



**Fiscal Report for LibraryLinkNJ Mobile Project
New Jersey Libraries-On-The-Go**

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by

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PROJECT DESCRIPTION

Objectives

The Burlington County Library System set out to provide an alternative means of accessing library information and services to our smartphone and tablet-using customers. Of the five options in our original proposal we were initially able to meet four of them. We will be providing a feed of newly added books and movies in the next release of our app.

- Access to library catalog
- Access to ebook collection
- Information about library hours, contacts, holidays.
- Calendar of events
- Recommended books and movies (to be implemented in next release)

We were also able to provide access to our database providers. This involved our app connecting to database vendor apps which turned out to an area that needs some improvement. Logging in and authentication are issues that database vendors need to work on. We are considering removing these connectors in a future release of the app.

VENDOR AND PRODUCT OF CHOICE

Our chosen vendor was Boopsie, Inc. Our relationship with them was very positive. The Boopsie Project Manager guided us through the steps involved in setting up the app. This required but was not limited to:

- making adjustments to our catalog settings
- providing library location information
- creating graphics as per very specific guidelines offered by the platforms.

Boopsie also created a Google Doc account which allowed us to access up-to-the minute changes in guidelines and specifications.

EXPENDITURES

Annual subscription fee	\$9,995.00
One-time implementation fee	\$1,395.00
Total vendor quote	\$11,390.00
LibraryLinkNJ Contract Award	\$10,000.00
Cost to BCLS	\$1,390.00

STAFF COMMITMENT

BCLS initially assigned 4 full time staff members to this project. However, we have not had very many interventions since the app launched and found that one person was sufficient to manage the day-to-day functions. Some routine monitoring this staff is responsible for includes:

- Publicity
- Monitoring usage
- Evaluating content and features

IMPLEMENTATION TIMELINE

We met all our goals and accomplished each step on our original implementation timeline, as follows:

- JANUARY: Research vendors, gather quotes, calculate budget.
- EARLY FEBRUARY: Prepare application. Choose vendor.
- LATE-FEBRUARY: Review and submit grant application.
- MARCH - APRIL: Vendor develops app, trains staff. Register/authenticate app with Apple's App Store. Plan in-house marketing/PR.
- MAY: Launch app to customers. Launch marketing/PR campaign. Continue staff training and awareness at all library branches.
- JUNE: Continue advertising mobile app to patrons.
- AUGUST: Submit participant project report.

MARKETING AND PUBLIC RELATIONS PLAN

The bulk of our advertising has been online marketing on our site and social media. A banner advertisement (see appendix for samples) on our site has been the most effective. Statistics were marked during these periods. We have also promoted the app on our Facebook and Twitter pages.

Our local NPR affiliate, WHYY (Philadelphia) featured a lengthy article about new initiatives at our library on their Newsworks site. Our new app was one of the initiatives mentioned in the following article.
<http://www.newsworks.org/index.php/new-jersey-more/item/42195>

EVALUATION PLAN

We are pleased with our customer response to our app. We would like to monitor it more closely to ensure that is being used as designed. Boopsie provided the following year-to-date (8/13/2012) usage statistics:

2012 Users By Device		
device	Users	
iPhone	266	26.42%
browser	266	26.42%
iPad	229	22.74%
Android	171	16.98%
iPod	67	6.65%
BlackBerry	8	0.79%
total users	1,007	100.00%

2012 Queries By Device		
device	Queries	
iPhone	29,273	32.49%
iPad	28,906	32.08%
Android	16,715	18.55%
iPod	13,162	14.61%
browser	1,641	1.82%
BlackBerry	397	0.44%
total queries	90,094	100.00%

2012 By Channel		
Channel	Users	Queries
BCLS Library Menu	1,005	8,711
BCLS Library Catalog Menu	570	4,884
BCLS Library E-Media Menu	435	2,776
bcls_holdings	429	35,878
my account bcls summary	416	5,223
my account bcls request	231	2,273
my account bcls_od checkout (Overdrive)	192	841
my account bcls items	187	1,712
BCLS Library Locator	186	1,446
bcls_booklook	177	774
rss/engagedpatrons.org (Calendar)	171	986
my account bcls held	160	1,092
BCLS Databases Menu	160	238
BCLS Social Media Menu	119	175
phone call	10	15
http://m.facebook.com/burlingtoncountylibrary	10	14

SUSTAINABILITY PLAN

Budget

BCLS has committed to supporting the 3 year contract proposed by Boopsie as part of their quote.

We see the importance of this library access point to our customers and will include the projected cost in our budget for these 3 years.

We will make every attempt to expand and fund new features or functions concurrent with changes in technology or patterns of usage by our customers.

APPENDIX A: PROMOTIONS

The following are examples of banner ads used on the library homepage to promote this new service.

New site (launched June, 2012)



Old site





Facebook Posts: We posted information about our app before and after launch on our Facebook page.

Before launch we wanted to generate interest and see how our customers would respond:

Burlington County Library System
March 23

BCLS is working on an app design for mobile phone users. Tell us some "must-have" features we should integrate in....How would you use this app?

Like · Comment · Share 1 7

Paula Lynch Manzella likes this.

Michelle Riddick Hammond I would use it to see if the library owns a book I want, and also to put books on hold. I'd also renew books with it.
March 23 at 3:18pm · Like

Tina Finney To view upcoming events and to sign up for them through the app.
March 23 at 4:35pm · Like

Bridget Burgess Sawdy Agreed... Register for events
March 23 at 4:52pm · Like

Marc Shenker I would like to be able to borrow ebooks through it.
March 23 at 6:40pm · Like · 1

Burlington County Library System Thanks!!! All these are being "designed in" including having access to the program calendar. We're looking in to whether you can register for programs through the app.
April 2 at 3:44pm · Like

Kristy Rulli I think a feature something like Amazon's PriceCheck app would be good. It would allow someone to just scan the bar code on a book to find out if it's available at the library.
April 12 at 12:54pm · Like

Burlington County Library System Kristy, you're a mind-reader. We're planning on a "Booklook" feature...Just scan a book barcode in your favorite store and check if the library has it. Then place it on hold.
April 12 at 2:01pm · Like · 1

After launch we posted to advertise the new service point:

Burlington County Library System
May 24

Get our app for your iPhone (App Store) or Android phone (Google Play) now! After you download it, share the news with all your library-loving friends and family.

Like · Comment · Share 9 3 1

9 people like this.

Casi Barbour King Awesome! I'm downloading it now! Thanks!
May 24 at 2:17pm · Like

Nikki Dobrova That's so great! finally! I've been waiting for this app! I just downloaded it! Thanks!
May 24 at 5:08pm · Like

Tammy Rothwell Cool!!! I just downloaded it and will use it, thanks!!!
June 18 at 5:23pm · Like

Write a comment...

282 people saw this post

APPENDIX B: GRAPHICS & DESIGN

The following are graphics for various platforms in line with the required vendor specifications:

ANDROID:



APPLE:



KINDLE:

