

*How Mobile are Your Patrons  
and How Mobile is Your  
Library?*

Berit Nelson | Chief Product Officer



# *Mobility: What is it?*

- Mobile libraries meet customers where they are
- At the most basic, mobile libraries provide access to as many library resources as possible regardless of how access occurs



## *How do patrons visit the library?*

“

“For those who do visit public library websites, mobile access plays a large role. Half (49%) of those who have visited a public library website in the past year used handheld mobile devices (such as smartphones or tablets). That is largely unchanged since the spring of 2015, when 50% said this. But it is up from 2012, when 39% of library website users visited using handheld devices.”

*PewResearchCenter: Libraries 2016*



# Mobile

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*BASICS*





Search Results | Databases | Other Libraries

### Limit Search Results

Only Show Available

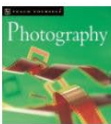

- ▶ Author
- ▶ Format
- ▶ Electronic Format
- ▶ eReader
- ▶ Vendor
- ▶ Publication Date
- ▶ Material Type
- ▶ Item Category 1
- ▶ Item Category 2
- ▶ Language
- ▶ Library

4891 results found 

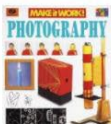

1 2 3 4 5 ... 408 

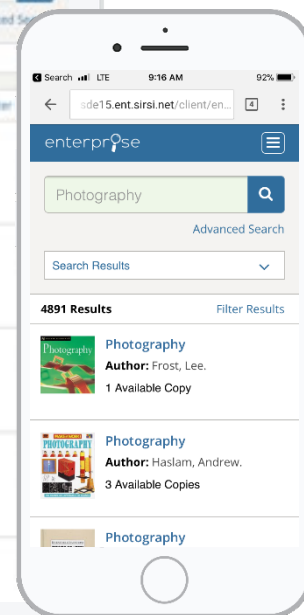
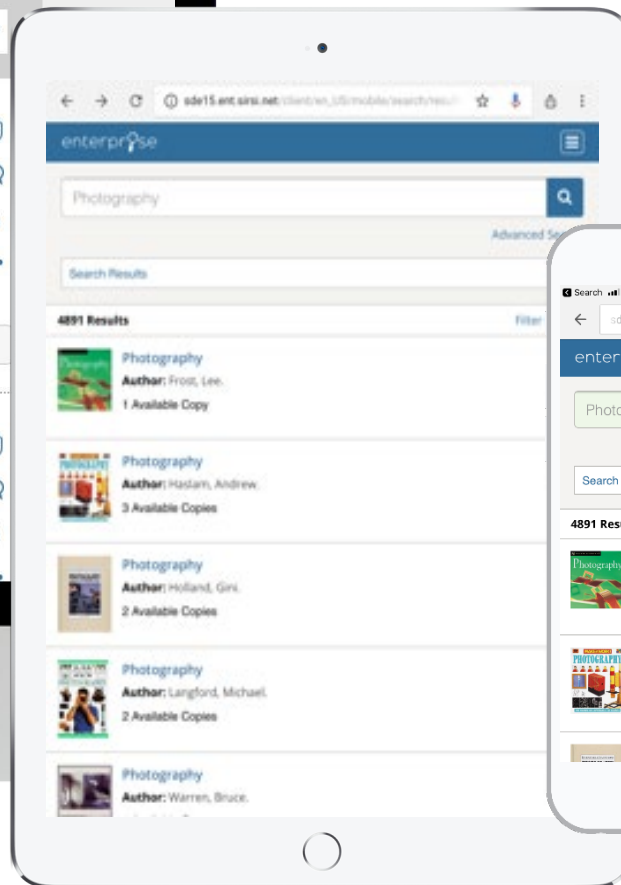
Select an Action 

Sort By: 

1.  **Photography**  
by Frost, Lee.  
Pub Date 2000 2nd ed.  
Format  771 FROST  
ISBN 9780658008931

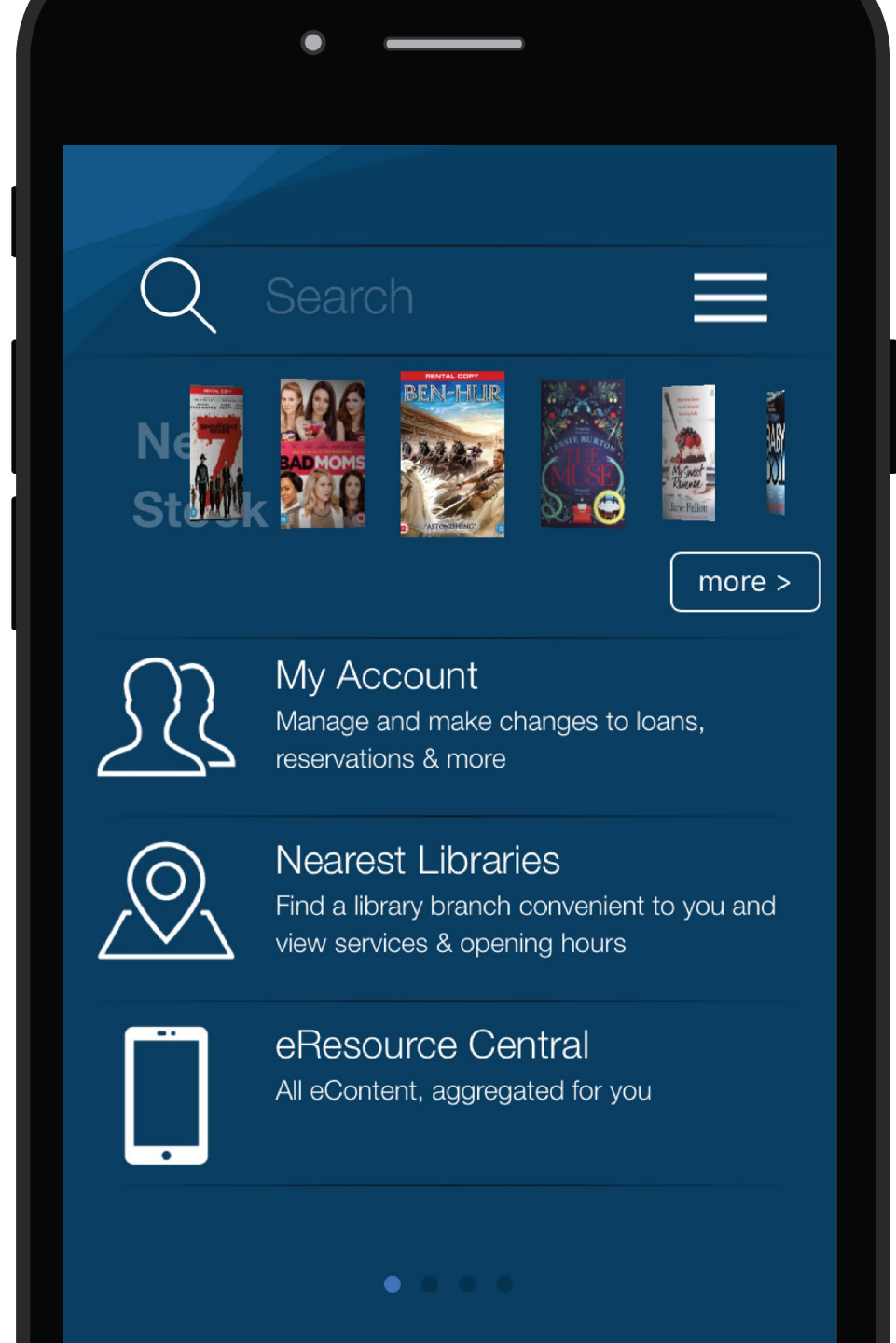
Show 1 Available Copy

2.  **Photography**  
by Haslam, Andrew.  
Pub Date 1996  
Format  J 771 HASLAM



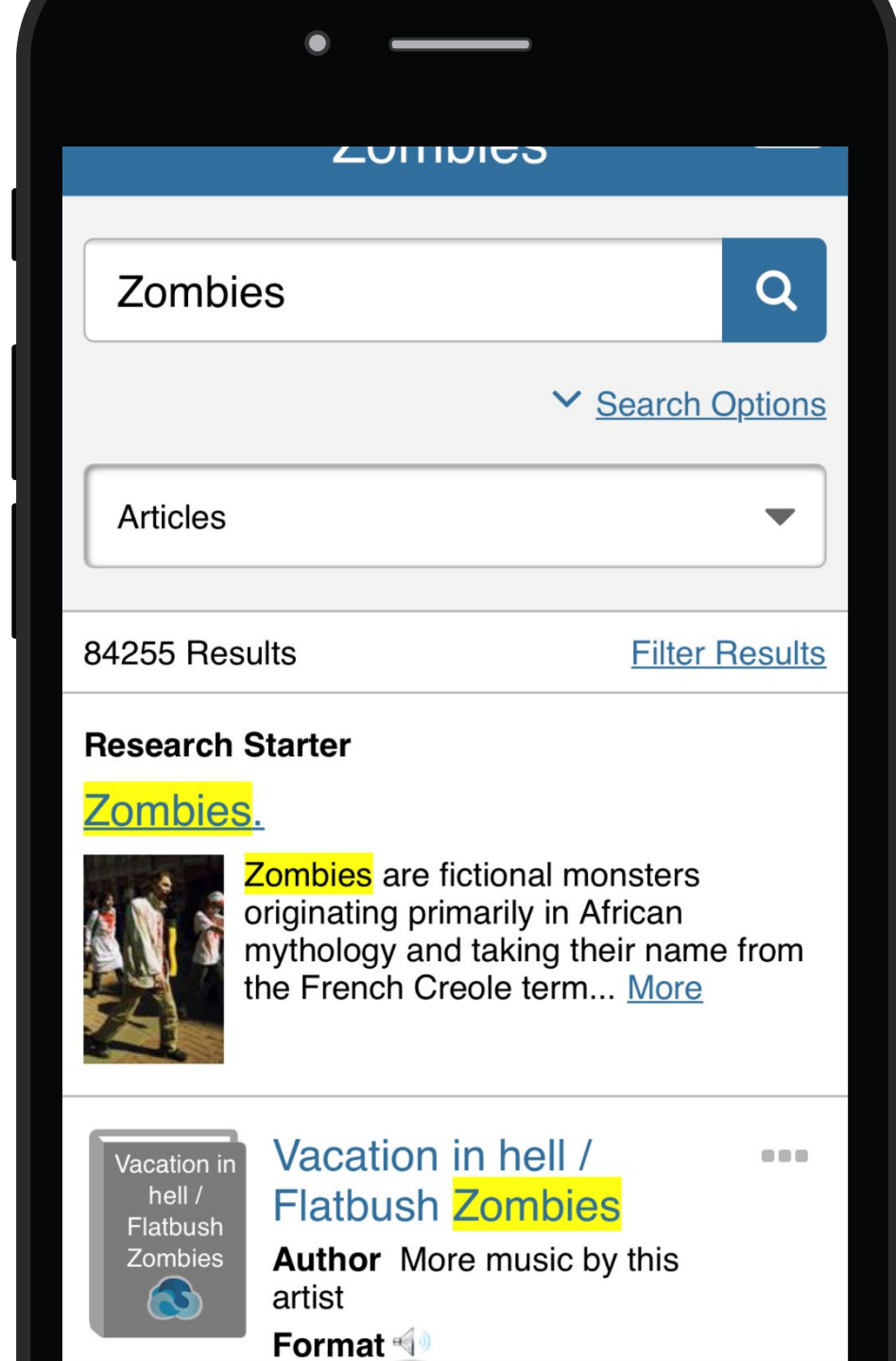
# Meet users where they are

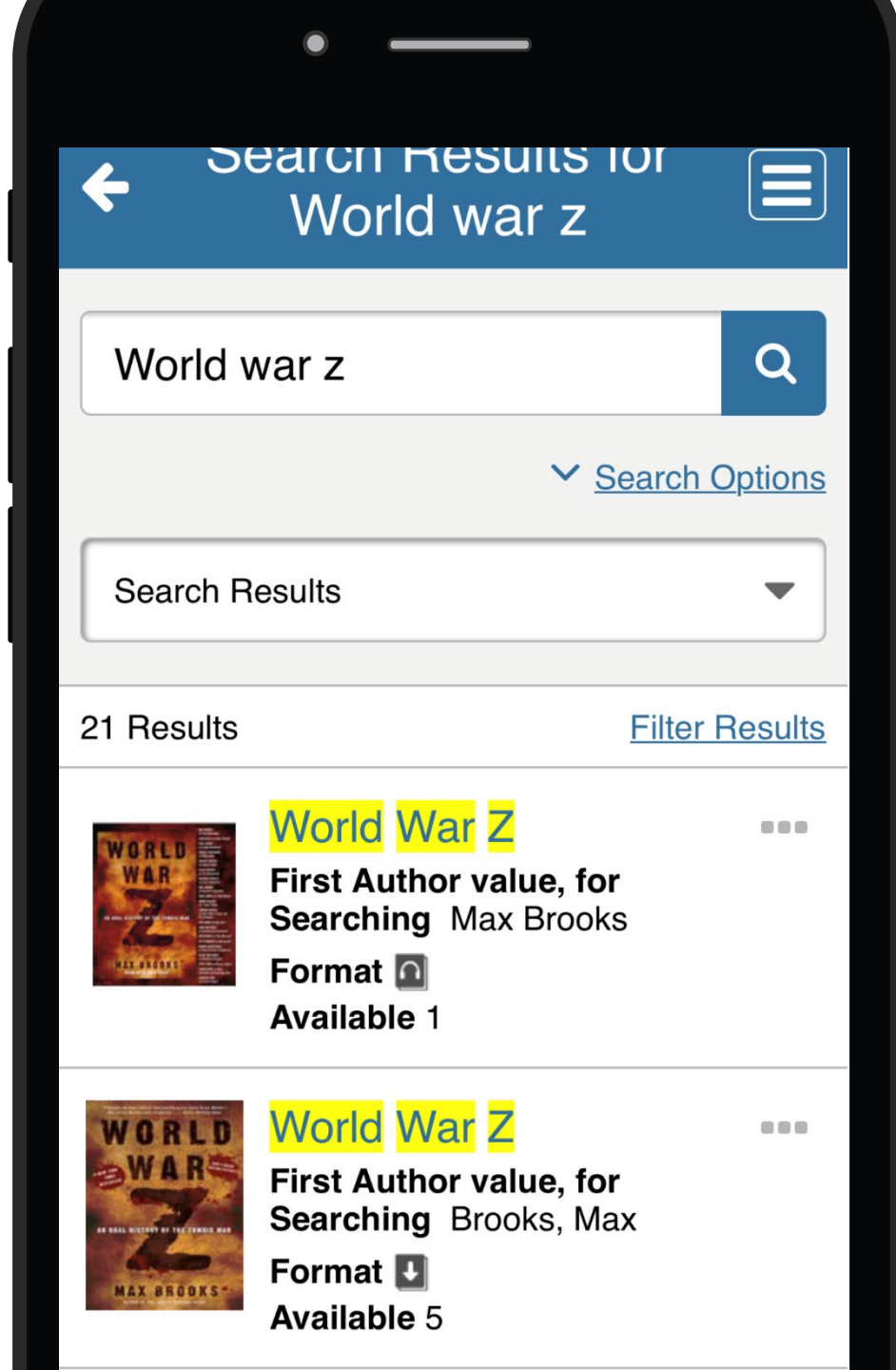
- From digital library cards to my account access
- From physical materials to electronic resources



# Access to All Resources

Database Integration





# *Access to All Resources*

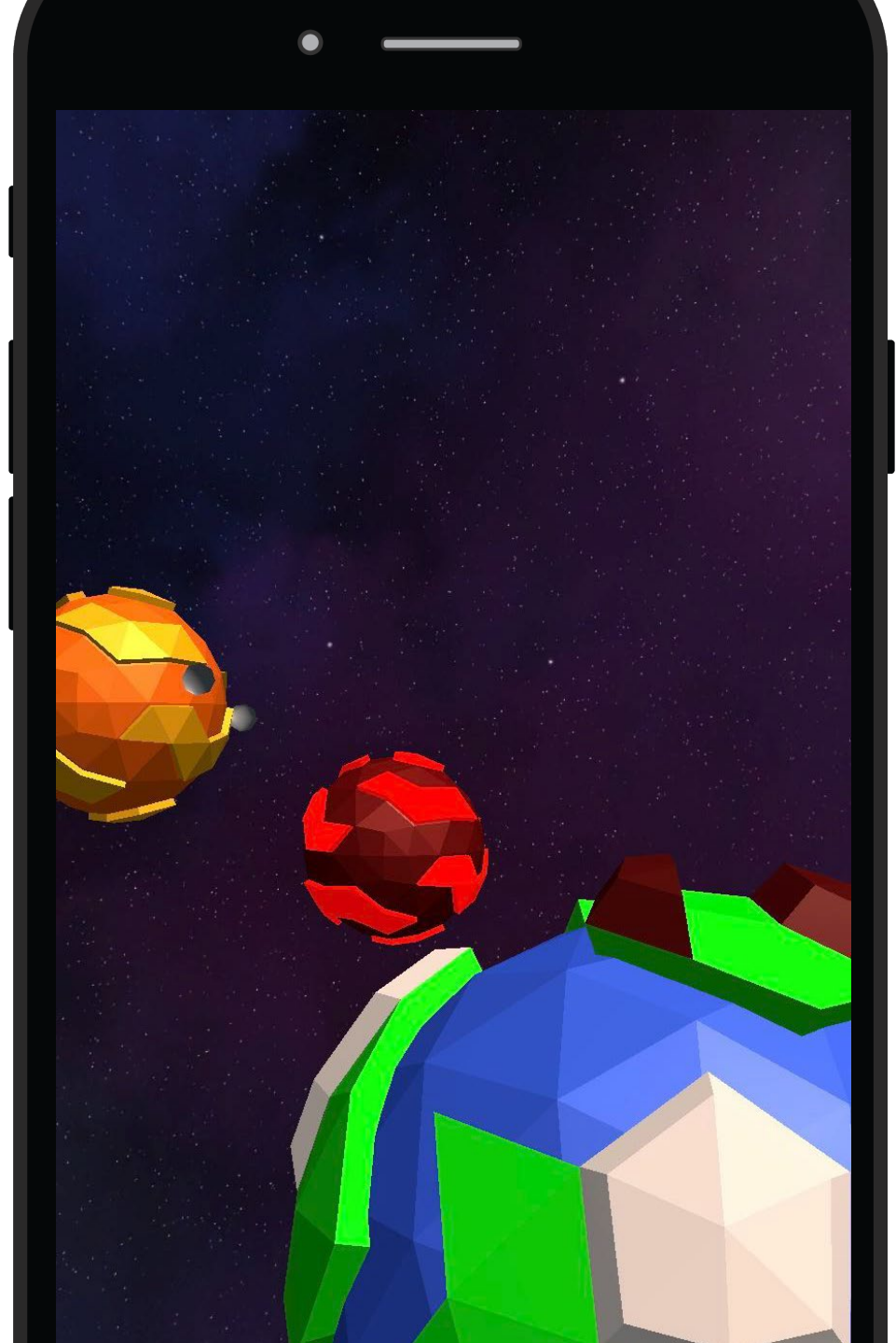
E-book integration



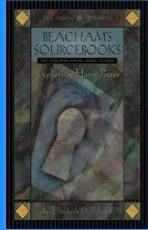
A young boy with brown hair, wearing a blue button-down shirt and grey pants, is sitting cross-legged on the floor in a library. He is wearing large white headphones and looking down at a tablet computer he is holding in his lap. The background shows bookshelves filled with books, slightly out of focus. A semi-transparent dark blue box is overlaid on the left side of the image, containing white text.

Mobile Libraries  
Accommodate all  
users

*Understanding  
the Audience*







### EXPLORING HARRY POTTER

Schafer, Elizabeth D., 1965-

Books



### CINEMATIC GUIDE : HARRY POTTER.

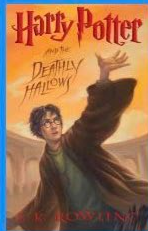
Books



### HARRY POTTER COLLECTOR'S HANDBOOK

Silvester, William.

Books



### HARRY POTTER AND THE DEATHLY HALLOWS

Rowling, J. K.

Books



### HARRY POTTER AND THE DEATHLY HALLOWS

*Provides the best experience*

# *Mobility: What is it?*

- Mobile libraries meet customers where they are
- Mobile libraries take advantage of technology and staff training to break down barriers between staff and users





# *Mobile Libraries*

Help staff get out from behind the desk to assist users where they are



# *Don't Forget Staff Training!*



“Mary Alice Scherdin tested 1,600 librarians in 1992 to determine their Myers-Briggs Type Indicator (MBTI), a widely used personality test that analyzes which of the opposing traits of Extroversion/Introversion, Sensing/Intuition, Thinking/Feeling, and Judging /Perceiving determines an individual’s type. She found that the majority of librarians are indeed introverts, 63 percent versus 37 percent for extroverts.”

**Public Libraries Online:**

*Quiet in the Library: Working with Introverted Personalities*, by Tom Cooper  
& Deborah Ladd on June 16, 2015

# *Mobile Libraries*

Update customer service from  
top to bottom



# *Mobility: What is it?*

- Mobile libraries meet customers where they are
- Expand outreach to meet every user's needs
- Marry data analytics and outreach services

## *Expanding Outreach*

“

“The idea of “outreach librarian” is taking hold: 7% of those 16 and older have been visited in some way by a librarian in the past 12 months and another 4% have had that experience, but not in the past year.”

*PewResearchCenter: Libraries 2016*







# *Providing Expanded Services*



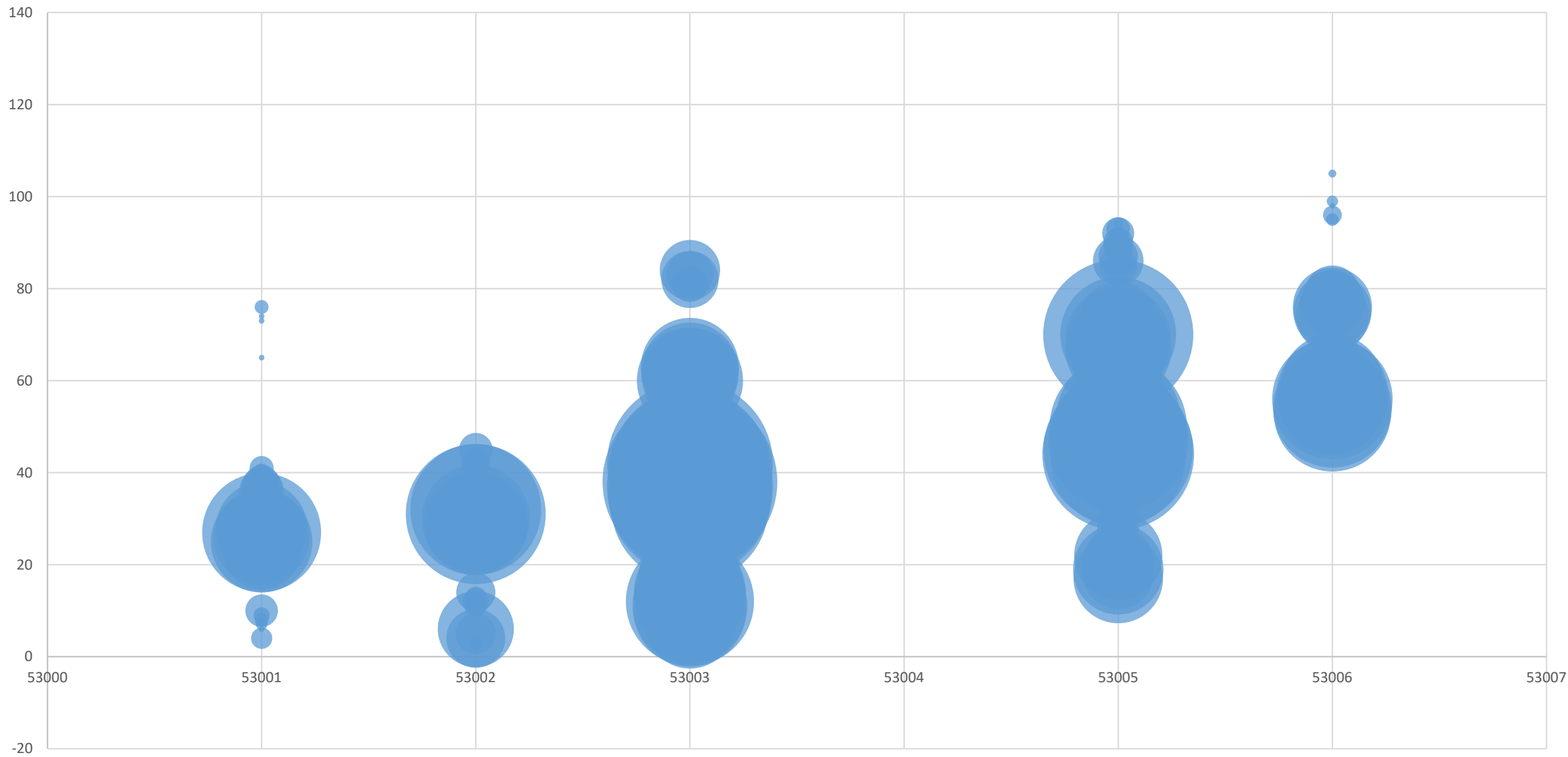
“The Administration on Aging projects that by 2030, 19.3 percent of the population (72.1 million people) will be aged sixty-five years or older, more than twice the number in 2000 and up from approximately 13.1 percent in 2010.<sup>1</sup> ... Libraries need to ask themselves: (1) How does this increasing demographic affect our library and community? and (2) How do we serve this growing population?”

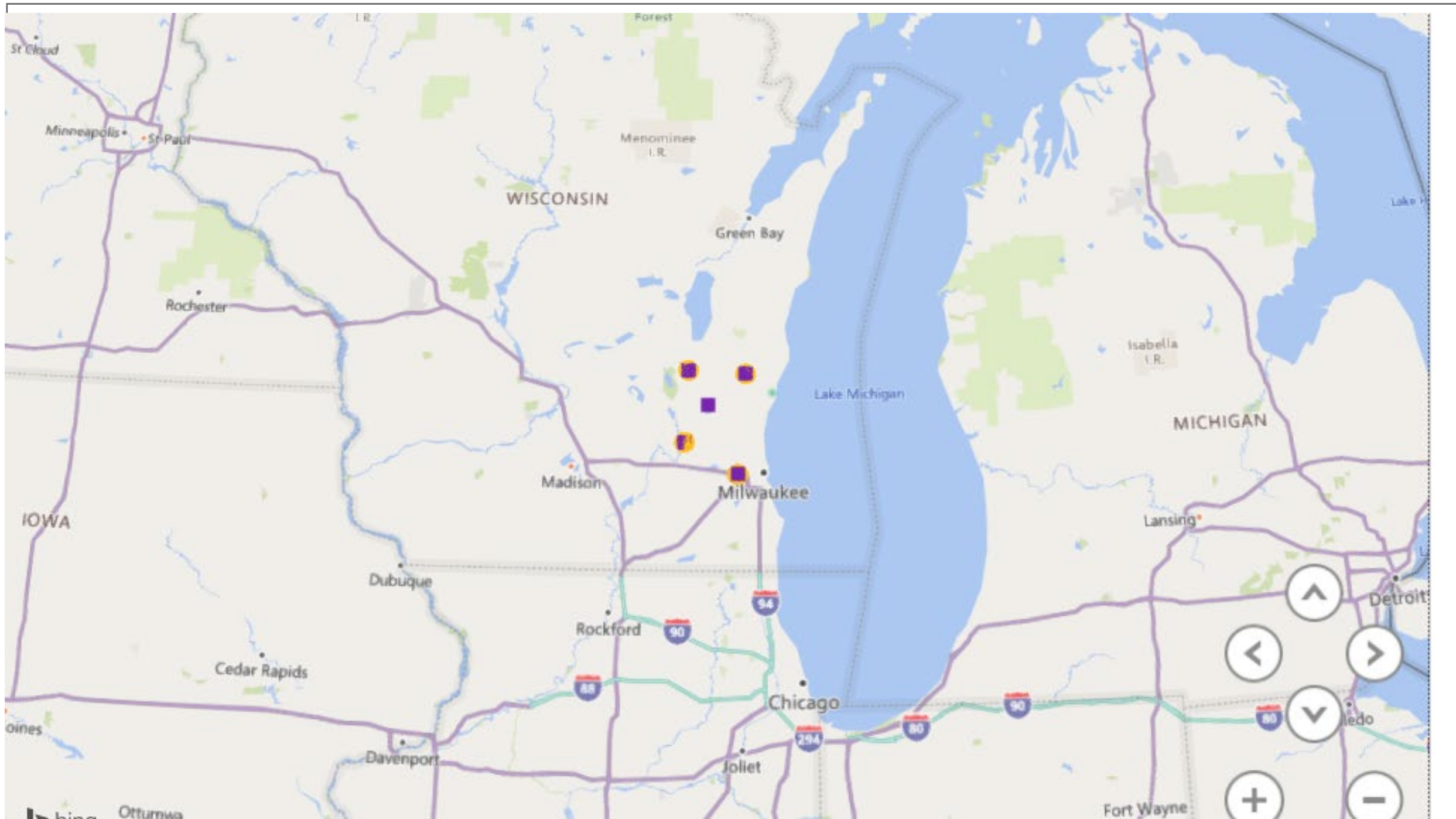
*Public Libraries Online: The Power of Community Outreach Meeting the Demands of the Growing Senior Population*, by David J. Kelsey on December 8, 2017

and

[“A Profile of Older Americans: 2011,”](#) Administration on Aging, 2011.

Circulation Trends: Age and Zip Code





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**CENTER**

mobile

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An Exelon Company

ROOM  
443-548-21



*Mobilize your  
Marketing*





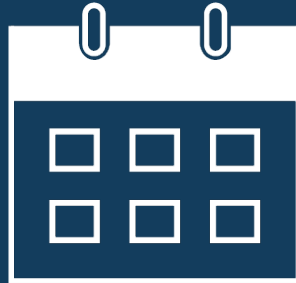
# *If you build it, they will come?*

“

*“There is also a gap in perception between what users want and what they think the library provides. One study found that, when asked what additional facilities would persuade interviewees to use the library, 36% of respondents made suggestions for services which were already available.”*

Gaynor Thomas and Hugh Preston, *Health Information & Libraries Journal*, 33

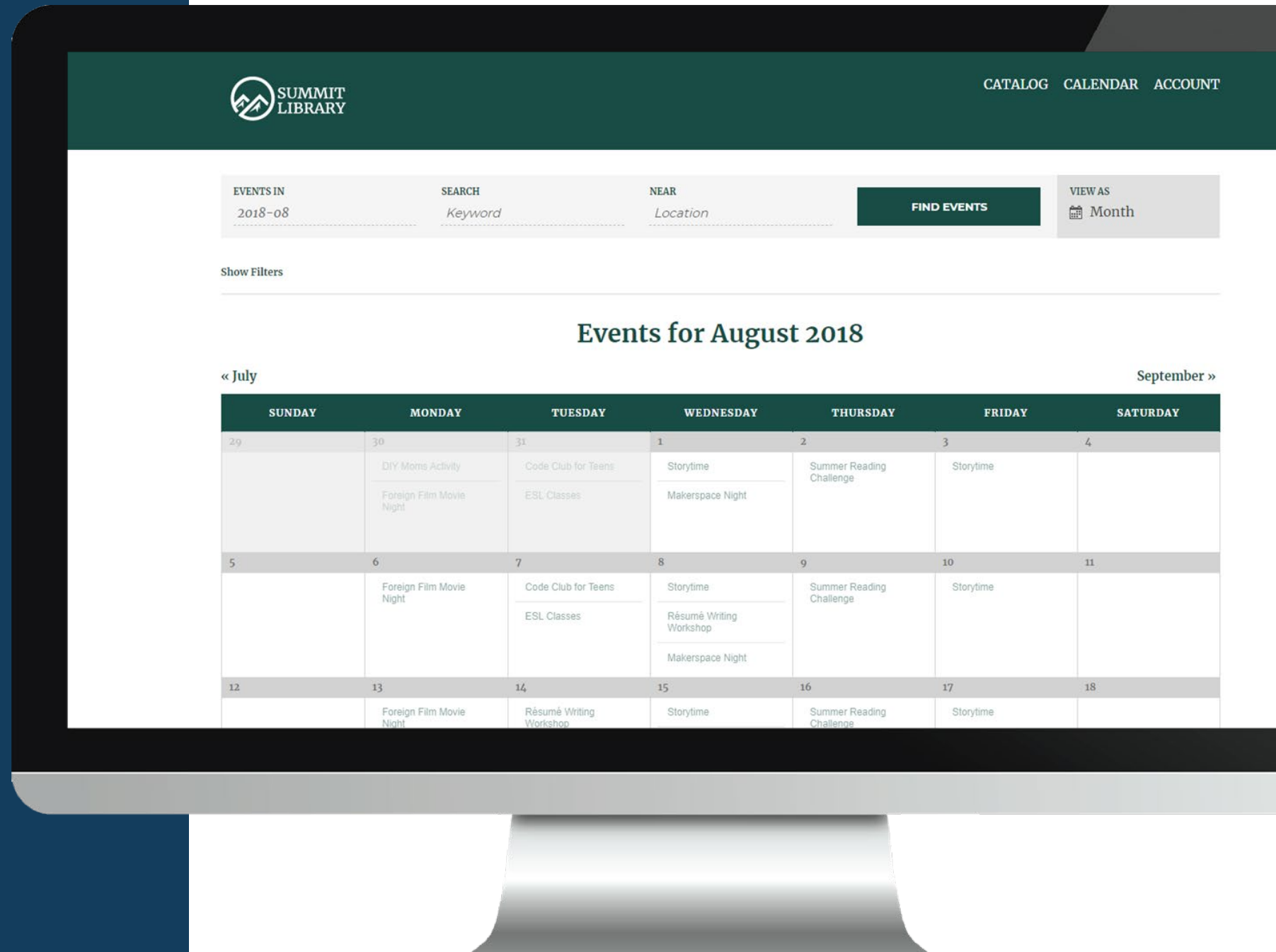




# Calendar

Easy to read and use

Easy to search and filter



# Events

## Events

Advertise your events

Event registrations & confirmations

Send invitations to targeted customers



### Résumé Writing Workshop

#### Guest Speaker Catherine Masterson

Author



Come join us on Thursday, August 30, for an intensive class on how to up your résumé game and nail the interview. We'll have guest speaker, Catherine Masterson, author of "The Right and Wrong Stuff: How Brilliant Résumés are written" here with us to go over what employers are looking for.

Learn about the keywords that employers look for and how to incorporate those into your future résumé. Then, spend some time working with our programming librarians to write, update, or tweak your résumé. Join us for a night of education and self-improvement!

First Name: \*

Last Name: \*

Email Address: \*

Phone Number:

Register

Event Details



## *Emails*

Branded, custom email templates

Direct the right information to the right users



SUMMIT  
LIBRARY

[CATALOG](#) [CALENDAR](#) [ACCOUNT](#)

### Sample Email

**Send Details:**

Send Date:  
23 Jun 2018

Smart List:  
New Members -  
Sandy City

[Edit](#)



SUMMIT  
LIBRARY

[CATALOG](#) [CALENDAR](#) [ACCOUNT](#)



**Announcement!**

# Mobile Newsletters

## Grapevine Public Library

- “News” mobile tab
- PDF Document content item
  - Uploaded Library Newsletter





# Use Your Data to Partner with Others

## Dallas Personal Librarian Project

Author Visits <https://attend.cuyahogalibrary.org/event/842573>

Welcome | Log In | kids | teens | adult learning | volunteer | job resources  
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# #DPLWhatsNext

<< #DPLWhatsNext Home

Misty



I grew up reading anything I could get my hands on. One summer, when I had read and re-read all of my Nancy Drew books, fairy tales, and everything Laura Ingalls Wilder ever did, I climbed to the top of my dad's closet where resided his collection of paperback novels – detective and adventure stories by authors like Agatha Christie, Jack London, and Arthur Conan Doyle – stored well out of my reach. “I’ll just take one at a time,” I thought, “so he won’t notice.” I covertly worked my way through the books until eventually he saw me reading *The Complete Sherlock Holmes*. It was an enormous book, over 1,000 pages long, and not easy to conceal. Dad said, jokingly, “Has Holmes died on the Hetcherbach Falls yet?” and was completely surprised and apologetic when I burst into tears. I’m not eleven anymore but I still become emotionally invested in books and their characters. These days my predilection for magic, mystery, and adventure are often combined in genres such as urban fantasy, magical realism, and literary fiction. When I’m not reading I like to garden, take photographs, work on DIY projects, and watch movies – especially fantasy, cheesy horror, noir, and art house films. Get in touch if you’d like some recommendations from me!

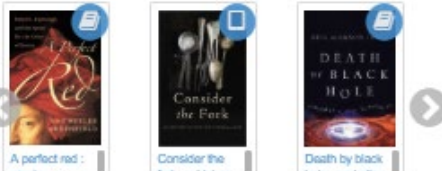
Ask Misty #DPLWhatsNext

### Ask Misty #DPLWhatsNext

#### Science Through the Lens of History

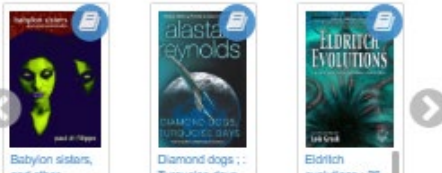
Explore science through the lens of history in these non-fiction selections. Learn about the discovery and feverish pursuit of cochineal dye in the sixteenth century in *A Perfect Red: Empire, Espionage, and the Quest for the Color of Desire*, or how alchemy became chemistry in *The Last Sorcerers: The Path from Alchemy to the Periodic Table*. Explore the titles below for a personal perspective on scientific discoveries and how they relate to social and cultural change.

14 Items that share the Concept PLP -- Historic science -- 2018.08



**The New Weird**  
Speculative fiction by the heirs of the weird tales genre. Enjoy short speculative fiction from masters of the new weird: M. John Harrison, China Miéville, Paul Di Filippo, Thomas Ligotti, Justina Robson, Jeff VanderMeer and others.

20 Items that share the Concept PLP -- Speculative Fiction -- 2018.07



**Weird Tales: Short Stories of Fantastical Horror**  
Debating in 1923, *Weird Tales* magazine showcased short fiction, non-fiction, and poetry on topics ranging from ghost stories and the occult to alien invasions and dystopian futures. Featuring brightly lurid covers, the magazine introduced its readers to new masters of the weird such as H. P. Lovecraft, August Derleth, Ashton Smith, Catherine L. Moore, Robert Bloch, and Robert E. Howard. The current explosion of pulp genre fiction in popular books, movies, and film is a testament to its enduring legacy.

Cuyahoga County Public Library

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## Meet David Giffels, 2018-2019 Writer in Residence

At the William N. Skirball Writers' Center

Registration now closed

Sunday, September 23  
2:00pm - 3:00pm  
Add to Calendar

South Euclid-Lyndhurst Branch

Join us for reading and refreshments to welcome the new Writer in Residence.

New Writer in Residence David Giffels will read from his latest memoir, *Let Me Live in Coffee*, *Furnishing David: A Father, a Son, a Coffin, and a Measure of Life After the Reading*, enjoy light refreshments and conversation as well as a book signing.

Our Writer in Residence also will attend the celebration, *David Giffels (Mistral)*, the current Ohio Poet Laureate, and novelist Claire Messinger (*The Neighbors*). Books by all of the Writers in Residence will be available for purchase and signing courtesy of Mack's Books – Books on Corners.

**About the new Writer in Residence**  
David Giffels's latest memoir, *Furnishing David: A Father, a Son, a Coffin, and a Measure of Life*, was praised by the *New York Times Book Review* as "tender, witty and ... gorgeously and audibly wrought," and by *Chris Rock* as "a beautiful memoir about the connection between a father and son." Through a January 2018 book club at Anderson and Fenwick's Books and a *New York Times Book Review* "Book Choice."

Giffels's previous books include *The Road My on Purpose: Essays and Dispatches from the Rust Belt*, and the memoir *All the Way Home*, winner of the *Chicago Book Award*. He is the co-author, with Josh Chaffers, of the rock biography *We Are Not Men: We Are David and ... and Some Love*, winner of *Rolling Stone*'s *Best of the Month* club by Amazon and *Parent's* *Best* and a *New York Times Book Review* "Book Choice."

A former *Albion Beacon Journal* columnist, his writing has appeared in the *New York Times Magazine*, the *Atlantic*, *People*, the *Wall Street Journal*, *Esquire*, *Goodreads*, *Redbook*, and many other publications. He also was a writer for the MTV series *Beavis and Butt-Head*.

He is an associate professor of English at the University of Akron, where he teaches creative nonfiction in the Northern Ohio House of One and Program in Writing in Residence. Giffels will teach a monthly class at the William N. Skirball Writers' Center and participate in several literary events.

11 Items by the Person Giffels, David

David Giffels, David • Cuyahoga County Public Library  
TAGS | Writing | Author |

11 Items by the Person Giffels, David

All the way home : [building a family in a falling-down house]. David Giffels

All the way home : building a family in a falling-down house, David Giffels

Furnishing eternity : a father, a son, a coffin, and a measure of life, David Giffels

*Thank you!*

Berit Nelson | Chief Product Officer

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