

*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



Device Ownership

“

“The vast majority of Americans – 95% – now own a cellphone of some kind. The share of Americans that own smartphones is now 77%, up from just 35% in Pew Research Center’s first survey of smartphone ownership conducted in 2011....Over half now own tablet computers

PewResearchCenter: Mobile Fact Sheet, February 2018



What does this mean for academic libraries?



“To remain relevant in this environment, libraries must provide services that match the information-seeking habits of a new generation, the Millennials, who “... *think and process information fundamentally differently from their predecessors*” (Prensky 2001a, np), along with those of one of their largest constituencies—the Baby Boomers. These two groups display different characteristics and information needs, presenting a dichotomy for library service and system development”

Connaway, Lynn Silipigni, Marie L. Radford, Timothy J. Dickey, Jocelyn DeAngelis Williams, and Patrick Confer. 2008.

“Sense-making and Synchronicity: Information-seeking Behaviors of Millennials and Baby Boomers.” *Libri*. 58, no. 2:

123–135. <http://dx.doi.org/10.1515/libri.2008.014>



Mobile

BASICS



Search Results | Databases | Other Libraries

Limit Search Results

Only Show Available

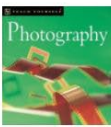

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- ▶ Format
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- ▶ Language
- ▶ Library

4891 results found 

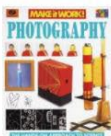

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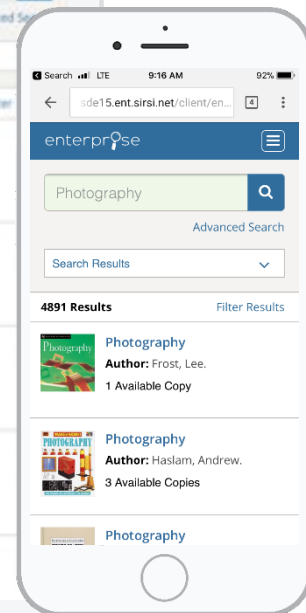
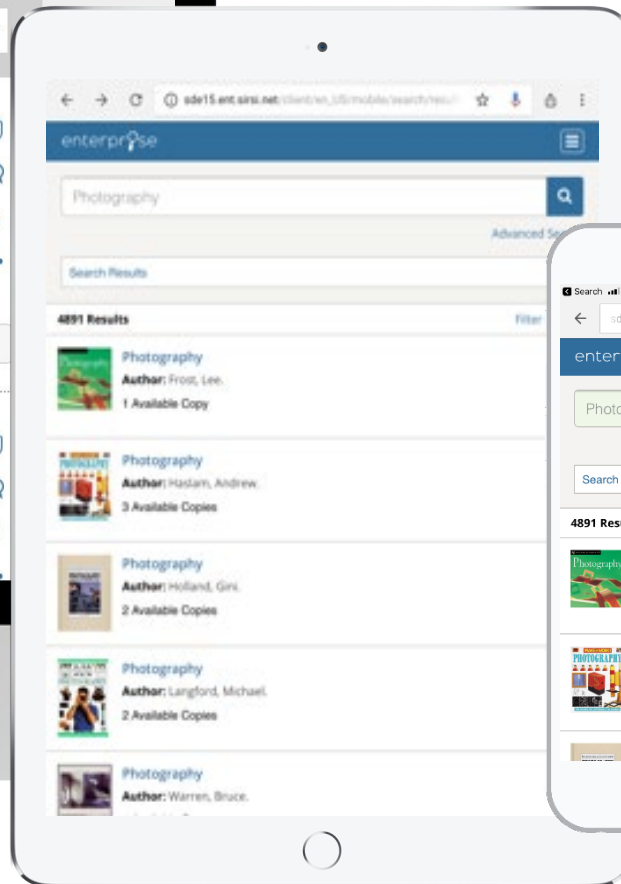
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Sort By: 

1.  **Photography**
by Frost, Lee.
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ISBN 9780658008931

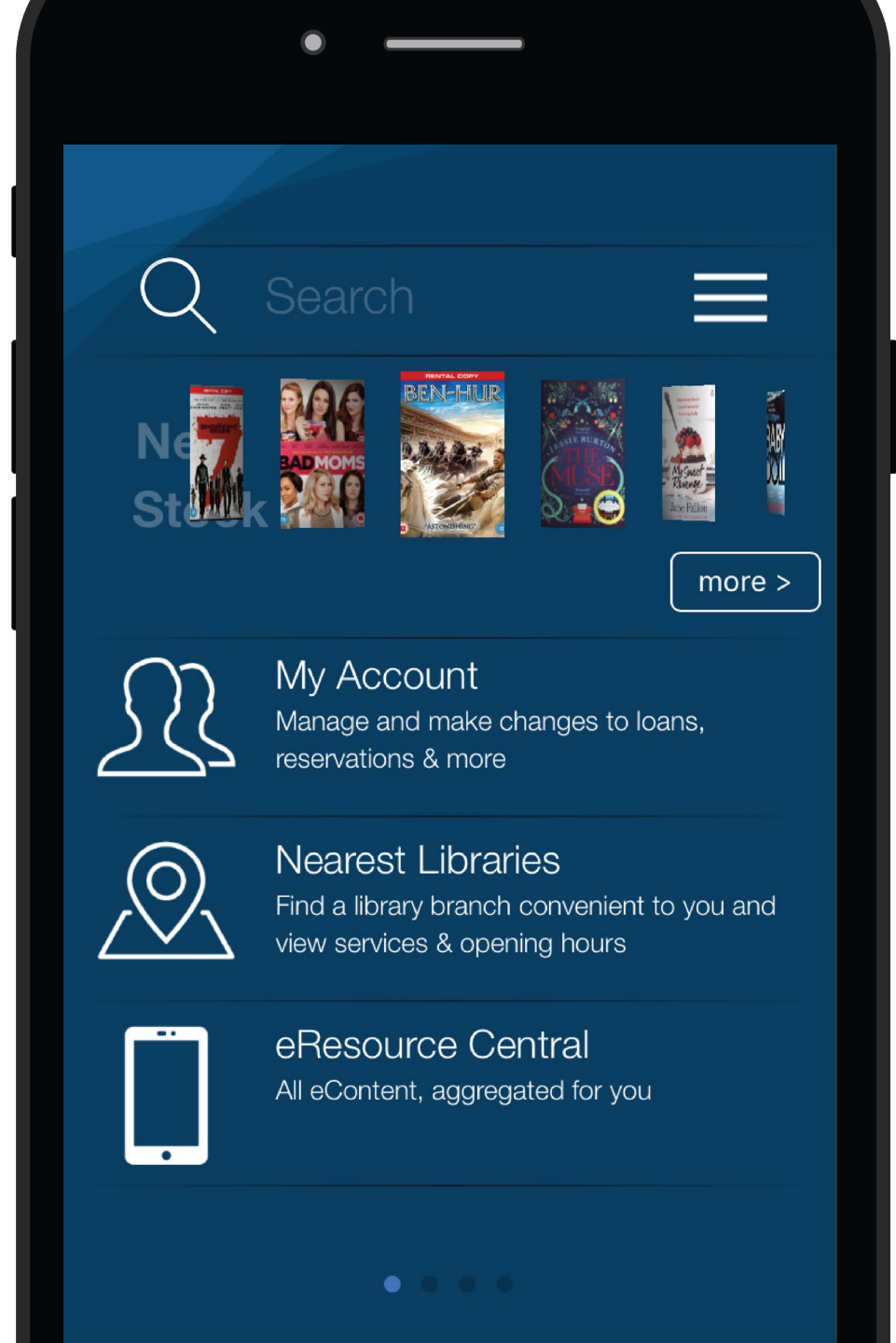
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2.  **Photography**
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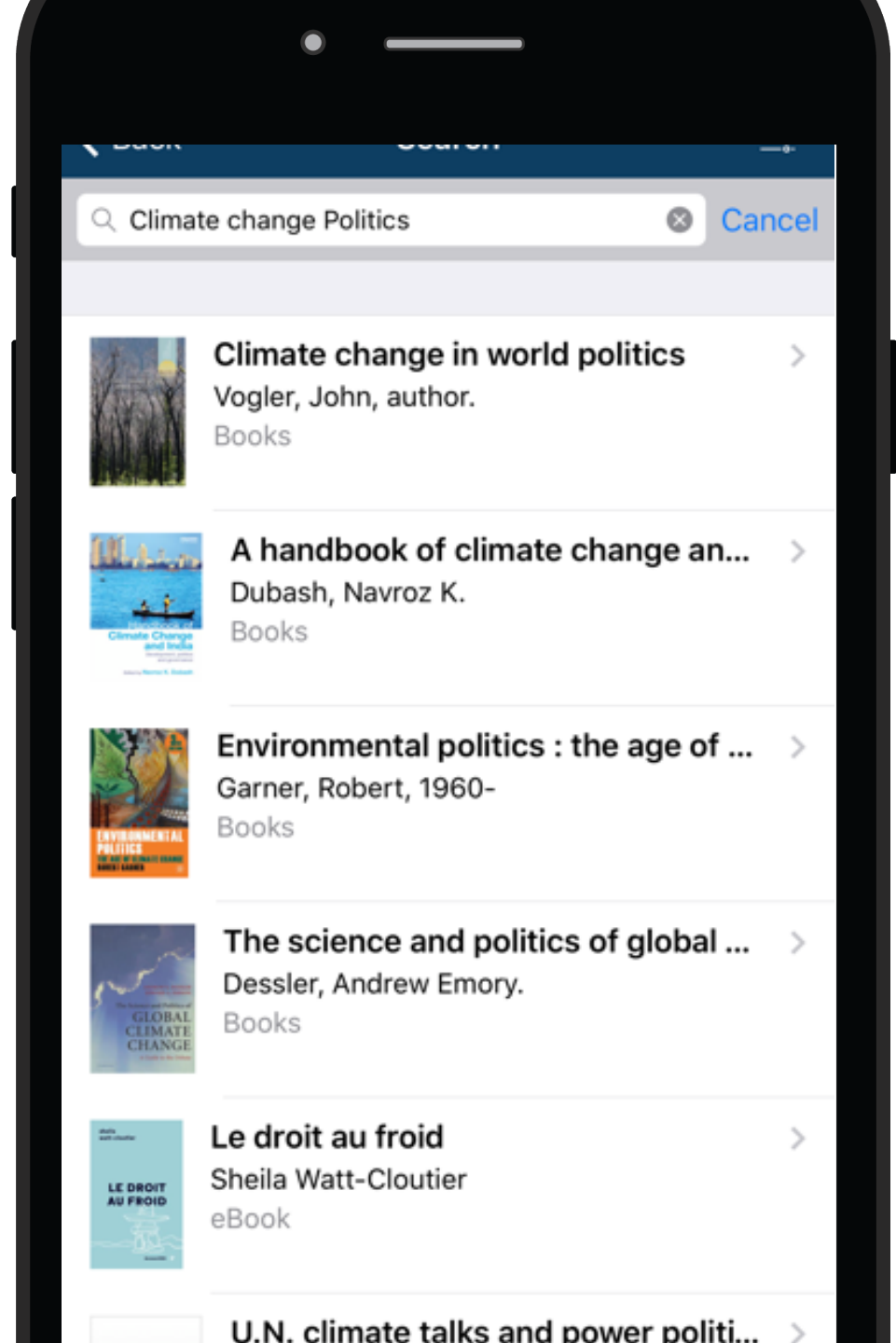


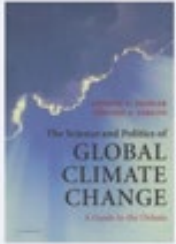
Meet users where they are

Access accounts, physical materials,
electronic resources, institutional
programming and beyond



Integrated search





The science and politics of global climate change : a guide to the debate

by [Dessler, Andrew Emory](#).

Place Hold

ISBN: 9780521831703

ISBN: 9780521539418

PUBLICATION_INFO: Cambridge, UK ; New York : Cambridge University Press, 2006.

Added Author: Parson, Edward.

AUTHOR: Dessler, Andrew Emory.

AUTHOR: Parson, Edward.

Publisher: Cambridge University Press,

Language: English

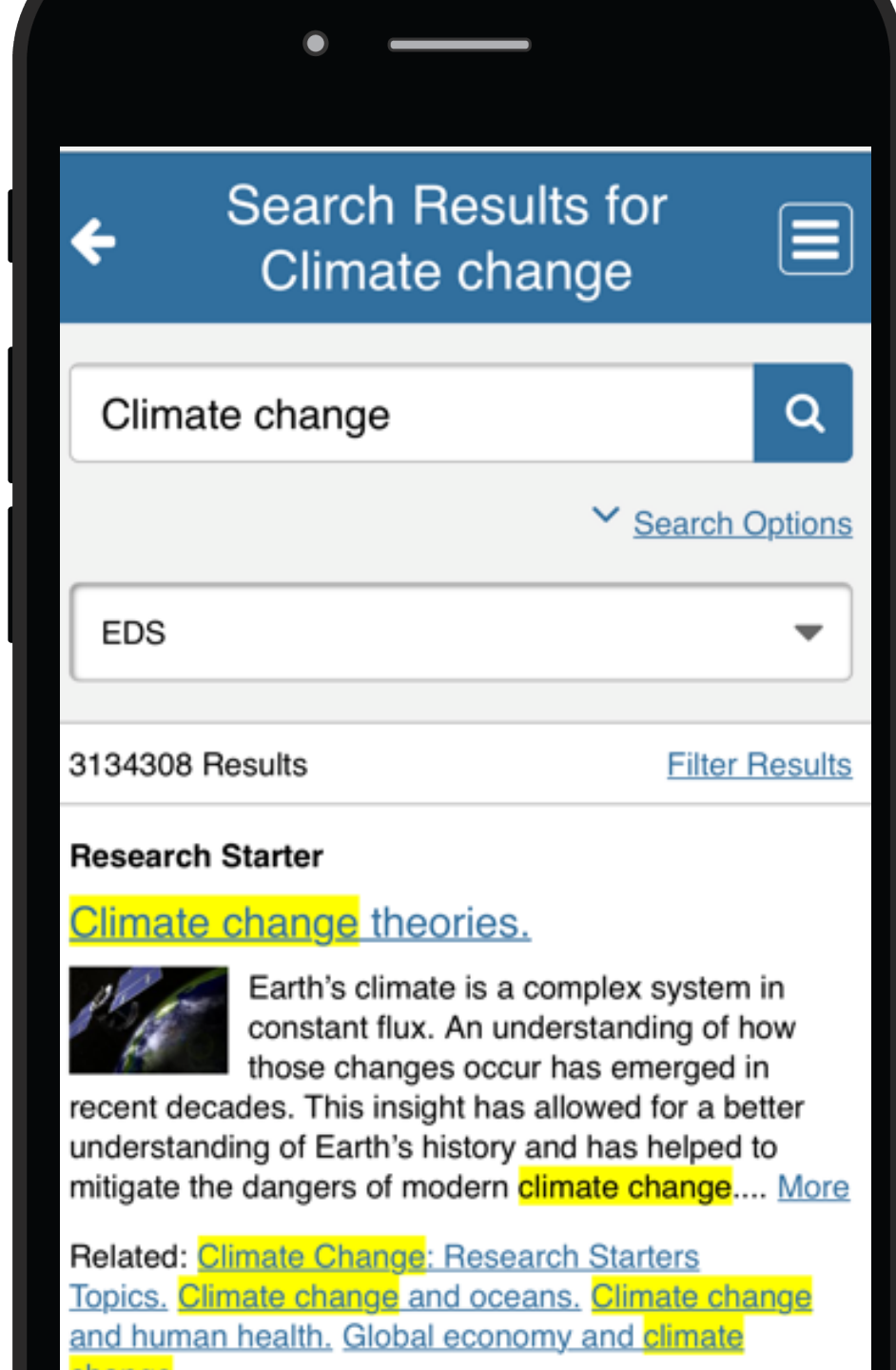
Subjects: [Climatic changes.](#), [Climatic changes -- Government policy.](#)

Summary: In this accessible primer, Dessler and Parson combine their expertise in atmospheric science and public policy to help scientists, policy makers, and the public sort through the conflicting claims in the climate-change


Physical Materials

E-book integration



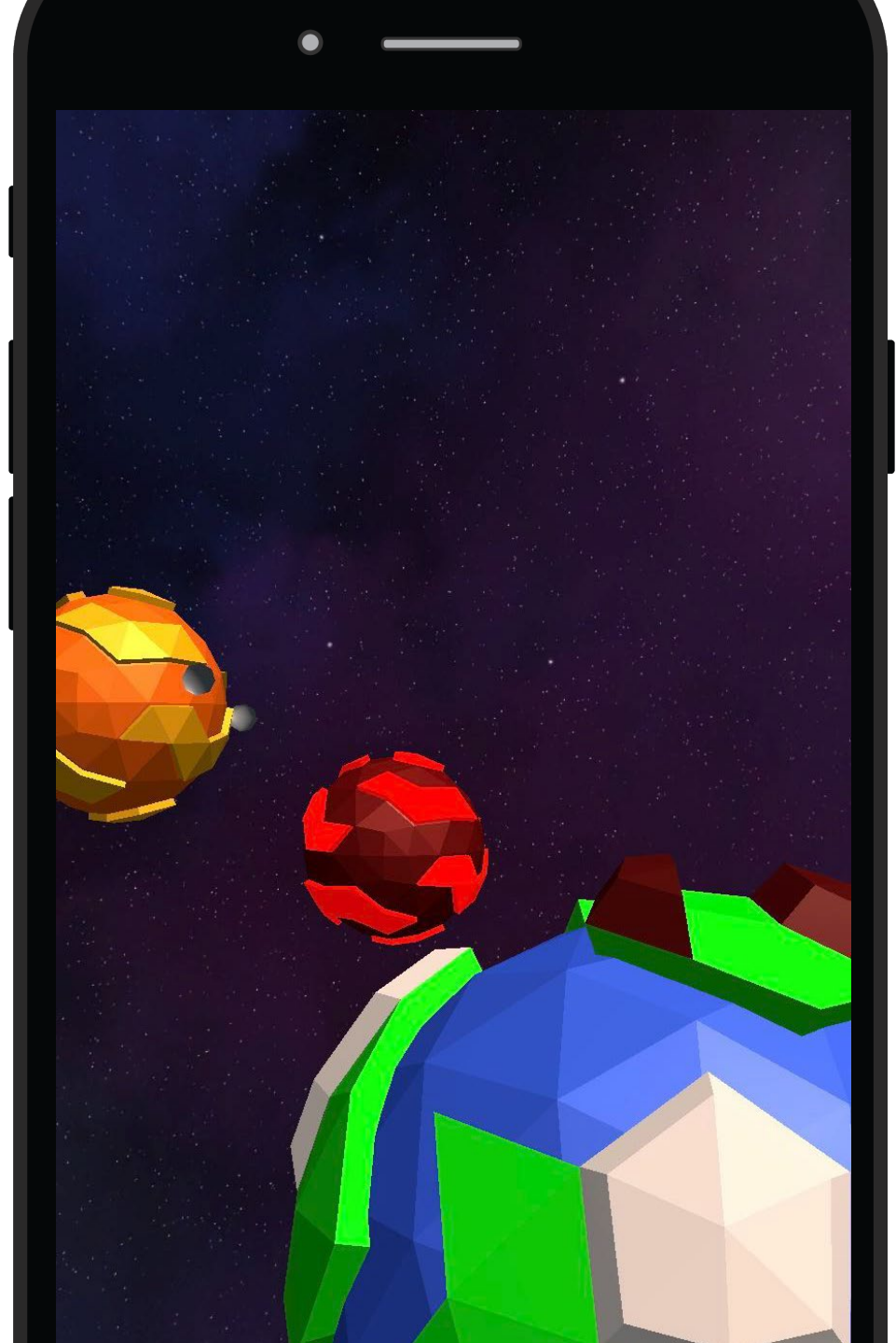


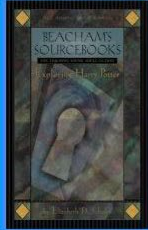
*Database
integration*



Accommodate all of
your users

*Understanding
the Audience*

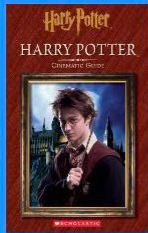




EXPLORING HARRY POTTER

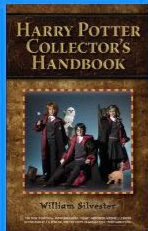
Schafer, Elizabeth D., 1965-

Books



CINEMATIC GUIDE : HARRY POTTER.

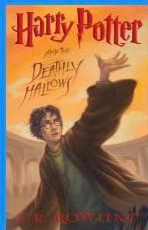
Books



HARRY POTTER COLLECTOR'S HANDBOOK

Silvester, William.

Books



HARRY POTTER AND THE DEATHLY HALLOWS

Rowling, J. K.

Books



HARRY POTTER AND THE DEATHLY HALLOWS

Understanding the Audience

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



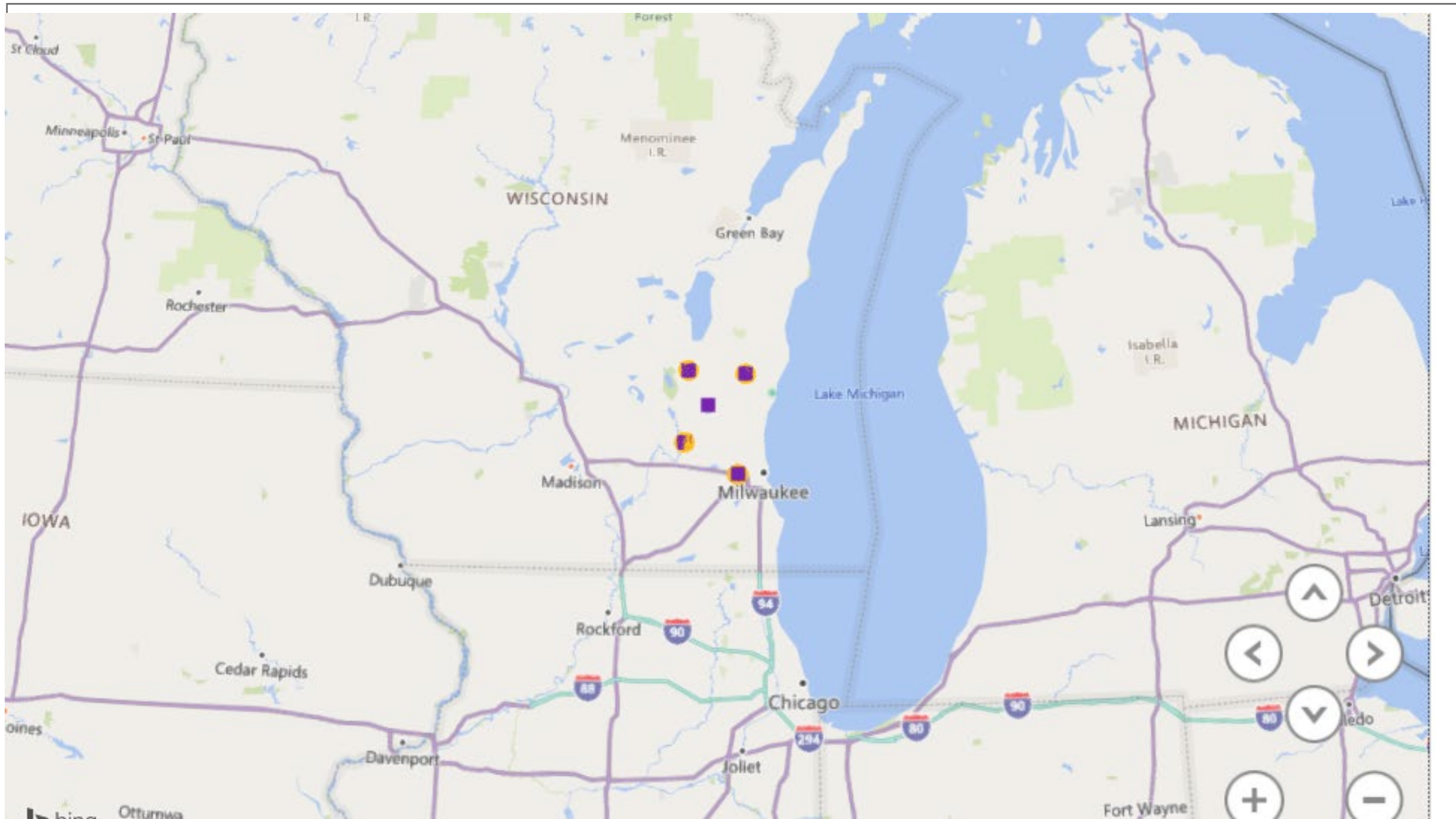
Mobility: What is it?

- Mobile libraries meet customers where they are
- Break down silos on campus, support distance learning and international programs
- Marry data analytics and specialized services

Expanding the Library's Reach

“The library has primary responsibility for making its resources, services, and personnel available to its users regardless of their physical location. Therefore, the library identifies, develops, coordinates, implements, and assesses these resources and services. The library's programs must be designed to meet not only standard informational and skills development needs but also the unique needs of the distance learning community. The requirements and desired outcomes of academic programs should guide the library's responses to defined needs. Innovative approaches to the design and evaluation of special procedures or systems to meet these needs, both current and anticipated, are encouraged.”

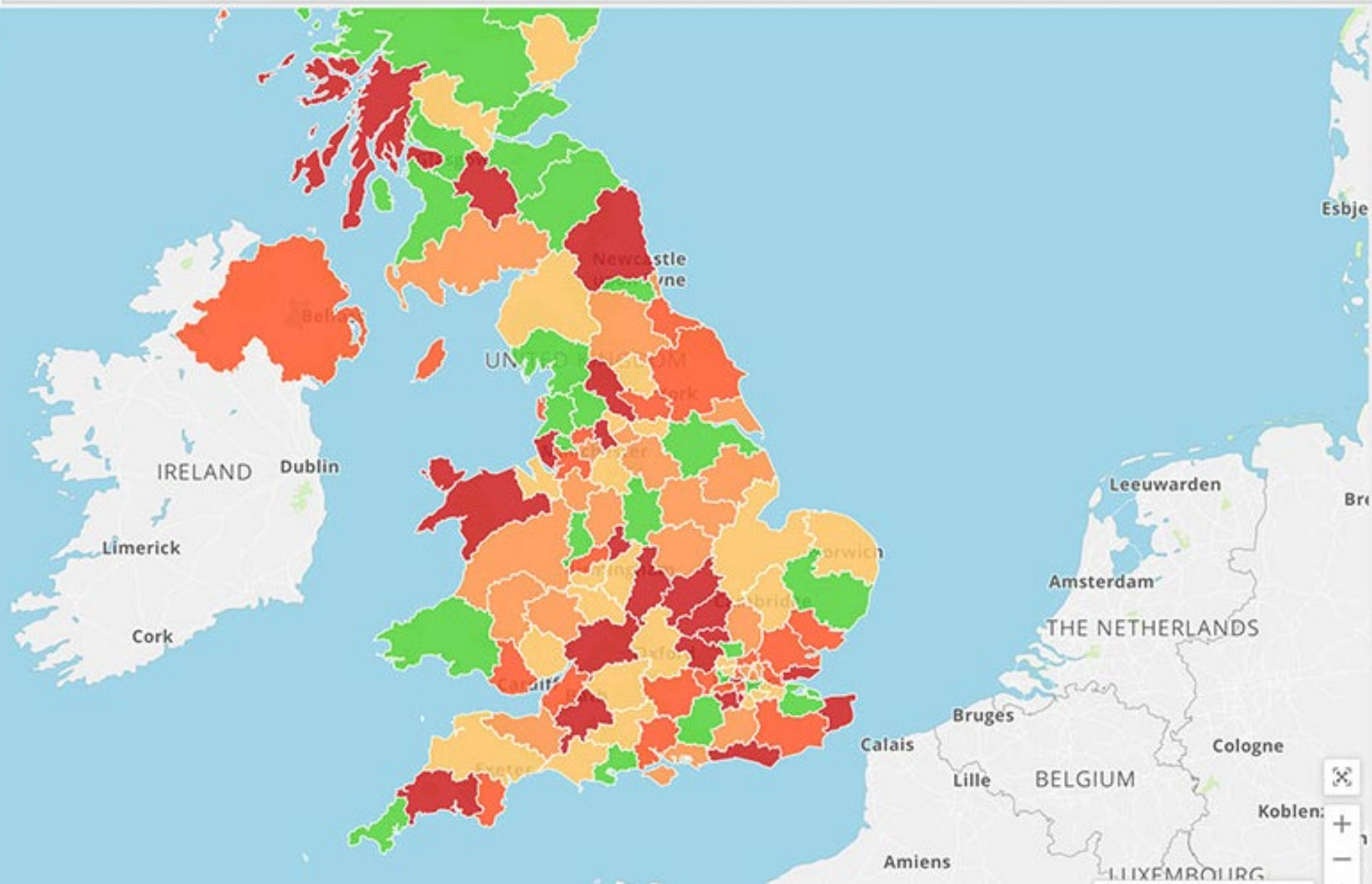
ACRL: Standards for Distance Learning Library Services, Revised June 2106



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Advanced Search



BLUEcloud Reference

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ENG-3530 Look Up Items

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Studies in Twentieth Century British Literature

This course is an introduction to British literature of the twentieth century through a close reading of fiction, drama, a... [Show more](#)

The Norton Anthology of English Literature, the Major ... Being Prepared

Week One - Introduction and Thomas Hardy
This week's discussion will focus primarily on the material in the Norton Guide as well as a discussion on Thomas Hardy's "On the Western Circuit"

Week One Essential Reading

Week One Recommended Reading

Tess of the D'urbervilles Being Prepared

Week Two - Joseph Conrad's Heart of Darkness
This week will focus on Heart of Darkness alongside some of Conrad's other works

Week Three - W.B. Yeats
This week we'll begin our discussion on W.B. Yeats and his work

Week Four - Virginia Woolf
The focus this week is on Mrs. Dalloway alongside some of Woolf's shorter works

Week Five - Virginia Woolf and WWI
This week please complete Mrs. Dalloway and begin reading the World War I texts included in this section.

Item Details Change Status

Tess of the D'urbervilles Edit

by Thomas Hardy

Resource Type Book

Publisher Dover Publications

Publication Year 2001

ISBN/ISSN 0486415899

Summary The ne'er-do-well sire of a starving brood suddenly discovers a family connection to the aristocracy, and his selfish scheme to capitalize on their wealth sets a fateful plot in motion. Jack Durbeyfield dispatches his gentle daughter Tess to the home of their noble kin, anticipating a lucrative match between the lovely girl and a titled cousin. Innocent Tess finds the path of the d'Urberville estate paved with ruin in this gripping tale of the inevitability of fate and the tragic nature of existence.

Source URL <https://www.amazon.com/Tess-Durbervilles-Dover-Thrift-Editions/dp/0486415899>

Instructor Note Great example of Hardy's earlier work



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Studies in Twentieth Century British Literature

Course Resources

 BLUEcloud Course Lists

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Studies in Twentieth Century British Literature

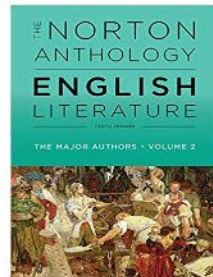
Ivan Instructor

Paula Professor

Irina Instructor

Linda Librarian

This course is an introduction to British literature of the twentieth century through a close reading of fiction, drama, and poetry. Placing the texts in a social, historical and formal context, we will consider how the definition of Englishness has shifted in the course of the century and has become more inclusive and complex, and how the changing position of Britain in the world is reflected in the literature.



Book

The Norton Anthology of English Literature, the Major Authors

by Stephen Greenblatt

[Go to Book](#)

Instructor Note Please purchase no later than week two of class

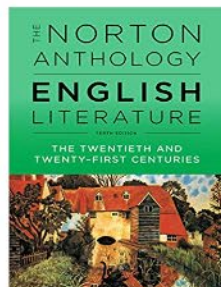
[Show more](#)

▼ Week One - Introduction and Thomas Hardy

This week's discussion will focus primarily on the material in the Norton Guide as well as a discussion on Thomas Hardy's "On the Western Circuit"



Week One Essential Reading



Webpage

On the Western Circuit

by Thomas Hardy

[Go to Webpage](#)

pages 50 - 66

[Show less](#)

Book Author Stephen Greenblatt

Edition Ninth

ISBN/ISSN 0396045

Publication Year 1891

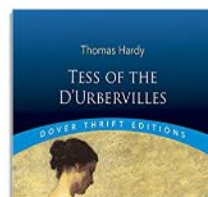
Publisher W.W. Norton and Company

Summary When the unhappily married Mrs. Harnham agrees to help her young protegee Anna write to her lover, she begins the development of an ill-fated misunderstanding.

Book Title The Norton Anthology of English Literature, Volume F: The Twentieth Century and After

Volume F

Week One Recommended Reading



Tess of the D'urbervilles

by Thomas Hardy

[Go to Book](#)

Instructor Note Great example of Hardy's earlier work

Mobile Libraries Partner to Provide More Resources



“Open Educational Resources (OER) continue to demonstrate importance in a number of ways: sustainable collections in libraries, affordable textbooks for students, new options for curriculum development, and avenues for digital scholarship. Challenges to faculty adoption include difficulty finding resources, lack of resources in a subject area, quality, and the content updates. These perceived barriers can turn into opportunities for librarians to cultivate partnerships with faculty in the discovery, advocacy, and preservation of OER.”

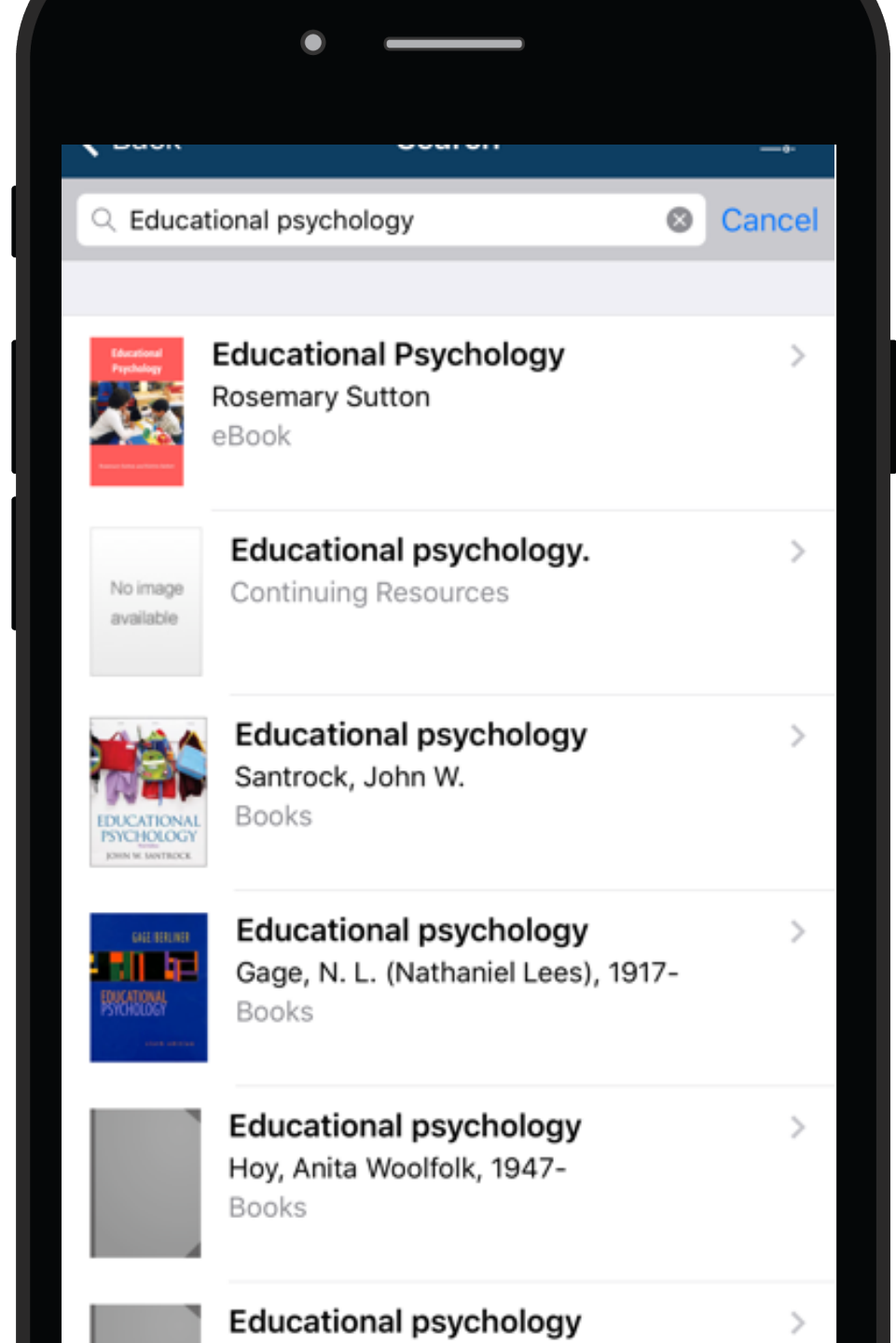
ACRL Research Planning and Review Committee: 2018 top trends in academic libraries,

College and Research Libraries News, Vol 79, No 6 (2018)



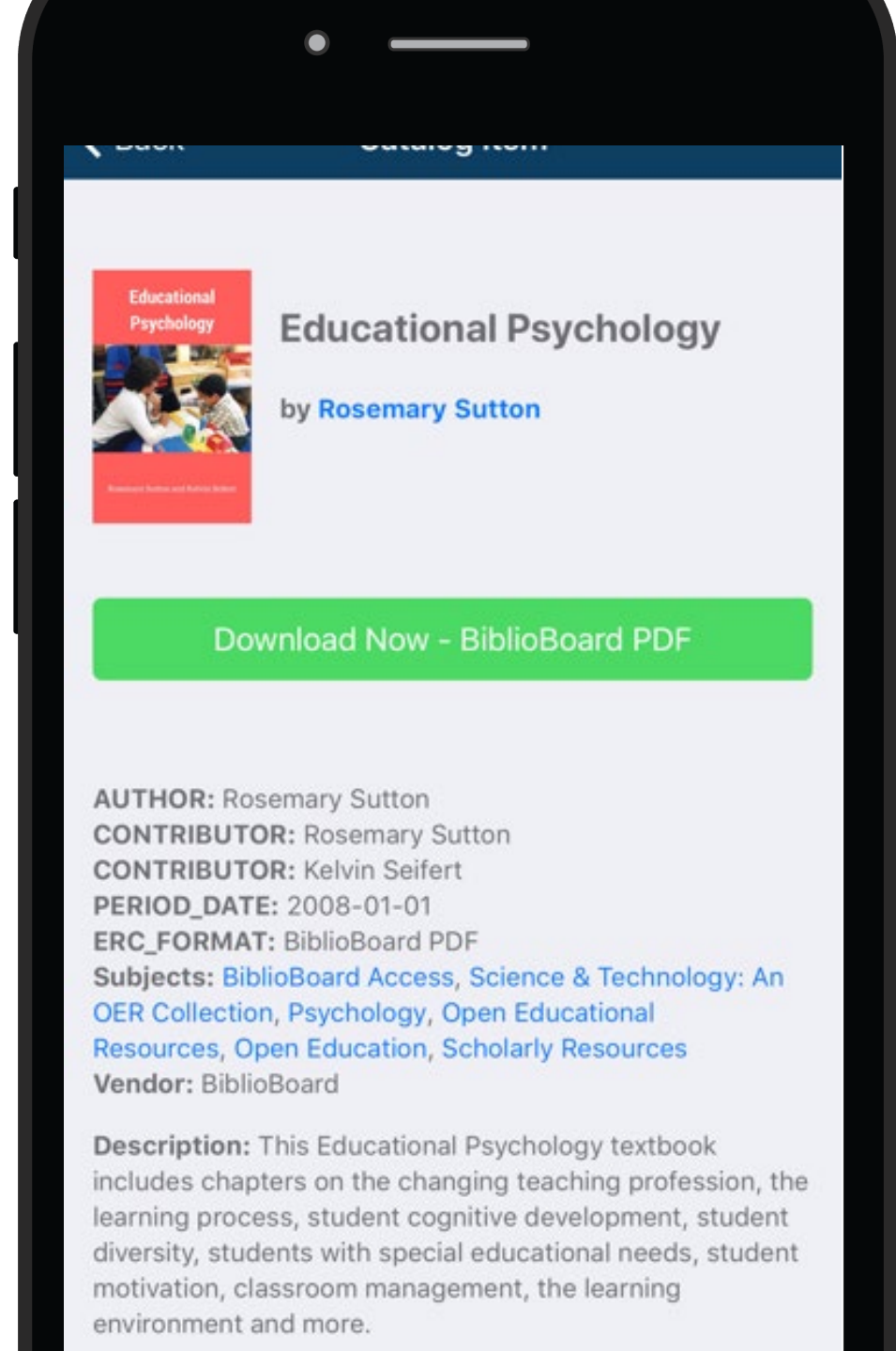
Break down obstacles with OER

Integrate OERs into
the Catalog



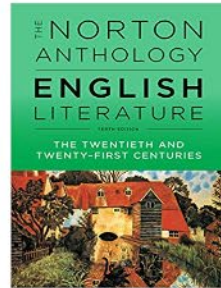
Break down Obstacles with OER

Search, display, download OERs





▼ Week One Essential Reading



Webpage

On the Western Circuit

by Thomas Hardy

[Go to Webpage](#)

pages 50 - 66

[Show less](#)

Book Author Stephen Greenblatt

Edition Ninth

ISBN/ISSN 0396045

Publication Year 1891

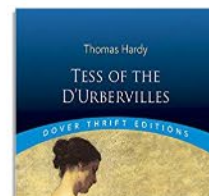
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Summary When the unhappily married Mrs. Harnham agrees to help her young protegee Anna write to her lover, she begins the development of an ill-fated misunderstanding.

Book Title The Norton Anthology of English Literature, Volume F: The Twentieth Century and After

Volume F

▼ Week One Recommended Reading



Tess of the D'urbervilles

by Thomas Hardy

[Go to Book](#)

Instructor Note Great example of Hardy's earlier work

*Mobilize your
Marketing*



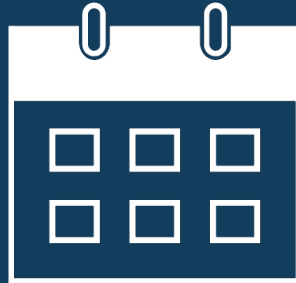
If you build it, they will come?

“

“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

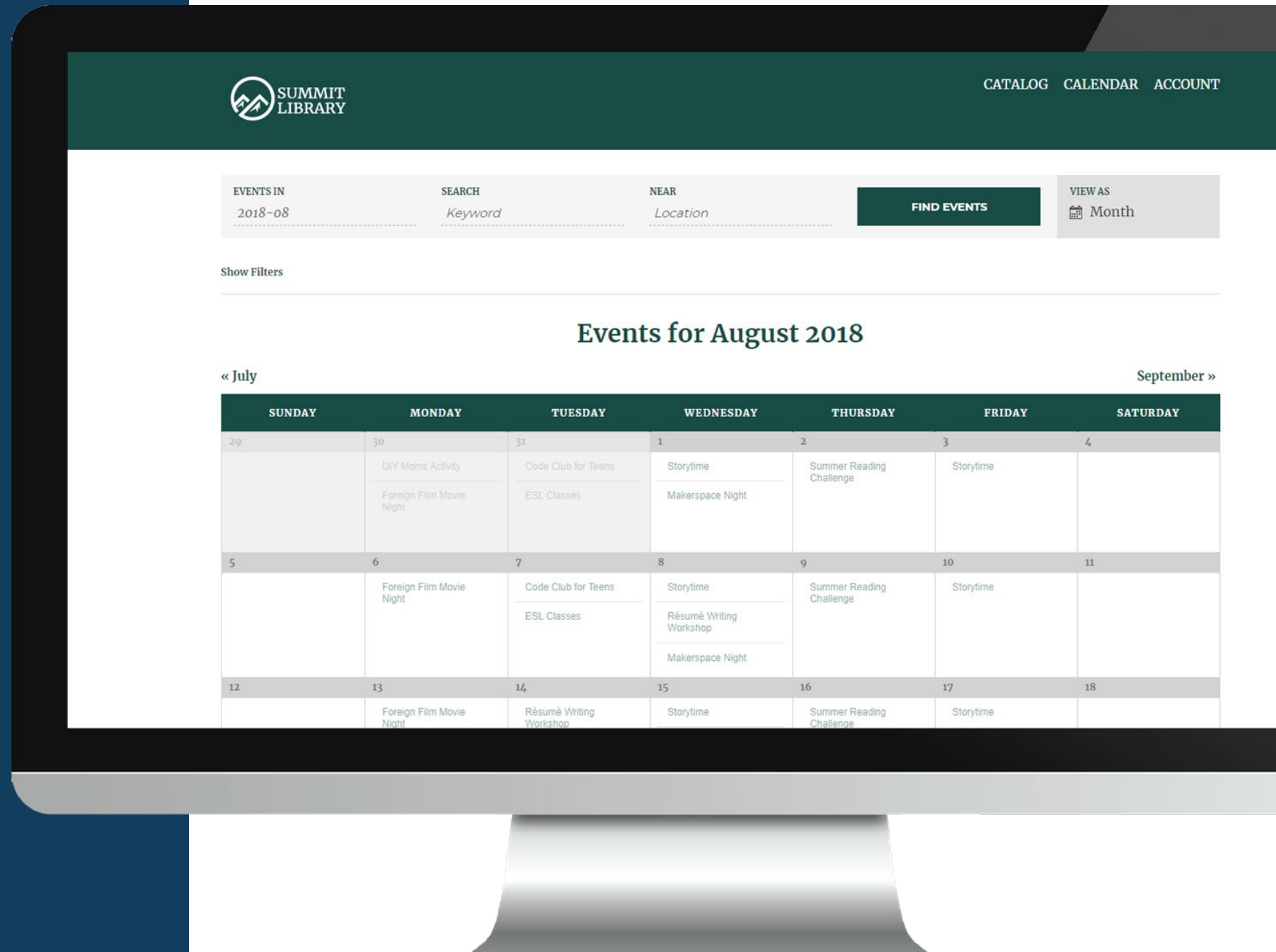




Calendar

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: *

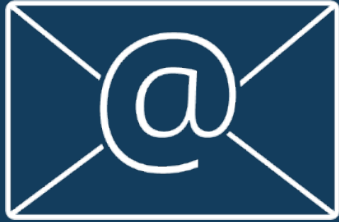
Last Name: *

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!



Thank You!

Berit Nelson | Chief Product Officer

berit.nelson@sirsidynix.com

