store
- MacMan
Guidelines and Policies

• Board approved policy by format
• Policy supports guidelines
• Guidelines and User Agreements
  – Different guidelines and agreements for in-house, 7-day, and home delivery iPads.
How do we keep the iPads secure?

- Bretford cart
- Packaging
- Procedures
Technical Stuff

- Making a personal device generic
  - Library added content
  - Customer access/restrictions
  - Restore process
Technical Stuff

- **iTunes**
  - One iTunes account for all devices
  - Create Apple ID
  - Download iTunes to computer
  - Authorize iTunes with Apple ID
- Master Backup
  - Load/arrange content
  - Sync
  - Create master backup
Technical Stuff

- **Restore Process**
  - Erase all content
  - Restore from master-backup
  - Problems & updates

Set Up Your iPad

This computer has previously been synced with an iPad or another iOS device.

- Set up as a new iPad
- Restore from the backup of: 9–15 549 MASTER

Last Synced: 9/15/11 5:59 PM
Technical Stuff

- **Accessibility Features**
  - Zoom and VoiceOver
  - Not the most intuitive
  - Philadelphia Free Library
Options for schools
- Apple Configuration app for Mac
- Volume Purchase program
- Apple Education Pricing
PR & Marketing

- Customer handouts
- Video tutorials
- Cross marketing other digital services
- News releases
- Media Interviews
- Talking points
Impact on staff & library resources

- Preparing to launch
- Monitoring holds
- Check-out & check-in
- Restore process
- Answering patron questions
- Freading and OverDrive
Available @ http://www.ecpubliclibrary.info:
- Guidelines
- Agreement forms
- Handouts (quick start guide, FAQs, etc.)
- Video tutorials
- FAQs for Institutions

Available by email:
- Technical procedures
- reviewed apps
- Any other questions!