

LibraryLinkNJ Mobile Pilot Project - FY2012 New Jersey Libraries-On-The-Go

Goal

To ensure that member libraries have a mobile presence useful to, and used by, their customers.

Objectives

- To provide a selection of mobile options for multi-type libraries;
- To assist libraries in deciding which option best suits their mobile strategy goals and needs;
- To facilitate implementing mobile services across the state quickly; and,
- To subsidize selected libraries' implementation, marketing and/or evaluation costs.

Project Description

All information and supporting documents for this project can be found at:

<http://librarylinknj.org/content/librarylinknj-mobile-pilot-project-fy2012>

Submit any questions by email to Sophie Brookover, sbrookover@librarylinknj.org.

Since we anticipate many similar and repeat questions, we will address them in a regularly updated FAQ page on the project website.

LibraryLinkNJ will enable selected libraries to provide mobile services through a mobile native app and/or mobile website.

Developing a native app and/or website requires funds, staff time and technical expertise. We are providing a menu of choices from which member libraries can select the mobile strategy that best fits their needs and circumstances.

In order to assist our members with implementing a mobile presence, LibraryLinkNJ will:

- Subsidize a portion of initial costs involved in the set-up and launch of a mobile native app and/or website
- Provide a menu and explanation of service solutions
- Select vendors and negotiate discounted pricing
- Provide product overviews of features and pricing
- Subsidize a portion of the costs for libraries that have already implemented a mobile strategy in the areas of project expansion, promotion and evaluation

- Create and moderate a Forum on the LibraryLinkNJ website for discussion and sharing
- Provide continuing education opportunities for in-house creation and management of mobile services

There will be three program stages:

1. Vendor-Created Library Native Apps and/or Mobile Websites Subsidy - (launch early December 2011)

Stage One benefits public, school, academic libraries and interested library-related agencies positioned to provide mobile services through native apps and/or mobile websites.

Members may choose to create:

- native apps
- mobile websites
- or both

Native Apps

Native apps are installed on the device itself. They can be pre-installed (contacts list, iTunes, etc.), or be purchased from an app store.

- **Functionality:** Native apps can provide more functionality than mobile websites, and they can also work with other native apps. Apps are downloaded from a provider before users can access content.
- **Usability:** The user interface of a native app offers close to full control and performs better than mobile websites.
- **Flexibility:** Can use an embedded browser, which allows users to stay within the app instead of being pushed out to a browser for things like placing holds or registering for programs.
- **Reach:** Native apps are available only for specific operating systems (iOS for iPhone & iPad, Android, RIM, etc.)
- **Cost:** Native apps are more expensive to develop and maintain than mobile websites, whether they are developed by an organization or by a commercial vendor (who charges annual subscription rates for maintenance).
- **Maintenance:** Users download any updates. Multiple codebases are needed to support different operating systems (iOS for iPhone & iPad, Android, RIM, etc.)

Mobile Websites

Websites designed to be used easily on mobile devices including feature phones, smartphones & tablets.

- **Functionality:** Mobile websites can be accessed by anyone who uses an Internet-enabled device and will even run on a desktop computer's browser. The anticipated release of HTML5 in the near future is expected to include many new features that will make it possible to create web based applications for mobile websites that will behave like native apps.
- **Usability:** Websites are familiar to users. Mobile websites can be found by searching, hyperlinking, advertising, etc. User interface is limited to the device/browser capabilities and the experience will vary.
- **Flexibility:** Works on any mobile device with a web browser.
- **Reach:** Mobile websites are always available.
- **Cost:** A mobile website can offer much of the same functionality as a native app at a lower development cost..
- **Maintenance:** If an organization has a good method for adapting current web content for mobile devices and browsers, it only needs to develop and maintain one codebase for their mobile website. This will work across all mobile devices and smartphones. Users always see the latest version.

2. Library-Generated Mobile Websites - (launch early winter 2012)

Stage Two benefits libraries that prefer to develop and maintain their mobile website in-house, at no additional future maintenance cost other than staff time.

This will be part of the Continuing Education Program as a series of training opportunities. Further information will be developed for this part of the project by early 2012.

3. Library-Created Drupal-Based Websites - (launch early spring 2012)

Stage Three benefits libraries who wish to transform their website using Drupal.

Drupal is a powerful open source content management platform and its user community is growing by leaps and bounds. Drupal works well as a back-end content management system for mobile websites, so a Drupal option is incorporated into this project.

This will be part of the Continuing Education Program as a series of in-person meetings and training events for libraries. The training level for the project will be a combination of content for beginner and intermediate-level learners. Towards the end of the training series, we will include some advanced-level training and will open it up to the general membership, so that libraries that already have a Drupal-based site and want to polish it up with more advanced

settings may do so. Further information will be developed for this part of the project by early spring 2012.

Timeline

What have we done so far?

- Developed the concept and designed the project
- Researched mobile options and vendors
- Proposed project to Executive Board and received approval on November 14, 2011
- Selected 3 vendors and negotiated discounts with them
- Developed documentation for the project - Go to:
<http://librarylinknj.org/content/librarylinknj-mobile-pilot-project-fy2012>

Project Launch:	Week of December 5, 2011
Application Deadline:	February 29, 2012 - 4:00 pm
Evaluation Start Date:	March 1, 2012
Notification Date:	March 12, 2012, or earlier
Implementation Deadline:	June 30, 2012
Participant Project Report Date:	August 15, 2012

Funding

Stage One Program - Vendor-Created Library Native Apps and/or Mobile Websites:

- \$225,000 - The entire funding allocation may not be used in FY12 because we do not know how many members are positioned to take advantage of the offer this fiscal year. However, we are prepared to support some who are ready now.

Stage Two and Stage Three Programs:

- Continuing Education Budget Line

Eligibility, Application and Award Process for Stage One

Eligibility:

- Member public, school, academic libraries and library-related agencies that are in good standing are eligible to apply for the ***Vendor-Created Library Native Apps and/or Mobile Websites*** subsidy.
- Libraries that have ***already implemented a mobile strategy*** are eligible to apply for funds in the areas of project expansion, promotion and evaluation.
- Participating libraries need to have the staff time, resources and funds to maintain their mobile services in the future.

Application Process:

- For libraries that have not yet implemented a mobile app or mobile website service, get a formal price quote from one of the project vendors (see Vendor Information below), and download *Application Form A*.
- For libraries that have already implemented a mobile app or mobile website project, download *Application Form B*.
- Submit the application form by email to the Executive Director. The submission deadline is Wednesday, February 29, 2012 at 4:00 PM
- Administrative staff will review each application for required elements and will file eligible applications by county. Incomplete applications will be deemed ineligible.
- Applications accumulate until the start date for evaluation.
- Reviewed by Evaluation Task Force (Executive Director, with review and input from the Assistant Director, a Tech Group member and a Web Advisory Task Force member).
- Libraries that apply agree to submit a final fiscal and project report to LibraryLinkNJ no later than August 15, 2012.
- Participating libraries agree that LibraryLinkNJ can share their report data with the membership.
- See timeline below for application process dates.

Award Criteria:

The criteria for receiving a contract award include:

Type and Geography

- The project goal is to have at least one public library or school library or academic library or library-related agency in each of the 21 counties in New Jersey.
- Depending on the geographic, multi-type response and funding reach, additional applications will be funded.

Fulfillment of All Application Components

Application A - Library has NO mobile app or mobile website service.

Each of the following categories will be ranked in the range from 1 to 10, where the project application requirements are: not met (0), partially met (1-6), fully met (7) and exceeded (8-10).

1. Application Certification
2. Project Description including goal(s) and objective(s)
3. Description of Vendor and Product choice in relation to project goal
4. Project Budget
5. Description of Staff Commitment
6. Overview of Implementation Timeline
7. Description of Marketing Strategy and Public Relations Plan

8. Description of Evaluation Plan
9. Description of Sustainability Plan

Application B – Library has already implemented a mobile service

Each of the following categories will be ranked in the range from 1 to 10, where the project application requirements are: not met (0), partially met (1-6), fully met (7) and exceeded (8-10).

1. Application Certification
2. Project Description including goal(s) and objective(s)
3. Description of Vendor and Product choice in relation to project goal
4. Project Budget
5. Description of Staff Commitment
6. Overview of Implementation Timeline
7. Description of Expansion Plan, if applicable.
8. Description of Marketing Strategy and Public Relations Plan, if applicable
9. Description of Evaluation Plan, if applicable

Subsidy Level:

- **Libraries that have not yet implemented a mobile app or website service** - \$400 to \$10,000 per library, library system, or library-related agency based on population served or FTE. See *Subsidy Chart* on project website.
- **Libraries that have already implemented a mobile app or website project** - \$400 - \$5,000. See *Subsidy Chart* on project website.
- Any library awarded a subsidy that anticipates difficulty completing the project and expending the funds by June 30, 2012, must notify LibraryLinkNJ by April 15, 2012.

Vendor Information

LibraryLinkNJ has selected and negotiated discounts with three vendors for this project: Applicants for the subsidy will select a mobile solution from one of these three vendors.

1. Boopsie
2. LibraryAnywhere
3. NOW

Vendor Chart with Features: To help you with your vendor selection, we have provided a chart with the product features of all three vendors. Go to <http://librarylinknj.org/content/librarylinknj-mobile-pilot-project-fy2012>

Vendor Pages: Each of the vendors has also provided additional information on their product(s). These present the vendors' products, services, options, pricing and contact information. These can be found listed on the project website.

Pricing: Contact information for each vendor is listed in the *Vendor Chart with Features*. Depending on the vendor, pricing is displayed or you are directed to contact them for a formal quote.

Vendor Discounts:

If your library is not selected for a subsidy award, you are still eligible for a LibraryLinkNJ negotiated vendor discount.

Discount offers expire:

- Boopsie – March 31, 2012
- LibraryAnywhere – July 31, 2012
- NOW – July 31, 2012

Documents – all available at <http://librarylinknj.org/content/librarylinknj-mobile-pilot-project-fy2012>

- *Mobile Pilot Project Description and Details*
- *Mobile Project Application and Instructions Form A – For libraries that have not yet implemented a mobile app or mobile website service*
- *Mobile Project Application and Instructions Form B – For Libraries that have already implemented a mobile app or Mobile website project*
- *Vendor Chart with Features*
- *Vendor Pages for Boopsie, LibraryAnywhere and NOW*
- *Subsidy Chart*
- *LibraryLinkNJ, The New Jersey Regional Library Cooperative, Strategic Plan FT2012-FY2014*
- *Selected Current Library Apps and Mobile Websites in New Jersey*
- *Membership Meeting 12/8/11 - Mobile Strategies in Libraries: New Jersey Libraries On-The-Go! - Program PowerPoint*

SELECTED RESEARCH

- The Mobile Difference, 2009: <http://www.pewinternet.org/Reports/2009/5-The-Mobile-Difference--Typology.aspx>, Pew Internet & American Life Project

“Some 39% of Americans have positive and improving attitudes about their mobile communication devices, which in turn draws them further into engagement with digital resources – on both wireless and wireline platforms.”
- ECAR Study of Undergraduate Students and Information Technology, 2009: <http://www.educause.edu/Resources/TheECARStudyofUndergraduateStu/187215>, EDUCAUSE Center for Applied Research

“More than half of respondents (51.2%) owned an Internet-capable handheld device and another 12% planned to purchase one in the next 12 months.” ([*The ECAR Study of Undergraduate Students and Information Technology, 2009*](#))

FEATURES OF MOBILE LIBRARY WEBSITES

A review of library mobile sites shows that they may include the following features:

- Mobile library catalog plus loan-related services
- Information about opening hours
- Directions to the library
- Information on how to contact the library via multiple channels (chat/SMS/phone/e-mail)
- Links to mobile-enabled databases
- Links to mobile-enabled social network accounts, such as Twitter, Flickr, YouTube, and Facebook
- Floor maps
- Information on availability of computers and group discussion rooms
- News about library events
- Content for download on podcasts, videos

(Based on content from:

<http://musingsaboutlibrarianship.blogspot.com/2010/04/comparison-of-40-mobile-library-sites.html> , repackaged in the ALA OITP report noted above)

FEATURES OF NATIVE APPS

Native apps developed for libraries offer nearly all of the features listed above.

GLOSSARY OF TERMS

Mobile Space: personal electronic devices connected to the Internet, including smartphones, superphones, and tablets.

Mobile App: an application optimized for use on mobile devices such as smartphones & tablets.

There are two types of mobile app: native apps & web apps.

- Native apps are installed on the device itself. They can be pre-installed (phone book, iTunes, etc.), or be purchased from an app store.
- Web apps reside on servers and are accessed via the Internet. The software is written as Web pages in HTML and CSS, with the interactive parts in Java. This means that the same application can be used by most devices that can surf the Web. (Adapted from: <http://mobithinking.com/blog/what-is-a-web-app>)

Mobile Website: a website designed to be used easily on mobile devices including feature phones, smartphones & tablets

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