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.

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.

(Source: Aaron Smith, Mobile Access 2010, Pew Internet & American Life Project Report: http://tinyurl.com/3fpr7em)

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

Project Description

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 <u>at least one public library or school library or academic library or library-related agency in each of the 21 counties in New Jersey</u>.
- 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*

- *Membership Meeting 12/8/11 - Mobile Strategies in Libraries: New Jersey Libraries On-The-Go! - Program PowerPoint*

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.

<u>Every</u> age group has double-digit gains in the last year"

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

LibraryLinkNJ
Website Advisory Task Force

- Doug Baldwin
  Cranbury Public Library

- Ann Hoang
  NJIT & VALE

- Jerry Holtz
  Woodbridge Public Library

- James Keehbler
  Piscataway Public Library

- Pat Massey
  NJASL & South Plainfield HS Library

- Allen McGinley
  Piscataway Public Library

- Julie Walsh
  Westfield HS Library

- Maureen Wynkoop
  Camden County Library System

- Mi-Sun Lyu
  LibraryLinkNJ

LibraryLinkNJ Executive Board

- **Kathy Schalk-Greene, President**
- Marian Bauman
- Jayne Beline
- Ruth Bogan
- Ingrid Bruck
- Ellen Callanan
- Janice Cooper
- Jane Crocker

- Roberta Bronson Fitzpatrick
- James Keehbler
- Robert J. Lackie
- Mary Lewis
- Carolyn Ryan Reed
- Margaret Shapiro
- Dee Venuto

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

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LibraryLinkNJ and its services are funded by the New Jersey State Library, which is responsible for the coordination, promotion and funding of the New Jersey Library Network.