LibraryLinkNJ Mobile Pilot Project – FY2012
New Jersey Libraries-On-The-Go
Cheng Library, William Paterson University – Mobile Project Final Report
August 15, 2012

Project Description

The goal of Cheng Library Mobile is to provide a mobile interface to the David and Lorraine Cheng Library of William Paterson University that allows catalog searching, review and renewal of checked-out materials, contact with Library reference staff via web-based chat, and access to Library information and event notifications. We are interested in supporting increased enrollment, student retention and success by providing state-of-the-art mobile access to Library resources via a mobile interface. Pertinent literature, such as the Pew Research Center's reports and articles in most library-focused journals, cite a mobile app or website as a crucial channel for meeting our users evolving needs and expectations.

Goal Statements:

I.   Implement vendor-supplied library mobile applications with WPUNJ-approved branding.
II.   Promote and market our service, **Cheng Library Mobile**, and create access points throughout the WPUNJ information system.
III. Measure and assess the use of **Cheng Library Mobile** and its impact on Library users and the WPUNJ community.
IV.   Report on the project and its impact to LibraryLinkNJ and at VALE and NJLA conferences and to the WPUNJ and Library administration.

We received notification of the LibraryLinkNJ award for our pilot project in March 2012 and began the process of implementation with Boopsie, Inc. Routine processes of configuration took approximately 60 days and at that point our spring semester was at an end. A full rollout of Cheng Mobile with a full WPUNJ student population will occur at the beginning of our fall semester on September 4, 2012. Over the summer we have been putting promotional materials in place and so there is not yet a way to measure the project's impact on our users.

Vendor and Product of Choice

Boopsie, Inc. was selected as the Vendor and Product of choice due to favorable pricing and an impressive set of features and abilities. We selected Boopsie based on their effective presence at the 2011 LITA (Library Information Technology Association) annual forum in St. Louis, MO. Boopsie's mobile application was used in the form of a mobile conference program, which was extremely convenient and effective. Boopsie was also favored for its out-of-the-box compatibility with all web-enabled phones. Cheng Mobile is easily available at the Apple/iOs and Android app store, as well as for Windows Mobile and Blackberry devices.

We have found the Boopsie staff to be very responsive and good to work with. They have an excellent online help system for communication and have resolved any issues within one or two working days. The Boopsie documentation and configuration system deserves special note for its ease of use. Once our account with Boopsie was established a set of documents were shared using Google Docs. Some of these were more-or-less conventional descriptions and tutorials of the usual configuration processes. Particularly interesting were several documents that serve as active configuration files. They appear as standard word processer files, but edits made and saved result in almost immediate updates to the smartphone app.

In the example above, if I change the phone number, email address or other information in the "text" column, the edit will be reflected in the mobile app text (depicted here):

Likewise, changing the icons or logos is simply done by pasting them into the Google document. These examples of ease of maintenance were described by the vendor and influenced our decision to use Boopsie. We are happy to report that our experience using their configuration and documentation interface has been most positive and without incident.

Staff Commitment

   Getting Cheng Mobile running proved to be a straightforward process. As anticipated, Kurt W. Wagner managed and administered the project, working approximately 4 hours per week on configuration. Ray Schwartz, Systems Specialist Librarian, provided an initial bibliographic extract and then created a scripted extract that runs weekly to upload records to the Boopsie interface. Our ongoing commitment will be to keep the Library Hours section up to date and to monitor the scripted upload of bibliographic file, totaling only a few minutes per week.

Implementation Timeline

   The individual tasks on the timeline did not vary too much from the preliminary estimates, however, there were a few unforeseen activities and moderate delays as parties outside the Library became involved.

Task	Initial Timeline	Actual Timeline
6.1 Create and provide test accounts to vendor for configuration	Day 1 - 30 minutes	Occurred on schedule
6.1 MARC extract	Day 1 - 1 hour	Performed a week later than planned.
6.2 Check MARC records in Boopsie, verify basic functionality	Day 2 - 1 hour	Occurred immediately after MARC upload.
6.3 Library information integration	Day 2 – 3-4 hours	Occurred on schedule
6.4 Launch preparations: graphics, application store descriptions, text proofreading	Day 3 – 3 hours	Occurred over May-June period as graphics were developed by WPUNJ Public Relations Office.
6.4 Deployment of marketing/public relations materials	Day 4 – 3 hours	Deployed Library-created promotional materials in July. PR Office materials are still in process.
6.5 Launch of Cheng Library Mobile	Day 4	Soft launch of Cheng Library Mobile occurred July 1, 2012.

Marketing and Public Relations Plan

Marketing of Cheng Mobile has been developing over the summer months with the goal of making the library app part of the incoming student experience in September 2012.

- WPUNJ's Public Relations Office supplied a set of graphics, viewable at https://liberty.wpunj.edu/library/cheng-mobile-graphics/index.html in order to establish a visual identity for the service and to use as a link and identifier in various media.
- The Library's mobile web page www.wpunj.edu/library/mobile.dot serves as the main reference point for Cheng Library Mobile. WPUNJ itself has not deployed an overall mobile strategy at this point, but as this develops the Library will be involved.
- At present a search for "mobile" on the WPUNJ website (www.wpunj.edu) displays the Library's mobile page (with QR code) as the second link.
- Search for "cheng library mobile" in Google results in first hit to iTunes App Store (http://itunes.apple.com/us/app/wpunj-cheng-library-mobile/id532339000?mt=8) and second hit Android App Store (http://www.androidzoom.com/android_applications/books_and_reference/wpunj-cheng-library-mobile_cjtul.html).
- 1 page flyer for Cheng Library Mobile is displayed in the Library and at new student orientations (https://liberty.wpunj.edu/library/cheng-mobile/mobile-flyer.pdf).
- Brief article for WP Magazine's (http://www.wpunj.edu/news/wpmagazine/) fall issue is being prepared. A draft can be found as the Appendix to this document.
- A Public Service Announcement with information about Cheng Library Mobile will run in September on WPSC, the University's student-run radio station (http://gobrave.org/)
- Advertisements are being prepared for the two campus newspapers: The Beacon, and The Pioneer times.
- Promotional graphic is running on LVIS (Library Video Information System), comprised of 3 42" monitors in the Library.

The graphic will be submitted to run on other displays on campus in September.

- Presentation as a poster session is planned for January 2013 at the VALE User Conference and later in 2013 at the NJLA conference.

Financials

We received $2,297.00 from LibraryLinkNJ. The Cheng Library provided $2,448.00 and we obtained the Boopsie Library Optimum Package 1-year annual subscription. The Cheng Library budget will provide ongoing funding for the continuation of Boopsie for the year following this pilot. Details of the disbursement of the LibraryLinkNJ funds and the Cheng Library contribution can be seen in Appendix 3, pp. 9-10.

Evaluation Plan

Boopsie, Inc. supplies monthly usage statistics, which can be seen in Appendix 2. In November we plan to deploy a brief 4-5 question survey (from Cheng Mobile, the Library web page, and in print) to gather feedback about the use of and reactions to the app. Information obtained from several months of statistics plus the survey results will form the basis of a report to the Dean of Library Services, Anne C. Ciliberti which will discuss the early outcomes of the pilot project. Regular reports, based on the monthly statistics, will be reported at Library Council.In August 2013 a full assessment of the project and its impact will be included in the Library Information Systems annual report. A mobile presence is part of both the University's and Library's strategic plans and our evaluation will be used to improve the app itself and how it is promoted and used at William Paterson University.

In sum, we have not yet assessed nor evaluated the efficacy of our mobile project and we await the return of students through the academic year for this part of the project to commence.

Sustainability Plan

Boopsie's elegant design and ease of maintenance were important factors in deciding on this platform for Cheng Mobile. The physical upkeep of the app does not present a problem. Library Information Systems requested an increase in funding for fiscal year 2013 to cover the cost of a continuation of the use of the platform for the upcoming year, and this has been approved and added to our budget.

Discussion

This project has proceeded relatively smoothly and without anything I would report as significant problems. Our strategic goal is to project the Cheng Library's services and information into the most common and easily accessed venue of our user, namely, the smartphone. In this we have already been completely successful. Our implementation this summer has moved the Cheng Library farther ahead of any other unit on campus in providing mobile access to our resources and has cast us as a leader in these efforts. We are most grateful

to LibraryLinkNJ and its staff for making this opportunity available to us and spurring this project along for the benefit of our users.

Kurt W. Wagner, Assistant Director Library Information Systems - Project Director
David and Lorraine Cheng Library, William Paterson University
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Appendix 1 - Cheng Library Launches Mobile App (Press Release)

(William Paterson University, Wayne, NJ).University library users who want to find or renew a book, check on library hours, or chat with a reference librarian now have information at their fingertips thanks to the newly launched Cheng Library mobile app.

Available for iPhone and Android devices, the free app allows users connected to any Internet-capable phone to instantly tap into library resources. "Everyone lives on their mobile phones these days, so it's important for the library to be easily accessible whenever and wherever people need access to our staff and rich resources," says Anne Ciliberti, Dean of Library services. "Our mobile app puts library information just one click away with much faster access than going through a browser."

The app offers library catalog search, review and renewal of checked-out materials, the ability to contact reference staff via Web-based chat, and access to library information and event notifications.   Users can also scan the ISBN barcode on any book and find out instantly if that book is in the Cheng Library collection.

Partial funding for development of the mobile app was provided by the Mobile Pilot Project of LibraryLink NJ-The New Jersey Library Cooperative, a multi-type library cooperative that is funded by the New Jersey State Library. The app was developed by Boopsie, Inc., a developer of mobile apps for public and academic libraries.

To access the Cheng Library's mobile app, visit www.wpunj.edu/library/mobile.dot.

Appendix 2 – Usage Statistics Sample

Jul. 2012 Users By Device		
device	**users**	
iPhone	43	55.84%
Android	16	20.78%
iPad	8	10.39%
iPod	5	6.49%
browser	4	5.19%
	1	1.30%
total users	77	100.00%

Jul. 2012 Queries By Device		
device	**queries**	
iPhone	787	56.01%
iPad	312	22.21%
Android	134	9.54%
iPod	106	7.54%
browser	56	3.99%
	10	0.71%
total queries	1,405	100.00%

Jul. 2012 By Channel		
Channel	**Users**	**Queries**
Main Menu	76	246
cheng_holdings	40	1,077
my account cheng summary	20	30
Library Locator	14	17
rss/chengextra.blogspot.com_feeds_posts_default	9	13
cheng_booklook	8	11
Ask Us	6	7
http://m.facebook.com/ChengLibrary	2	2
http://ezproxy.wpunj.edu:2048/login	1	1
my account cheng logout	1	1

Appendix 3 – Financials

From WPUNJ's Banner enterprise financial system -

Purchase Order Header

Purchase Order	Change#	Order Date	Trans Date	Delivery Date	Print Date	Total
P1205979		May 10, 2012	May 10, 2012	May 11, 2012	May 12, 2012	4,745.00

Original : $4,745.00 Encumbered : $.00 Liquidated : -$4,745.00 **Balance : $.00**

Origin:	BANNER		Class:	Confirming Order
Complete:	Y	Approved:	Y	Type:	Regular
Cancel Reason:			Date:	
Requestor:	Pamela Vovchuk	272100	Library	
Phone Number:	973-720-2113			
E-mail:	vovchukP@wpunj.edu			
Accounting:	Document Level			

Ship to:	William Paterson University
	300 Pompton Road
	Cheng Library
	Wayne, NJ 07470
Attention:	Pamela Vovchuk
Contact:	
Phone Number:	

Vendor:	855602186	Boopsie Inc
	c/o Greg Carpenter CEO	
	464 Linden St	
	Laguna Beach, CA 92651 UNITED STATES	
Phone Number:	949-310--2765	
Fax Number:	949-715--2442	
Currency:		

Document Text	CONFIRMING ORDER - DO NOT SEND PO
	For the development of a mobile app

(continued, next page)

Appendix 3 – Financials (cont.)

Purchase Order Commodities

Item	Commodity	Description	U/M	Qty	Unit Price	Ext Amount	
				Disc	Addl	Tax	Cost
1		Library Link NJ Mobile Project - see doc text	EA	1	4745	4,745.00	
				0.00	0.00	0.00	4,745.00
Total:							4,745.00

Purchase Order Accounting

Seq#	COA	FY	Index	Fund	Orgn	Acct	Prog	Actv	Locn	Proj	NSFSusp	NSFOvr	Susp	Amount
1	U	12		100000	272300	73600	20				N		N	2,448.00
2	U	12		343012	272100	G3600	20				N		N	2,297.00
								Funds from LibraryLinkNJ						
Total of displayed sequences:														4,745.00

Related Documents

Transaction Date	Document Type	Document Code	Status Indicator
May 29, 2012	Invoice	I1220723	Paid
May 31, 2012	Check Disbursement	22056538	
May 07, 2012	Requisition	R1206518	Approved

RELEASE: 8.2