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LibraryLinkNJ Mobile Project 2013-2014 **New Jersey Libraries-On-The-Go**

Project Launch:	June 3, 2013
Application Deadline:	October 7, 2013, 4:00pm
Evaluation Start Date:	October 9, 2013
Contract Award Notification Date:	October 25, 2013
Implementation Deadline:	April 8, 2014
Participant Project Report Date:	July 31, 2014

Goal

To expand and enhance the number of member libraries that have a mobile presence useful to, and used by, their customers.

Objectives

- To provide and expand the 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 in a timely fashion; and,
- To subsidize selected libraries' implementation, marketing and/or evaluation costs.

Introduction with Results of LibraryLinkNJ's Mobile Project of FY2012

The first iteration of LibraryLinkNJ's Mobile Pilot Project: *NJ Libraries On-The-Go* was a success, with 19 library systems and 3 consortia participating statewide. This project took 129 libraries mobile in six months. The positive outcome resulted in the LibraryLinkNJ Executive Board's voting to fund a second round of subsidies at \$100,000 for more member libraries interested in developing apps and mobile websites to improve user engagement.

Member libraries and consortia serving the public, schools, college or university campuses and hospital/medical institutions are eligible to apply for subsidies under the 2013-2014 Project. Below is a chart of the three vendors LibraryLinkNJ worked with last year (we've since added a fourth vendor, Guide By Cell).

For contact information and details about member libraries' processes and development of their apps and mobile websites go to [Mobile Pilot Project 2012: Final Reports](#)

FY2012 Mobile Vendors	Libraries and Consortia
Boopsie	Ramapo College William Paterson University LMxAC Atlantic County Library System Berkeley Heights Public Library Bernardsville Public Library Burlington County Library System Cape May County Library System East Orange Public Library Haddon Heights Public Library Highland Park Public Library Middletown Township Public Library Scotch Plains Public Library Vineland Public Library
LibraryAnywhere	Drew University Library New Jersey Institute of Technology Library LOGIN Consortium East Brunswick Public Library Maplewood Public Library Mount Laurel Library
NOW In The Library *	BELS Consortium Washington Township Public Library

* In 2014, INFOR [NOW In The Library] discontinued its mobile service for libraries.
LibraryLinkNJ is helping libraries in this project that chose this vendor migrate to other vendors.

The LibraryLinkNJ Executive Board approved \$100,000 to fund a second offering for the New Jersey Libraries On-The-Go program. Members who were not ready to apply in FY12 will benefit from the results of the first cohort of participating libraries. The FY2012 final reports abstracts and some full reports are available to help potential applicants consider an approach and reach out to project directors for guidance.

This phase of the project will include the original two-pronged approach but note the Executive Board determined that libraries that received contract awards in the first round of funding are not eligible to apply for the second. We are retaining the current project vendors, have added one more and also expanded applicants' options to use local ILS vendors that offer mobile choices.

Project Rationale

The data referenced below come from the Pew Internet & American Life Project's recent report, Cell Internet Use 2012: <http://pewinternet.org/Reports/2012/Cell-Internet-Use-2012/Key-Findings.aspx>

- **Increased mobile internet usage:** As of April 2012, 88% of U.S. adults own a cell phone of some kind and more than half of these cell owners (55%) use their phone to go online.
- **Mobile is winning:** 31% of current cell internet users say that they mostly go online using their cell phone, and not using some other device such as a desktop or laptop computer. *That works out to 17% of all adult cell owners who are “cell-mostly internet users”—that is, who use their phone for most of their online browsing*

- **Cell phones are convenient, always available** – 64% of cell-mostly internet cited convenience as the main reason why they do most of their online browsing on their cell phone.

Mobile meets the needs of our diverse communities:

- **People want to use apps to access the library:** 35% of Americans ages 16 and older would “very likely” use apps-based access to library materials and programs, and another 28% say they would be “somewhat likely” to do so. (Via Library Services in the Digital Age: <http://libraries.pewinternet.org/2013/01/22/library-services/>)
- **Nearly half of all 18-29 year olds** (45%) who use the internet on their cell phones do most of their online browsing on their mobile device.
- **Half (51%) of African-American cell internet users** do most of their online browsing on their phone, double the proportion for whites (24%). Two in five Latino cell internet users (42%) also fall into the “cell-mostly” category.
- **According to a more recent Pew study (<http://pewinternet.org/Reports/2013/Teens-and-Tech.aspx>), the adults of tomorrow are living mobile:**
 - 78% of teens now have a cell phone, and almost half (47%) of them own smartphones.
 - 23% of teens have a tablet computer, a level comparable to the general adult population.
 - 95% of teens use the internet.

Developing a mobile website or a native mobile app for your library can help you better meet your customers' developing use of technology.

The vast majority of your community members not only use, but **depend on**, mobile access to the internet, to conduct their daily lives. Those who don't do so already will soon, and LibraryLinkNJ is committed to helping you meet people where they are.

Project Description

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

<http://librarylinknj.org/project/mobile2013>

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 to implement 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
- Maintain and moderate the Forum on the LibraryLinkNJ website for discussion and sharing

Vendor-Created Library Native Apps and/or Mobile Websites Subsidy

Benefits public, school, academic libraries, hospital/medical institutions 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

A native app is installed on a device itself. Native apps 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.

Timeline

What have we done so far?

- Delayed project launch to acknowledge recovery time needed after Hurricane Sandy
- Documented results and offered contact information for the first Mobile Project <http://librarylinknj.org/projects/mobile-project-reports-fy2012>
- Communicated and negotiated with the three vendors of the first project
- Expanded vendor options for applicants

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Funding

Vendor-Created Library Native Apps and/or Mobile Websites: \$100,000

Eligibility, Application and Award Process for Stage One

Eligibility:

- Member public, school, academic, hospital/medical libraries and library-related agencies that are in good standing and have not yet implemented a mobile strategy are eligible to apply for the ***Vendor-Created Library Native Apps and/or Mobile Websites*** subsidy. (*Application-A*)
- Libraries that have already implemented a mobile strategy and *did not receive funding in the first round of the Mobile Project* are eligible to apply for funds in the areas of project expansion, promotion and evaluation. (*Application-B*)
- Libraries that received contract awards in the first round of Mobile Project funding *are not eligible to apply for the second.*
- Applicants must have the staff time, resources and funds to maintain their mobile services in the future.

Application Process:

- **Libraries that have not yet implemented a mobile app or mobile website service must obtain a formal price quote from one of the project vendors** (see Vendor Information below), and download *Application-A*.
- **Libraries that have already implemented a mobile app or mobile website project**, download *Application-B*.
- Submit the application form *by email* (required) to the Executive Director. The submission deadline is October 7, 2013 at 4:00pm.
- Administrative staff will review each application for required elements. Incomplete applications will be deemed ineligible.
- Applications accumulate until the start date for evaluation.
- An Evaluation Task Force (Executive Director, Assistant Director, Board Liaison, a Tech Group and/or Web Advisory Task Force member and library community volunteer) will evaluate all eligible applications.
- Libraries that apply agree to submit final fiscal and project reports to LibraryLinkNJ no later than July 31, 2014.
- Participating libraries agree that LibraryLinkNJ can share their report data with the membership.
- The Project Timeline details all the application process dates.

Award Criteria:

The criteria for receiving a contract award include:

1. Type and Geography

- The project goal is to expand and enhance the number of multi-type libraries with a mobile presence throughout New Jersey across our 21 counties.
- Depending on the geographic, multi-type response and funding reach, additional applications will be funded.

2. 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).

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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.

Vendor Information

LibraryLinkNJ has selected a variety of options for this project.

ILS Vendors

Applicants may query their local ILS vendor about mobile products available through their local contract. LibraryLinkNJ contacted a few ILS vendors -- TLC, Polaris, SirsiDynix, and Innovative Interface -- to discuss the pricing models for mobile licenses for their library customers. Each vendor's structure differs greatly. Consideration of this approach is solely an ILS customer's choice. Members may apply for a generic subsidy application for use of an ILS vendor. See the subsidy chart in the packet. It is the same subsidy level as for the vendors listed below.

Or, applicants for the subsidy may select a mobile solution from one of these vendors.

1. **Boopsie**
2. **Guide By Cell**
3. **LibraryAnywhere**
4. **NOW**

Vendor Chart with Features: To help you with your vendor selection, we have provided a chart with the product features of four vendors. Go to <http://librarylinknj.org/project/mobile2013>. Applicants are encouraged to review the vendor's website for additional information, contact the vendor rep and also reach out to a project manager from the FY2012 Mobile Project for their experience with their vendor.

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 should contact the vendor of your choice immediately to discuss a potential vendor discount. Some vendors will hold discounted pricing for a limited amount of time.

Documents – all available at <http://librarylinknj.org/project/mobile2013>

- Mobile Project Description and Details
- Mobile Project Application-A and Instructions – For libraries that have not yet implemented a mobile app or mobile website service
- Mobile Project Application-B and Instructions – For Libraries that have already implemented a mobile app or Mobile website project
- Vendor Chart with Features

- Subsidy Chart
-

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.

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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