



SJRLC FY2006 Annual Plan

Special Focus for 2006: Mobility

If libraries are to be useful information environments in the future, we need to be able to preserve the best and most useful of the past, embrace the best and most useful of the future, and ignore passing fancies and dead ends.

From *Libraries: a Vision – Public Library Service in 2015*
The Laser Foundation, 2005

Throw strikes, but don't give them anything good to hit.

Paraphrased from Sal Maglie, Pitching Coach, to Jim Bouton
In *Ball Four* by Jim Bouton, Macmillan, 1970.

Mobility is the major focus for FY2006.

- An estimated 76% of kids ages 15 to 19 and 90% of people in their early 20's regularly use their cell phones for text messaging, ring tones, and games.
- Verizon Wireless hit the market on February 5 with its Vcast service, offering the choice of 300 clips per day ranging from CNN, MarketWatch and NBC news clips, ESPN and Fox Sports, entertainment, such as Sesame Street and VH1, and weather reports from Accuweather.com—all to your mobile phone.
- Google delivers nearby pizza locations, movie times and consumer prices from Froogle; the NBA offers fantasy leagues, team stats and video highlights for the mobile user.
- Sales of audiobooks are flourishing as the popularity of the iPod raises awareness of digital downloads. Satellite radio, airlines, and car rental companies are propelling this burgeoning medium.
- Apple is jointly developing a cell phone with Motorola, called the Rokr, that will merge the iPod with a mobile phone in what could be a huge new market this year for digital audio on the phone.

Should libraries get involved in delivering mobile services?

Increasingly, library users are developing personal information and media envelopes where they mix personal, bought and shared media. Mobile phones, blackberries, blogs, MP₃ players, laptops, games machines: they have multiple media stores and multiple interfaces to the media landscape where these media are shared, co-created, and adapted. Digital media and mobile technology are changing the way we work, study, and play. Public access via the library ensures a greater number of users can participate.

How does the library support and enhance this new environment? The library must develop multiple access points and diffuse its services into the lifestyles of its users. We must become adept at moving content between the library and other environments. We must develop services for the management of licensed, personal and collaboratively developed digital collections.*

SJRLC will implement demonstration projects to support and promote mobile services potentially including information services and downloadable materials to mobile devices. SJRLC will partner with member libraries, the State Library, other Regional Library Cooperatives and vendors to demonstrate improved service through new approaches to the provision of mobile services. Our focus on mobile services builds on accomplishments of previous incubator projects to redefine library space and establish wireless networks throughout the region.

What SJRLC brings to the table, as in the past, is the ability to attract and support the efforts and enthusiasm of hundreds of member library staff, to develop and incubate new ideas, and to move them forward with speed, creativity, and a focus on excellence.

*Adapted from *Libraries: a Vision – Public Library Service in 2015*, Laser Foundation, 2005