LibraryLinkNJ - The New Jersey Library Cooperative Presents:

Mobile Strategies in Libraries: New Jersey Libraries On-The-Go!

Fall Membership Meeting
Thursday, December 8, 2011
2:30-4:00 PM

Kathy Schalk-Greene, President
Cheryl O’Connor, Executive Director
302.9 million Americans (84% of the total US population) are mobile subscribers.

(Source: Lee Rainie, Pew Internet & American Life Project: http://tinyurl.com/3u85re8)
Overview

- Using mobile technologies to help your library users
- Using mobile technologies to evolve and stay relevant
- Creating a mobile strategy
- LibraryLinkNJ assistance to members
Objectives

By participating in this discussion, members will be able to:

• Justify developing and maintaining a mobile strategy
• Consider options in planning a mobile strategy
• Connect to and retrieve decision-making resources
Mobile Technologies: Evolving Services
Transform library services to meet the changing needs of customers’ use of new technology.
Technology Available Now

- Mobile Websites
- Native (Mobile) Apps
- Integrated Library System Applications
Mobile App & Site Features

• Library catalog & loan-related services
• Hours
• Directions
• Contact information - multiple channels (chat/SMS/phone/e-mail)
• Connections to mobile-enabled databases
Mobile App & Site Features

• Connections to social media
• Floor maps
• Availability of computers
• Meeting and group discussion rooms
• Library events
• Downloadable content
More than half of all mobile Internet users go online from their handheld devices on a daily basis.

12 Reasons to Go Mobile

1. Information anytime, anyplace
2. Easy ways to stay in touch and collaborate
3. Everyone is or will be mobile
4. Evolving personalized information
5. Seamless and converging technology
6. Improve library experience
12 Reasons to Go Mobile

7. Multiple access points to resources
8. Respond to 21st century expectations
9. Change & expand existing services
10. Provide on-the-go reference services
11. Deliver mobile access to collections
12. Generate positive impression – cutting edge
Creating a Mobile Strategy
Elements of a Mobile Strategy

- Examine *current* customer expectations
- Create project goal and objectives
- Determine budget
- Determine staff commitment
- Decide on process: in-house or vendor
Elements of a Mobile Strategy

- Create implementation timeline
- Create marketing and public relations
- Produce reports and analysis
- Evaluate impact – get feedback
- Review and plan for future
The Tipping Point

- Comes directly from you
- NJ libraries already developing
- LibraryLinkNJ positioned to help you
LibraryLinkNJ – The New Jersey Library Cooperative

Introducing a New Statewide Initiative
LibraryLinkNJ Mobile Pilot Project
FY2012
New Jersey Libraries-On-The-Go

http://librarylinknj.org/content/librarylinknj-mobile-pilot-project-fy2012
Libraries-on-the-Go Project

The Goal:

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

- To provide a selection of mobile options
- To assist libraries in choosing an option
- To facilitate implementation of mobile services
- To subsidize selected libraries
LibraryLinkNJ will enable selected libraries to provide mobile services through a mobile native app and/or mobile website.
Project Description

LibraryLinkNJ will:

• Provide a subsidy to *selected* member libraries to implement mobile native apps and/or websites
• Provide a menu and explanation of service solutions
Project Description

• Select vendors and negotiate discounted pricing
• Provide product overviews of features and pricing
• Provide continuing education opportunities for in-house creation of mobile services

There will be three program stages…
Stage One

Vendor-Created Library Native Apps and/or Mobile Websites

(launch early December)
Stage Two

Library-Generated Mobile Websites

(launch early winter 2012)
Stage Three

Library-Created Drupal-Based Library Websites

(launch early spring 2012)
Timeline

What have we done so far?

- Developed concept and design
- Researched mobile options and vendors
- Reviewed and approved by Board
- Selected 3 vendors and negotiated discounts
- Developed supporting documents
Timeline

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

Stage Two and Stage Three Programs:

Continuing Education Budget Line
Eligibility

• Public, school, academic and library-related agencies for libraries that **have not implemented a mobile strategy**

• Public, school, academic and library-related agencies for libraries **that have already implemented a mobile strategy**
Eligibility

• Libraries must attest to sustainability of mobile services
Application Process

• Get quote from one of the project vendors (for libraries with no mobile services).
• Mobile Project Application and Instructions Forms – 2 separate forms
• Deadline is Wednesday, February 29, 2012, 4:00 pm
Application Process

- Reviewed by Evaluation Task Force
- Participants agree LibraryLinkNJ can share report data with membership
Award Criteria

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
Subsidy Levels

- Range from $400 to $10,000
- Separate categories by organization type
- Chart available on our website
Vendor Information & Pricing

Discounts negotiated with three vendors:

• Boopsie
• LibraryAnywhere
• NOW

Complete details on products, services, options, pricing and contact information is available on the website - http://librarylinknj.org/content/librarylinknj-mobile-pilot-project-fy2012
Discounts

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

Discount Offer expires:
• Boopsie – March 31, 2012
• LibraryAnywhere – July 31, 2012
• NOW – July 31, 2012
Documents on Website

- Mobile Pilot Project Description and Details
- Mobile Project Application and Instructions Forms
- Vendor Chart with Features
- Vendor Pages
Documents on Website

- LibraryLinkNJ, The New Jersey Regional Library Cooperative, Strategic Plan FY2012-FY2014
- Selected Current Library Apps and Mobile Websites in New Jersey
Questions?
Review

• How to create a mobile strategy
• 12 reasons to go mobile
• New Jersey Libraries-On-The-Go Project
Now, Not Later!

“The largest Smartphone ownership is the 25 to 34 age bracket, but …

Baby Boomers are acquiring them at the quickest pace.

Every age group has double-digit gains in the last year”

(source: Nielsen, as quoted at: http://tinyurl.com/6oet8hu)
LibraryLinkNJ Executive Board

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• Marian Bauman
• Jayne Beline
• Ruth Bogan
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• Janice Cooper
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LibraryLinkNJ Staff

- Cheryl O’Connor, Executive Director
- Joanne Roukens, Assistant Director
- Mi-Sun Lyu, IT/Online Project Manager & Program Coordinator
- Sophie Brookover, Program Coordinator
- Jessica Adler, Assistant to the Executive Director for Discount Services
- Nanette Cox, Business Administrator
- Carol Fishwick, Member Services
- Melissa Mach, Part-Time Clerical
LibraryLinkNJ – The New Jersey Library Cooperative

44 Stelton Rd., Suite 330
Piscataway, NJ 08854
732-752—7720
http://librarylinknj.org

Facebook:
https://www.facebook.com/LibraryLinkNJ
Twitter: @LibraryLinkNJ

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