



## **DPLA Board of Directors Conference Call**

March 15, 2016, 3:00 PM Eastern

*Present:* Amy Ryan, Luis Herrera, Robert Darnton, Sarah Burnes, Jamie Hollier, DPLA staff, members of the public

*Absent:* Niko Pfund, Paul Courant, Siva Vaidhyanathan, Jenny Lee

DPLA Executive Director Dan Cohen commenced the call at 3:07 PM Eastern.

### **General updates from Executive Director**

Cohen explained how the past quarter has been quite busy for DPLA staff. Most notably, DPLA played a major part in the launch of [Open eBooks](#), an app containing thousands of popular and award-winning titles that are free for children from in-need households. In its first three weeks, Open eBooks has distributed more than 1 million access codes. Cohen commended the generosity of the participating publishers and the project partners. The launch greatly exceeded expectations. President Obama spoke about Open eBooks at SXSW last week. Cohen praised the work of DPLA Business Development Director Rachel Frick and Ebooks Program Manager Michelle Bickert. This initiative serves as a launching off point for future DPLA efforts in eBooks.

Darnton asked if the 1 million codes that had been distributed meant that 1 million kids have downloaded the app and read books. Cohen said that the app had been downloaded nearly 200,000 times. The codes are distributed to caretakers first, after which they are prompted to download the app to their device. It takes some time between distribution of the code and download of the app (additional information about the process is available on the [Open eBooks FAQs page](#)).

Herrera congratulated DPLA on the launch of Open eBooks. He asked about the marketing and promotion aspect of the project. Cohen said that project partners could use all of the help they could get in spreading the word. They've had a fabulous start but are eager to reach many more readers. Cohen encouraged the Board to provide additional mechanisms for getting the word out. Herrera said that the education and media center divisions of ALA would be a good outlet, as would PLA. James Schulman, a member of the public, recommended reaching out to mentoring organizations like iMentor to help distribute more codes.

Darnton asked about children's access to devices. Cohen cited a [recent national study](#) that found 85% of children in households below the poverty line had access to a device. Darnton expressed interest in any follow-up studies that might be created, perhaps six-months from now, on people who have downloaded and used the Open eBooks app.

Cohen moved on to a few other updates. DPLA is approaching 2,000 contributing organizations. The DPLA tech team has expanded; a new developer was recently hired to focus exclusively on ingestion. The tech team is also working intently on the IMLS-funded [Hydra-in-a-Box project](#). Members of staff will be in Stanford next week for a multi-day working meeting. Interest in Hydra-in-a-Box been very high. Over the past quarter, DPLA also launched a number of new [primary source sets](#), doubling the number up to 60 sets. There should be 100 primary source sets by DPLAfest in April. The primary source sets have been a strong driver of traffic to the DPLA website. Lastly, work on the [Getting it Right on Rights](#) project has been moving at pace and is expected to launch in the next month.

Cohen paused for questions. Ryan congratulated the staff on the primary source sets. Cohen said adoption has been strong in high school and early college settings.

### **Reports about DPLAfest from the board subcommittee and staff**

Cohen noted that [DPLAfest 2016](#) is a month away. Interest is very strong and should prove to be the biggest fest yet. Cohen thanked the fest host institutions -- the Library of Congress, National Archives, and Smithsonian -- as well as members of the Board who have contributed to the creation of the program. Cohen highlighted the fact that all three heads of the host organizations will be on stage on April 14 kick-off the events. DPLA Manager of Special Projects Kenny Whitebloom provided additional details about the events, including the open [Board Q&A](#) scheduled for April 15 at the National Archives.

Cohen concluded the public portion of the call at 3:33 PM Eastern. The Board entered executive session at 3:35 PM.