



Proposal for

South Jersey Regional Library Cooperative FY06 Mobile Services

Goals

- To position libraries to utilize and benefit from the mobile services revolution and deliver mobile services to their customers.
- To leverage mobile services to strengthen the relationship and create buzz with the target demographic of teens and young adults.
- To offer library users an easy way to access library content and account information.
- To deliver time-critical services to people on the go.

Objectives

- To demonstrate applications of mobile services technologies to deliver customer services from South Jersey libraries.
- To assist libraries in acquiring the skills and making the policy and cultural changes necessary to effectively deliver mobile services to their customers.
- To publicize the services so that the public expects to receive library services to their laptops, smart phones, PDA's and digital media players whenever and wherever they need them.

Project Description

Through the SJRLC Mobile Services Project, the Cooperative will:

- Provide funding for software and services to enable participating libraries to experiment with Info-to-go mobile service options including SMS text messaging, wireless enabled websites, pull-data mobile searches, and RSS feeds to deliver services to their customers. Allowable expenses will include software, telecommunications and professional computer services.
- Provide funding for base fees and collection for a Cooperative audiobooks project for participating libraries who will share in the base fee and contribute to the audiobooks collection costs based on previous year's circulation figures.
- Work with vendors to administer the project and negotiate pricing and installation.
- Coordinate design, publicity and overall message to the general public and targeted users on the web and in the media and provide a suite of public relations materials for participating libraries.
- Manage a user's group to provide assistance on policies, procedures, legal and technical issues.
- Work with libraries to place customer service at the forefront of decision making
- Support planning, training, practice, mentoring, and communication among the participants
- Learn and share with similar organizations nationally who are working on these services.
- Share our cutting-edge experience with other libraries and organizations in New Jersey and nationally.

Anticipated Timeline

Mobile Services Info-to-go projects will develop throughout FY2006. Mobile Audiobooks Project will be operational by January 1, 2006.

What have we done so far?

- Gotten the idea and designed the project.
- Researched vendors and service options.
- Held our first organizational meeting on August 3, 2005. Twenty-five libraries either sent representatives or requested additional information.
- Secured 13 potential participating libraries for Info-to-go projects: see attached list.
- Developed a handouts and website for the project. See <http://www.sjrlc.org/onthego/index.shtml>

Funding

SJRLC funding at a minimum of \$20,000 will pay for OverDrive Audiobook base fees and collection, and publicity/PR Materials for Mobile Services Info-to-go/Audiobooks projects.

List of Attachments

SJRLC FY2006 Annual Plan Special Focus for 2006: Mobility
SJRLC Mobile Information Services: Overview and Options
SJRLC Mobile Information Services: Reference by SMS
SJRLC Mobile Services Meeting Participants Interested in Info-to-go Mobile Services
Article: "Growing popularity drives text messaging innovations"

Recommended Links

- Pew Internet & American Life Project survey on U.S. cell phone users:
http://www.pewinternet.org/press_release.asp?r=99
- News and statistics on global text messaging: <http://www.160characters.org/index.php>
- News on the mobile content industry: <http://www.moconews.net/>
- News and reviews of mobile devices and networking products:
<http://www.mobileburn.com/>
- Mobile phone specifications, glossary of terms, and mobile telecommunications news:
<http://www.mobile-phone-directory.org/>
- Directory of wireless web sites:
http://mobile.yahoo.com/resource_center/wapdir/home
- Mobile services available from search engines:
Yahoo Mobile home: <http://mobile.yahoo.com/>
Google Mobile home: <http://www.google.com/mobile/index.html>
- Try these on your web-enabled mobile phone:
mobile.answers.com - instant answers on all topics
mobile.wunderground.com – Weather Underground
www.google.com/xhtml - Google Mobile Search