



CHARLOTTE MECKLENBURG

# LIBRARY

# ONE Access

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# What is ONE Access?



- ONE Access is a collaboration between Charlotte Mecklenburg Library and Charlotte-Mecklenburg Schools beginning fall 2015
- One Number Equals Access for 147,000 students!



# Inspiration for ONE Access

- “Blue Card” project at CML
- eCard Pilot at CML
- White House ConnectEd Challenge
- Other library systems paved the way



# Building a Partnership

- Charlotte-Mecklenburg Schools
- Charlotte Mecklenburg Library
- Inspired by Pew Research Center finding
- Memo of Understanding between the two organizations



# ONE Access Technical Logistics LIBRARY

- Worked with Horizon/Sirsi-Dynix
- Worked with variety of online vendors
- Policy and Procedures – how are ONE Access accounts different?
- SIP Authentication
- Data upload



# What can students access?

- Electronic books and resources
- Internet Access
- Books and Audiobooks
- Fines and Fees?
- Parent information, FERPA, and opting out



# Available Resources

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**pronunciator:**  
Learn a new language!



**FREADING**  
a new look at library lending

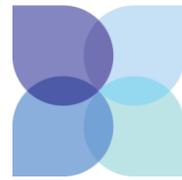


tutor.com™



zinio™

NC  
LIVE

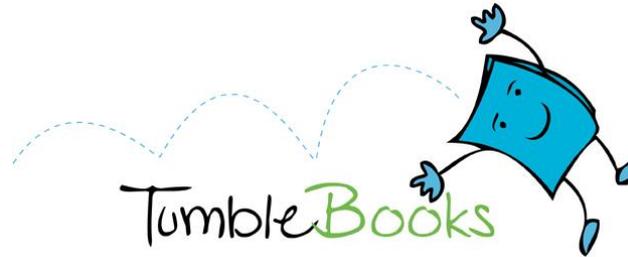


Teen Health & Wellness  
real life • real answers

hoopla™  
Stream movies, TV shows and more using your library card.



TumbleBooks



# ONE Access Goals

- Raise awareness
- Library as an extension of the classroom
- Academic success
- Increase active account holders and circulation



# Getting the Word Out

- Awareness building internally
- Teacher professional development
- Joint press conference announcement with CMS officials
- ONE Access part of strategic marketing plan for library



# Growing the Initiative: What might the future hold?

- ONE Access style accounts for CMS teachers
- Courier service for CML materials reserved by CMS students
- Expanded curriculum support and specific content curation on BiblioCommons



# Tips to Help with the Planning Process

- Draft a Memo of Understanding with school system  
Educational campaign for librarians and teachers
- Marketing campaign for students and families
- Maintain flexibility as the project rolls out
- Report outcomes to stakeholders



# Tips to Help with the Planning Process

- Develop relationships with school administration
- Support from library administration
- Understand technical needs and challenges
- Marketing budget and plan
- Develop policies and procedures



# Measuring Impact

- Tracking Usage
- Unique account identifiers
- Monitor circulation and use of specific online resources
- Over 102,000 active ONE Access accounts as of January 2016



# Resource Impact

- Circulation via Overdrive
- Use of TumbleBooks
- Especially popular online resources include:
  - PowerKnowledge
  - Teen Health and Wellness
  - World Book



# Student Impact

“They took turns choosing an animal to investigate. They loved the sounds and watching the videos! A volunteer said, ‘you would think they are at a real zoo from all the screams and excitement.’

Thank you for this awesome opportunity!”



# Student Impact

"This is so cool! Can anyone do this? Wait till I tell my friends!"



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# Any Questions?

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