You've Gone Mobile, Now What?

Webinar for Texas State Library & Archives Commission

Texas State Library and Archives Commission

Amigos Library Services
Resource Sharing Through Technology
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Summary

You have spent time and money in providing your community members with mobile Internet services. You have updated policies, staff member's skills, and most likely, hardware and software to get this done. Now that it is up and running, you can relax. Or . . . maybe not.

As with every other service you provide, you cannot implement and then leave it alone. You must continue to work with it, promoting it, evaluating it, and showing its relevance to your community. This webinar will give you a start in each of these areas:

- How you might promote your mobile service
- How you might evaluate this service
- How you might show the worth of this service

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Summary

1. OVERVIEW
2. PROMOTION
3. EVALUATION
4. SHOWING WORTH

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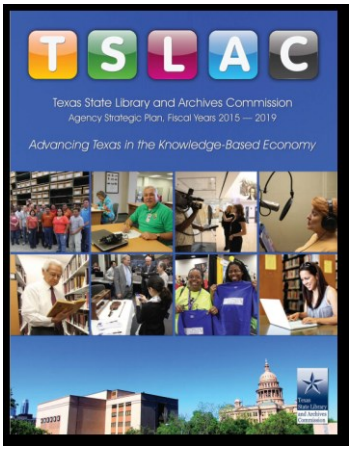
Overview: *TexShare Mobile Solutions*

. . . ensure that TexShare libraries have a mobile presence useful to, and used by, their customers . . .



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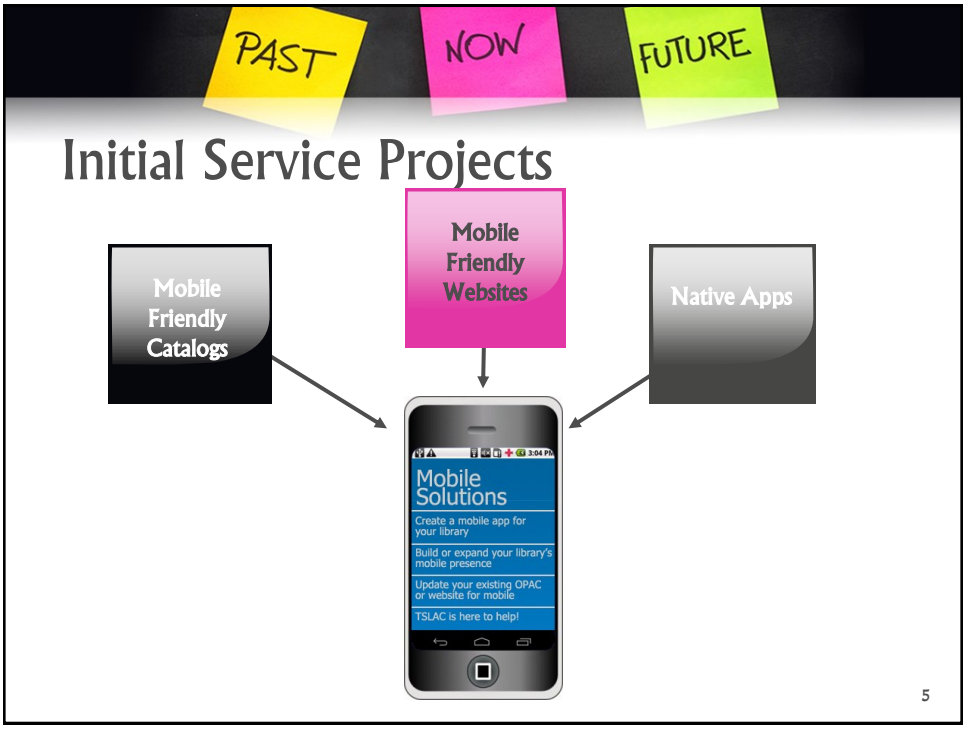
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Initial Service Projects
Mobile Friendly Catalogs
Mobile Friendly Websites
Native Apps
Mobile Solutions
Create a mobile app for your library
Build or expand your library's mobile presence
Update your existing OPAC or website for mobile
TSLAC is here to help!
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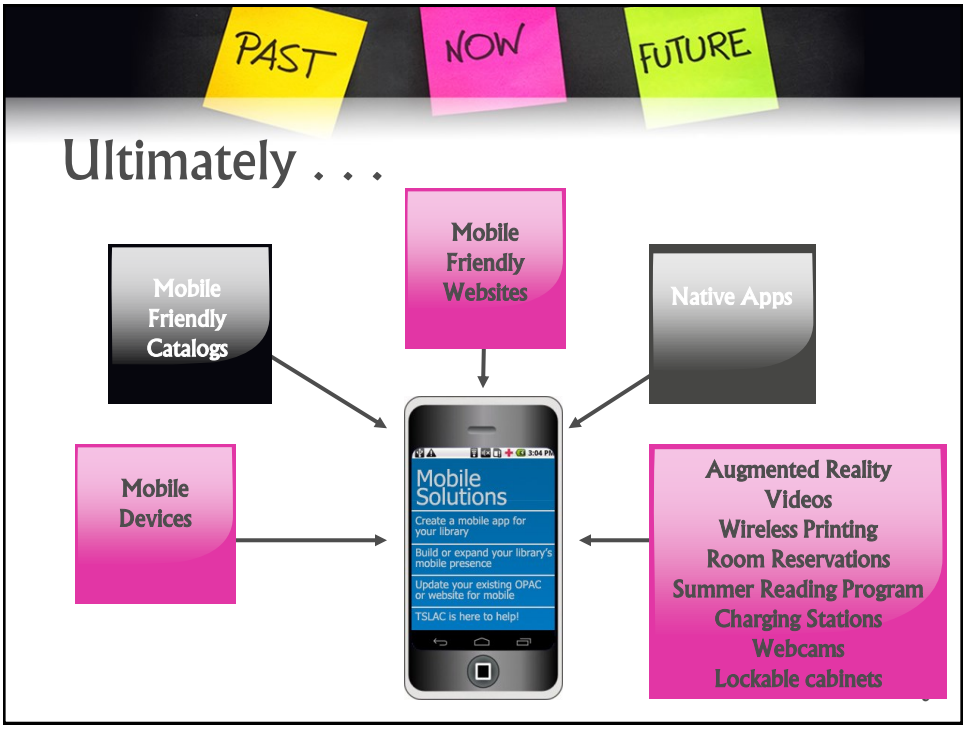
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FUTURE
Ultimately . . .
Mobile Friendly Catalogs
Mobile Friendly Websites
Native Apps
Mobile Devices
Mobile Solutions
Create a mobile app for your library
Build or expand your library's mobile presence
Update your existing OPAC or website for mobile
TSLAC is here to help!
Augmented Reality
Videos
Wireless Printing
Room Reservations
Summer Reading Program
Charging Stations
Webcams
Lockable cabinets

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TSLAC Impact Grants

- Maximum award: $10,000
- Total for FY 2016: $300,000
- Provides seed money to implement best practices or try out an innovative idea
  - Business/Workforce Development and Digital Literacy
  - Family and Early Childhood Literacy
  - E-content Access and Delivery

Erica McCormick

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E-content Access and Delivery

- To enhance patrons' access to electronic information and materials
- Eligible Expenses:
  - Staff or contract personnel
  - Staff training for patron assistance
  - Equipment — computers, tablets, e-readers, and mobile devices
  - E-content — consortium/group given preference
  - Supplies

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E-content Access and Delivery

- Possible programs:
  - Mobile technology
  - Roving reference
  - Electronic petting zoos
  - E-content creation
  - Enhanced children's and youth services
  - E-content circulation (e-books)
  - Digital collection development

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Promotion

If you build it . . .
Will they come?

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Great Services = Word of Mouth

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Keep It Simple

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Promotion

- Keep your audience in mind
- Ask groups to advertise for you
- Register
  - WeFi - http://www.wefi.com/maps/
  - WiFi FreeSpot - http://www.wififreespot.com/
  - WiFi Finder app - http://bit.ly/1whHUak http://bit.ly/1whI3dV

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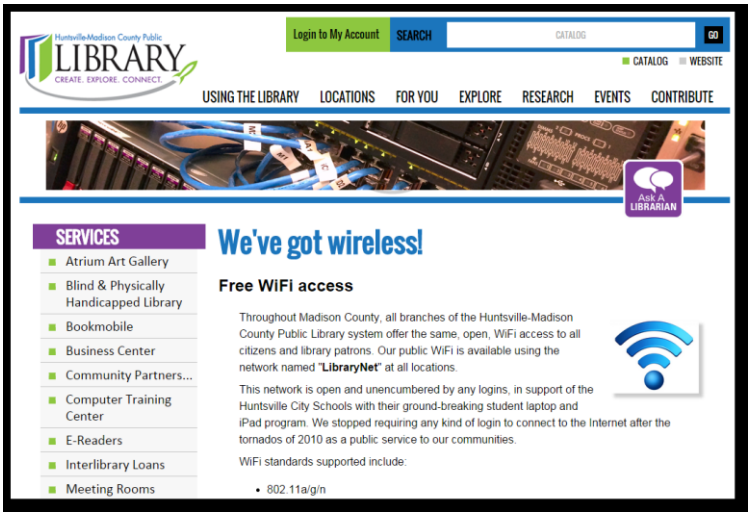
Website



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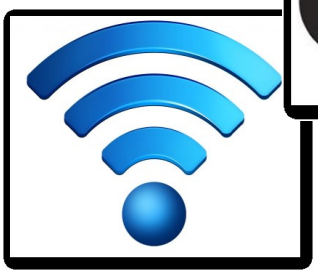
Home Page



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Comfy Area Just for Mobile Users

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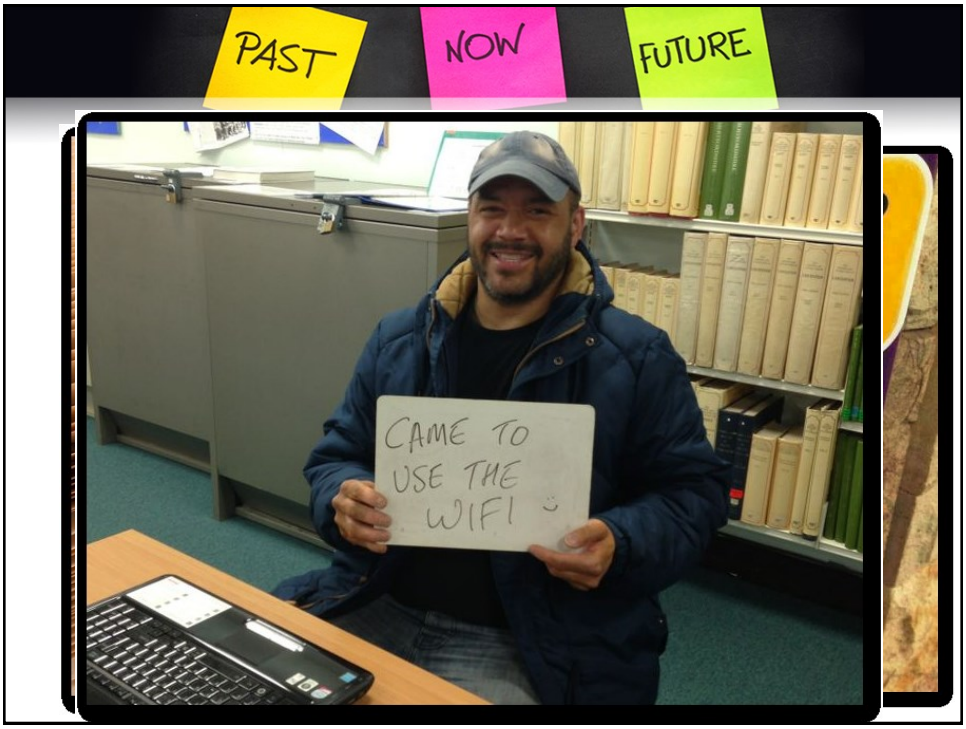
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CAME TO USE THE WIFI :)

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Promotion
HPL MOBILE
Appkins (Hurst Public Library)
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Evaluation

- Quantity
- Quality
- Outcomes-Based Evaluation

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Quantity

- Number of unique users
- Analytics
- Site surveys

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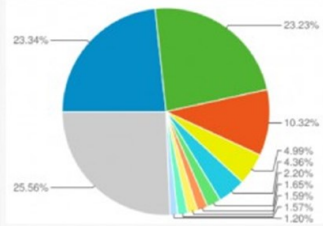
Quantity - Analytics

Viewing: **Mobile Device Info** Mobile Device Branding Service Provider Mobile Input Selector Operating System Other

Secondary dimension: Select... Sort Type: Default advanced View: 1 - 10 of 260

	Mobile Device Info	Visits	Visits
1.	(not set)	8,324	23.34%
2.	Apple iPhone	8,286	23.23%
3.	Apple iPad	3,682	10.32%
4.	Apple iPod Touch	1,780	4.99%
5.	RIM BlackBerry 8520 Curve	1,554	4.36%
6.	Samsung GT-I9000 Galaxy S	784	2.20%
7.	RIM BlackBerry 9300 Curve 3G	588	1.65%
8.	HTC EVO 4G	566	1.59%
9.	Huawei M860 Ascend	560	1.57%

Contribution to total: Visits



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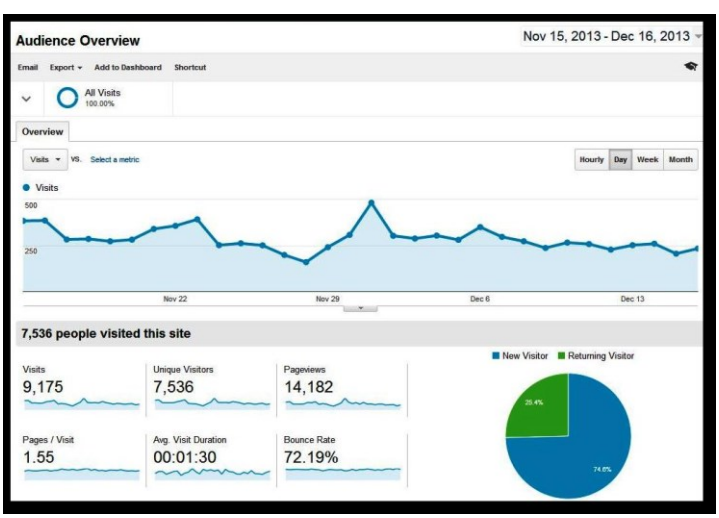
Quantity - Analytics



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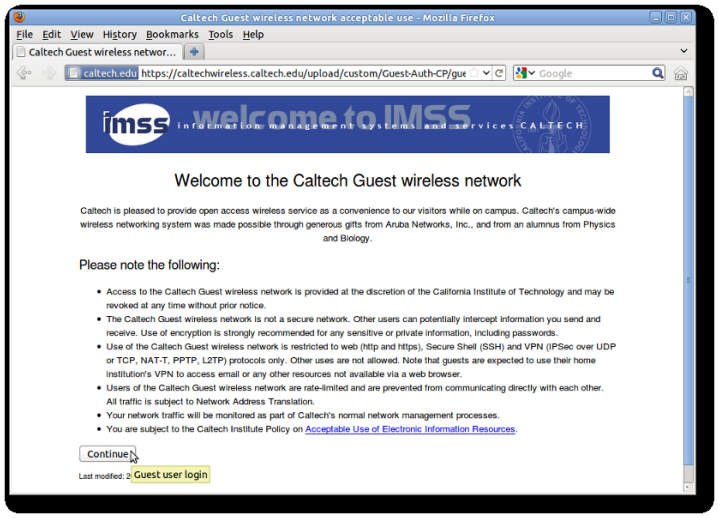
Splash Screens



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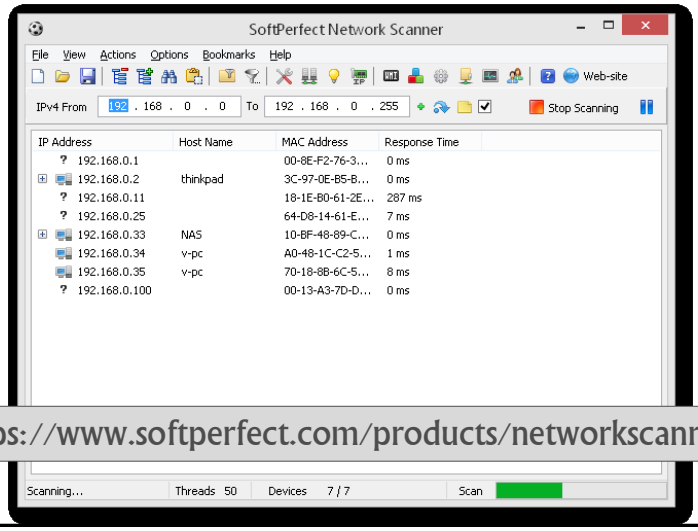
Network Scanning



https://www.softperfect.com/products/networkscanner/

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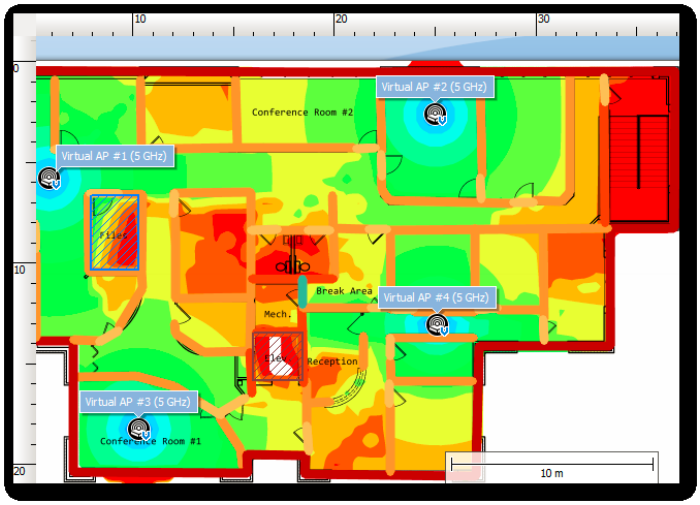
Quality - Wifi Site Surveys



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Quality - WiFi Analyzer App

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Quality - Outcomes

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Quality - Mainstays

- Surveys
- Interviews
- Focus group
- Testing
- Anecdotes

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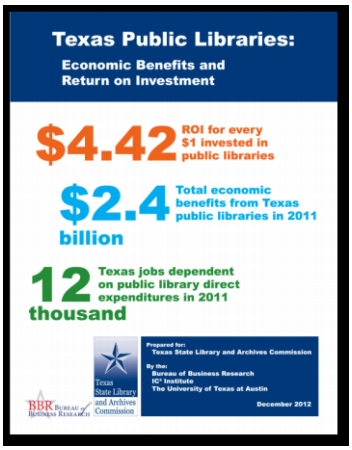
Showing Worth - ROI

- Free wireless
  - Economically valuable purposes
  - $5.00 per use

What do we bring to the table that other free hotspots do not?



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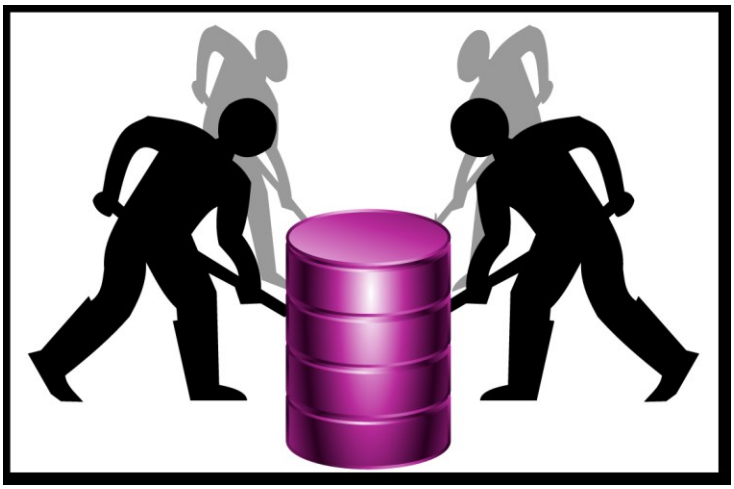
Showing Worth – Data Mining



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Showing Worth

- Frequent users result in loyalty
- Personalize experience
- Use patron's devices as additional access
- Use your space differently; flexibility
- De-emphasizing cabled infrastructure

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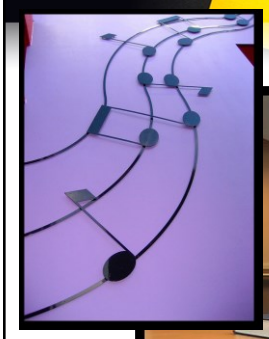

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Be Mobile-Friendly!

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