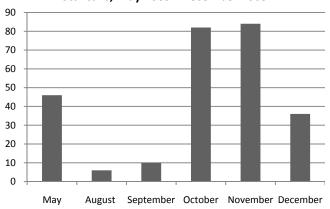# Next Generation Orientation Systems
Cell phone tours at the Undergraduate and Main Libraries
at the University of Illinois at Urbana-Champaign

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Why a Cell Phone Tour?

o Provides an alternative to the traditional Library orientation session

o Meets students at their immediate point of need, and allows them to personalize their experience

o Responds to trends in, and preferences for mobile technology among Millennial user

o Not limited by staff or Librarian availability, or time of day

o Encourages exploration of Library services, resources, and history

o Uses student curiosity to create a teachable moment

Total calls, May 2009 - December 2009

Number of total calls made to 217-244-9444. The tour was first publicized in October 2009. The Fall semester ended December 14th, 2009.

Implementation

o Popular Library services, resources, information, and art were identified as suitable tour locations

o Questions were generated for each tour location (e.g.: "Where am I?), and scripts were written to answer each question

o Initial setup and testing of the cell phone tour was done through **Guide by Cell**®, a vendor offering customized cell phone, text messaging and podcasting services.

Prices quoted by **Guide by Cell**® were based on use:

First 30 days in visitor use	No charge
After 30 day free trial:	
0-175 calls or texts	$200 (this is the min/month)
176-350 calls or texts	$300
351-525 calls or texts	$400
526 -700 calls or texts	$500
701-875 calls or texts	$600
876-1,050 calls or texts	$700
1,051 + calls or texts	$700 + $.29/ call or text

After an experimental period, the University Library decided to use an in-house option with an annual cost of $500.

Additional Resources

Library Success: A Best Practices Wiki
Articles and websites on mobile computing in libraries
http://libsuccess.org/index.php?title=M-Libraries

Library in Your Pocket: Strategies and Techniques for Developing Successful Mobile Services
Mobile services at North Carolina State University
http://www.educause.edu/Resources/LibraryinYourPocketStrategiesa/195003

Mobile Computing Interest Group (LITA)
The discussion is just starting, but this forum will explore developments in mobile technology
http://connect.ala.org/node/72768