DIGITAL CONTENT STRATEGY

Making the switch to, or adding, eBooks and audiobooks to your district or school can feel like a big undertaking, but it doesn’t have to. We’ve put together the main points to consider before moving forward to help you avoid costly or time-consuming pitfalls.

Once you’ve thought through these considerations, you’ll have a much better outlook on what going digital means for your district or school. If it makes sense, choose a pilot product before signing on the dotted line. These considerations will help you build a strategic plan to shift to digital and better equip you to find a service that improves teaching and learning.

One of the most important considerations is to determine which service can provide you with the best combination of eBooks – including textbooks as well as supplemental and reading materials – regardless of publisher.

While a lot of districts and schools are actively seeking English and language arts content, if you do your homework, you can offer students a complete digital package that also includes additional subjects such as sciences, math, social studies and foreign languages.

THE OVERDRIVE DIFFERENCE

As a 100% digital company serving thousands of schools, OverDrive focuses on combining the technology you need with the content you want to support learning and reading in the classroom, library and home. Contact us today to learn how we can help meet students’ and educators’ needs with our unrivaled catalog of more than 2 million digital titles and easy-to-use platform.

Make OverDrive your school’s digital reading platform

Classroom • Library • Home

5 Considerations for an Easy Shift to Digital Content

DEVICE COMPATIBILITY

What does your district or school’s device mix look like? How can you make it easier for teachers and students to access all the digital content needed and use it on all the devices they have access to—whether it is personally owned?

The main devices used to access eBooks by students are laptops, tablets and personal computers. E-Readers are smartphones or e-readers, but you’ll still want to offer it as a digital content provider who offers a wide range of device compatibility to make it as accessible as possible for all students, especially for a bring-your-own-device plan.

RETURN ON INVESTMENT

Something to think about is how to maximize return on investment. One way to do this is to find a provider that will maintain your control of the content over the year, rather than individual control.

With that type of unified approach, you can get the most from your digital content investment. A central platform gives everyone in the district access to the same titles—allowing you to get the most from your digital service.

LEVERAGING CONTENT

What are the content areas beyond traditional textbooks that are going to give you the most leverage in going digital? Before going digital, it is a good idea to decide how you plan on using digital content.

Most districts and schools are looking for more than just textbooks. They want to supplement their curriculum. It is something that you’re looking to offer. If this is something that you’re looking to offer, then you’ll want to find a provider that offers additional content such as informational texts, literary nonfiction, interactive intervention/assessment/skill training software and literacy engagement/library resources.

BUDGET

No doubt about it. Figuring out how to budget funds to make good use of initial and ongoing investments is a major consideration.

Modest budgets can stand in the way of adding or increasing digital content. One solution is to look for affordable options that only charge for content as opposed to additional fees such as hosting and platform fees.

There are also other options that can tailor a solution to your unique needs. In a lot of cases, districts and schools have used surplus funds to purchase eBooks. Where budget surplus is non-existent, districts and schools turn to funding sources, which include grants, local, federal, state and PTA.

Some companies are making digital content more affordable than ever and will be happy to work with you to see what fits your budget.

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