

HOOPLA COMMENTS

9/17- I would really like Hoopla back. Was really good for my family. Use funding for things that are actually important for borrowing.

9/21- Dear Martha,

I was greatly discouraged to hear of ImagineIf's consideration to drop the Hoopla service. Ever since my family discovered it during the Covid shutdown, it has been a lifeline for my kids to enjoy audio books, both for assignments, as well as for fun. I understand that the numbers don't warrant the cost of the Hoopla subscription, but do hope that you will pursue grants or other means of provision to keep this service available to your patrons.

Thank you,

~Anna Pheifer

Kalispell Homeschool Parent

Response from Martha:

Hi Anna,

Thank you so much for reaching out. I can definitely see why Hoopla was so valuable for your family, and I apologize for the cancellation.

I will also pass your comment along to our Board of Trustees, as it might help them to advocate for more funding for library collections. The library is funded by taxpayer dollars allocated by the County Commissioners, so you can also try reaching out to them directly to let them know your thoughts about the value of library services like access to Hoopla.

Thank you so much again, and know it is my hope that we can eventually secure enough funding to continue providing popular services like Hoopla.

Warmly,

Martha

9/24- So sorry to see Hoopla end. I reached my limit each month. Totally understand that it was cost prohibitive though!

10/1- Hi there! I just went to download an audio book on Hoopla and saw it's disabled. 🙄 Went through and found the IG post. I can't find the newsletter in the link in bio? I would like to read more about the decision. I'm so bummed Hoopla is no longer an option for us. It was my go-to for content as it is so user friendly compared to the Mt-2-go option and they always had titles of what I wanted available instantly for download. I hope this is a service that will be considered to implement again in the future! And if not I understand. Thanks for all you guys provide for our community!

10/6- Very disappointed that Hoopla is discontinued. I would like to donate to this if that would help. shawna143noble@gmail.com

10/6- I am sorry to see Hoopla go at Imagine If in Kalispell. I use Libby too - but Hoopla was the best in terms of how long I could keep audiobooks checked out - and how easy their system was for bookmarking, fast forward, etc.

I love our library and know it is hard to get everything a community needs with such a limited budget.

Paulette Lawrence

10/7- I was dismayed to find yesterday that Hoopla is no longer available. While I understand the financial issues - as a very active library user of digital content I also know that Montana Library To Go does not offer a level of availability that many other states and communities provide. My current Hold items have 20 week timeframes and many other titles are not even available. So like others - I will begin paying Amazon for access to ebooks and audiobooks.

I would also like to comment on Imagine If communications with the public. I found no email contact information on the new website. I found your email address by going to Facebook. I do not believe Facebook should be a primary communication tool for public organizations and although I receive email from Imagine If - I do not recall reading that Hoopla would be discontinued.

A sad library patron - Nancy E

Response from Martha:

Hi Nancy,

Thank you so much for reaching out. I am so sorry you had difficulty finding contact information and did not receive the memo about Hoopla being canceled. Our team has been swamped and somehow missed putting it in the newsletter. We did update the website with the information at the top of the homepage, at the top in a red box with a link to the update.

<https://imagineiflibraries.org/>

There is also a "Contact Us" email form under the About menu. We will be unveiling a new website soon and will make sure that is highlighted! I really appreciate your feedback about communication and email contact.

<https://imagineiflibraries.org/about-us/>

I can definitely see why Hoopla was so useful to you, and I apologize for the cancellation.

We tried many methods of managing Hoopla before canceling it, and unfortunately each way we looked at it we were up against the high costs. The Hoopla pricing model just doesn't fit into a budget of our size. Lewis and Clark Library in Helena also has Hoopla, but they are funded at around \$52 per capita while we only receive about \$22 when I last checked. It is just a very costly service, partly because eBook publishers don't stand to make money without cost per use models like this.

I also know that Montana Library 2 Go has long wait times and lack of availability of titles. It's an issue that member libraries and the statewide sharing consortium continually grapple with because of the high cost of eBooks to libraries that comes from the publisher side.

We are still looking for alternatives to Hoopla that will help meet the need for downloadable books. One option might be for us to explore another digital platform, like Baker and Taylor, the vendor from whom we get our print books. It would not be the same as Hoopla, but could help with the wait time on MontanaLibrary2Go, because it would be just for ImagineIF cardholders. If we can find another comparable service that we can afford, I will be letting everyone know!

I will also pass your comment along to our Board of Trustees, as it might help them to advocate for more funding for library collections. The library is funded by taxpayer dollars allocated by the County Commissioners, so you can also try reaching out to them directly to let them know your thoughts about library services.

Thank you so much again, and know it is my hope that we can eventually secure enough funding to continue providing popular services like Hoopla.

*Warmly,
Martha*

From Nancy:
Thank you for taking time to reply.

I wish I thought the County Commissioners had an interest in the library services but I don't even though they are factors in the education and culture ratings and reviews for communities.

I was completely unaware of the cost model for Hoopla.

These are some of my thoughts (yes I feel a little desperate ;>)

Is it possible to restrict the media types available to ebooks and audiobooks?

Can the limit be set to a smaller number - I was in the middle of a lengthy series of audiobooks and I could be happy with 2 borrows a month?

Could there be an Imagine If subscription service for the use of Hoopla ? I would rather pay to use Hoopla than the Amazon subscriptions for Kindle Unlimited or Audible.

This seems to be a vicious circle but I would guess if more people knew how extensive the Hoopla collections are and that there are no holds - the usage would dramatically increase.

Montana Library To Go had more to offer when we were reading print books and listening to CD's because you could borrow from other libraries. It falls far short of what should be available in 2021 for a state and the communities.

Thank you for your efforts in making Imagine If the best it can be
Nancy E

10/7-

I just tried borrowing a new book from Hoopla and discovered your plan to cancel the service. I just wanted to let it be known that I am very disappointed. I wonder if there is a way that you could still offer the service to patrons of the library who are willing to pay their own per download fee? I have found no other service like it, but hoopla does not allow individuals to have an account and pay. Do you know if there is a way for the ImagineIF library to still offer it to customers but pass the cost on to the customers who are using it?

Thanks,
Sarah O'Rourke
Columbia Falls, MT

Response from Martha:

Dear Sarah,

Thank you so much for reaching out. I can definitely see why Hoopla was so valuable to you, and I apologize for the cancellation.

Unfortunately, there is no way for us to keep Hoopla but pass the costs to library patrons. It's a library-only product with a specific vendor agreement, and there is no mechanism

available to us to charge patrons for their use. We tried many methods of managing Hoopla before canceling it, and unfortunately each way we looked at it we were up against the high costs. For example, Lewis and Clark Library in Helena also has Hoopla, but they are funded at around \$52 per capita while we only receive about \$22 when I last checked.

We are still looking for alternatives to Hoopla that will help meet the need for downloadable books. One option might be for us to explore another digital platform, like Baker and Taylor, the vendor from whom we get our print books. It would not be the same as Hoopla, but could help with the wait time on MontanaLibrary2Go, because it would be just for ImagineIF cardholders. If we can find another comparable service that we can afford, I will be letting everyone know!

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*Warmly,
Martha*