

# What A MESS!

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## Discussion

- How many of you are currently investigating mobile resources?
- How many people are currently working on this in YOUR library?
- How many of you are thinking about implementing library mobile resources in the future?

# Overview

- ▣ Background on M.E.S.S.
- ▣ Policy/Tech Considerations
- ▣ Workflow
- ▣ Project Management
- ▣ Outreach and Marketing
- ▣ Examples
  - ▣ LibGuide | Mobile Apps

MESS = Mobile Experience Services Sub-group  
Casey

## Background

- Requests for a few - Chronicle + One More Story + Nat's previous experience
- Formed a group so that we could handle systematically
- Group reports back to Serials Review Committee

Rather than continue to handle each request for mobile resources as they trickled in, we wanted to develop a system to look at everything available and consider all of the extra work required by these new requests before that trickle of requests became a flood.

## Policy and Technical Considerations

- Mobile Web sites
- Mobile Apps
  - Example: Chronicle app
- Extra licensing
- Price
- Simultaneous Users
- Authentication
- Device compatibility and other tech issues (Flash)
- Worth the time we spend on it?
- Used by how many?

We are in the midst of developing a policy or guidelines for which mobile resources we activate and a check-list (of sorts) of information that needs to be gathered about each one.

Is it a mobile web site or does it require an app (or both). If it does require an app, what kind of set up is needed to ensure that our users can use it. For example, the Chronicle of Higher Education requires our users to create an account with their MSU email address. Some of them require extra licensing – leading to more time to analyze the license and negotiate and run by the Contract Administrator’s Office. Some are free, but some must be purchased. Some have unlimited users and others have complex simultaneous user models. (Newspapers Direct Press Reader gives us 5 SUs with 2 reserved for the app. Each download is 15 minutes of 1 SU time.) We need to check and see if it is compatible with our EZ Proxy for authentication or see if there is another model that they use (like the Chronicle and their requirement of creating an account). We have to consider device compatibility, will it only work on Apple products and not Droid? Does it require Flash?

And then the last 2 questions...

# Workflow

- Work in progress
- Challenges:
  - Who investigates
  - When?
    - Retroactively and new subs
    - How will this be added to our normal acquisitions process? What does this change for the access process?
    - Do we investigate all or do we cherry pick?

As with this entire project, this is very much a work in progress:

There are some major challenges when considering workflow:

-Who investigates? The person who requested it, one of our acquisitions librarians, the librarian who will set up access, or a technician?

-When does this investigation happen?

-Do we do a wholesale project where we try to set up all of our existing subscriptions? Do we only work on those requested? Do we now automatically ask about mobile resources with all new subscription requests?

-If we do add this step to automatically ask about mobile resources to our normal acquisitions process, how will that change the process, will it become an onerous step? Will patrons use them enough to justify the extra time spent on them?

-What will this mean for access? Will we just need to add a little phone icon on our databases A-Z list? Who will maintain our LibGuide?

## Other considerations

- Even more access problems?
- Reference Librarians

This adds an extra opportunity for access problems. Access librarian and technicians will need to learn how to troubleshoot and report.

Reference librarians will also need to be versed in how to navigate and troubleshoot as they are helping patrons. We need to consider how we will provide demos and that they know who to contact for problems.

## Discussion

- Are there policies that you have implemented that we've missed?
- Have you had any challenges adding mobile resources into your acquisitions workflow?



## In-Session Discussion

### □ Tech Considerations

- Who uses phones/tablets? Which devices will we trouble shoot and support?
- Adding default apps
- Download apps for students at tech fair
- User/platform/type of resource
- Getting apps accepted by Apple store is difficult

## In-Session Discussion

- Prioritizing
- When do we turn over patrons to vendor support or to library/university/institutional tech support?
  - Especially with apps

# Project Management

- 1) Google Spreadsheet for Project Management:  
<https://docs.google.com/spreadsheet/ccc?key=0Agad2EpQg9C2dHFPRkV0WlpfeVB2dHJIUzM2bk1nbEE&usp=sharing>

## Discussion

- What project management tools have you used?
- How have you compiled lists of mobile resources?
- Have you done any work categorizing mobile resources by subjects or other categories?

## In-Session Discussion

- Spreadsheet
- Vendor? LibSuccess-wiki
- Piggy back on ERMs

# Outreach

- Marketing
  - Newsletter article
  - Master email to departments
  - Mobile Resources LibGuide
  - Facebook or social media and blog posts
  - Bibliographic Instruction sessions as appropriate
- FAQs

## Discussion

- What type of outreach did you do?
- How did you promote?
  - Different promotion techniques to faculty vs. students?

## In-Session Discussion

- Visualization of computer use app to see where computer are free/being used
- Digital signage
- Competition (You-Tube videos of what apps are available at the library)
- Newspaper article or ad
- Info to public schools
- D2L link to library
- Feature story on library page
- Table tents
- Fortune cookies



# LibGuide

**Mobile Resources** [no tags specified]

Last Update: Mar 20, 2013 | URL: <http://libguides.mnsu.edu/mobile-resources> | Status: Private

[Welcome](#) | [Articles and Journals](#) | [E-Books](#) | [Other Mobile Tools](#)

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**What's in This Guide** edit



In this guide you will find:

**Articles and Journals**

- Ebsco
- Gale
- LexisNexis
- JSTOR
- T&F
- Sage
- IEEE
- Science Direct
- BrowZine
- The Chronicle

**E-Books**

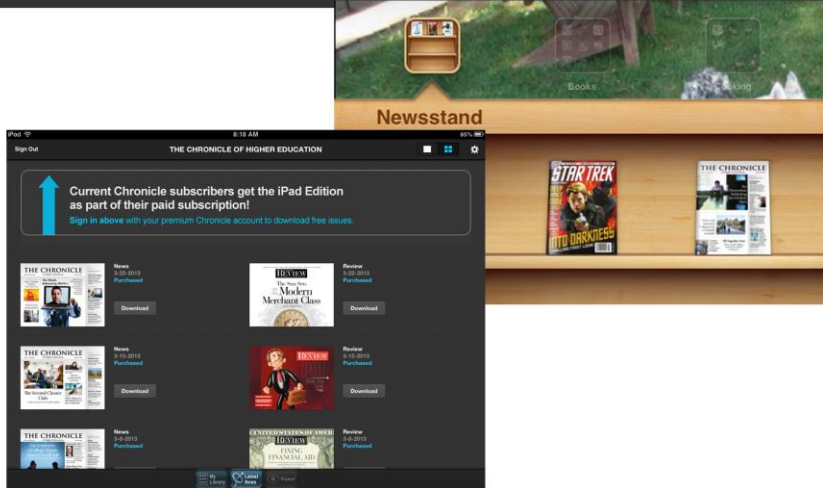
- Ebrary

**Other Mobile Tools**

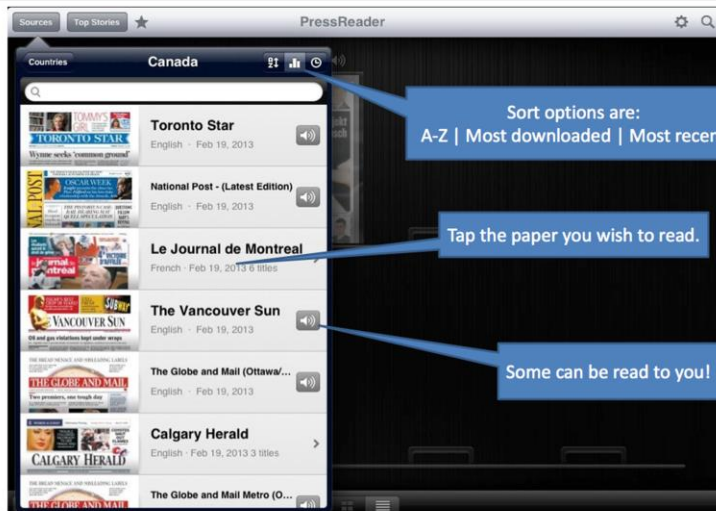
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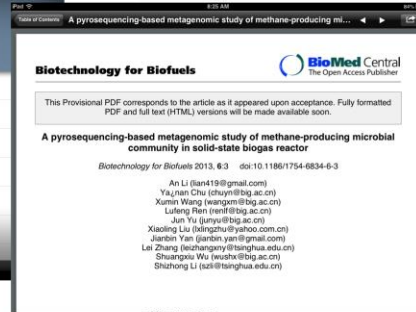
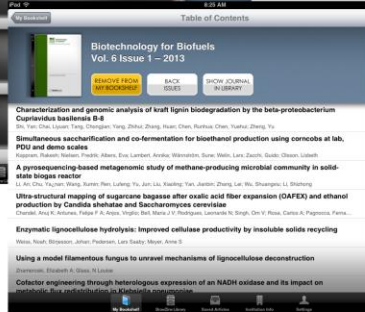
# Mobile Apps: Chronicle



# Mobile Apps: PressReader



# Mobile Apps



## Discussion

- Where do Mobile resources reside on your Web page?

## Question Redux

- ▣ Do you have policy ideas to share?
- ▣ What challenges have you had?
- ▣ What project management tools have you used?
- ▣ Have you compiled lists of mobile resources?
- ▣ Have categorized mobile resources?
- ▣ Promotion & outreach ideas?

## Images Sources

- Title slide & Slide 3: <http://blog.seo4site.com/mobile-applications/make-your-work-effective-with-mobile-apps.html>
- Slide 5 "Policies": <http://religion103.wordpress.com/other-class-policies/>
- Slide 6 "Workflow": <http://hublog.hubmed.org/archives/001277.html>
- Slide 11 "Dog & Pony Show": <http://hipandthigh.blogspot.com/2011/04/evangelical-dog-and-pony-shows.html>
- Slide 14: "Twitter bird": <http://www.teachthought.com/technology/the-complete-guide-to-twitter-hashtags-in-education/>
- Slides 17-20: Library Services, Minnesota State University, Mankato