



Overdrive Competition Results in a 175% Increase in Circulations

During the month of February 2020, the OCM/Oswego School Library System held a Digital Library Month competition. We challenged our school librarians to share the love of reading via the SORA App and the SLS Consortial Overdrive collection.

This was a highly successful program. We had a 175% increase for the month of Feb. 2020 over Feb. 2019, and we had 49% more schools that had usage. Our circulation was 4,205 for the entire month and Feb. 2019 the total circulation was 1,530. 94 schools had circulations over 63 from 2019. Our school with the highest circulation was Bolivar Road Elementary School (Chittenango CSD) with 614 circulations a 173% increase over last year. Our school with the highest increase was Liverpool High School with a 595% increase. Overdrive provided incentive marketing materials such as bookmarks and temporary tattoos as well as a grant prize of a Galaxy Tab A reader.



Sue Stagnita, Liverpool High School Librarian holding the Galaxy Tab A, Diana Wendell, SLS Director, and Liverpool High School Principal?



Bridget Collins, Pulaski CSD School Librarian sports her SORA temporary tattoo at the OCM/Oswego SLS February 2020 Mentors Across Borders workshop. (To the right is mentor, Jenn Jones, Marathon CSD Librarian.)