LibraryLinkNJ Mobile Pilot Project - FY2012
New Jersey Libraries-On-The-Go

Mobile Project Application & Instructions
APPLICATION A - FOR LIBRARIES
THAT HAVE NOT YET IMPLEMENTED
A MOBILE APP OR MOBILE WEBSITE SERVICE

All the documents describing and supporting the Mobile Pilot Project can be found on
the LibraryLinkNJ website. Please read them completely and carefully.

Application Deadline:

The completed application must be received no later than 4:00 pm, Wednesday,
February 29, 2012.

Submit the following completed forms by email attachment:

- **Application & Certification Form:** (signed)

  Applications that do not include the signed Application & Certification
  will be disqualified.

- **Application Form A:**

  Save a copy of the Application Form appropriate for your project and
  use as a template to supply the information for each of the required
  sections.

**IMPORTANT NOTE:** The President of the Library Board of Trustees, or equivalent
governing body, must sign the Application & Certification Page unless the library
director has been authorized to sign by the board or equivalent governing body.

Send completed forms by email attachment to:

Cheryl O’Connor, Executive Director
LibraryLinkNJ – The New Jersey Library Cooperative
44 Stelton Road, Suite 330
Piscataway, NJ 08854
732-752-7720
coconnor@librarylinknj.org

LibraryLinkNJ and its services are funded by the New Jersey State Library, which is responsible for
the coordination, promotion and funding of the New Jersey Library Network.
APPLICATION & CERTIFICATION FORM
LibraryLinkNJ Mobile Pilot Project - FY2012
New Jersey Libraries-On-The-Go

APPLICANT:

Robert W. Van Houten Library at New Jersey Institute of Technology
LIBRARY/INSTITUTION/SCHOOL DISTRICT NAME

University Heights
ADDRESS
Newark NJ 07102-1982
CITY STATE ZIP

Essex
COUNTY - REQUIRED

PROJECT DIRECTOR: Ann Hoang, Assistant University Librarian

TELEPHONE NUMBER: (973) 596-5798

FAX#: (973) 242-1641

E-Mail Address: ahoang@njit.edu

Application Deadline:
The completed application must be received no later than 4:00 pm, Wednesday, February 29, 2012.

TOTAL AMOUNT OF FUNDS REQUESTED: $4,940.00

APPLICATION CERTIFICATION: To the best of my knowledge and belief, data in the application are true and correct. The document has been duly authorized by the governing body of the applicant and the applicant will comply with the project parameters, if its funding is approved.

Richard T. Sweeney, University Librarian

APPLICATION & Certification Form must be signed by The President of the Library Board of Trustees, or equivalent governing body, must sign the Application & Certification Page unless the library director has been authorized to sign by the board or equivalent governing body.

Send completed forms by email attachment no later than 4:00 pm, Wednesday, February 29, 2012 to: Cheryl O’Connor, Executive Director, LibraryLinkNJ – The New Jersey Library Cooperative, 44 Stelton Road, Suite 330. Piscataway, NJ 08854 - coconnor@librarylinknj.org
APPLICATION FORM A - FOR LIBRARIES THAT HAVE NOT YET IMPLEMENTED A MOBILE APP OR MOBILE WEBSITE SERVICE

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Filling Out Sections 1 – 8 is required.

1. Project Description: Provide the goal and objectives of your proposed project.

The mission of the Robert W. Van Houten Library at the New Jersey Institute of Technology (NJIT) is to satisfy the NJIT community’s scholarly information needs in a timely fashion; increase productivity and effectiveness through customization and personalization of services; and increase scholarly access to NJIT digital resources in pursuit of their educational and research programs in a cost-effective, timely manner, and provide a high-quality academic learning environment.

NJIT Mobile Website Project Goal and Objectives

NJIT will anticipate and meet the information needs of our community in our search for knowledge. We will do this anytime and anyplace. We will use our staff and our technology, resources and services in creating a model information-literate community.

By 2015, US mobile internet users are expected to surpass desktop internet users. With mobile devices, smartphones and tablets becoming more popular, it is imperative for NJIT library to provide a much greater user experience for our students, faculty and staff no matter what mobile device they are using. Now is the time to develop a responsive, mobile-friendly website. This mobile version of key resources and services will:

- Leverage emerging virtual discovery tools to provide alternate paths to serendipitous discovery;
- Provide NJIT users with more effective, higher-quality, and faster access to the library’s catalog through the use of new technologies;
- Provide seamless access to library services, including interlibrary loan and virtual reference;
- Improve NJIT users’ satisfaction with library services.

References
2. **Vendor and Product of Choice:** *Submit vendor and product choice(s), and describe how it relates to your goal.*

Library Anywhere software provides both mobile web access for any mobile device as well as native apps for use on mobile devices including iPhone, iPad, Android and Blackberry.

Library Anywhere has the features and functionalities NJIT students, faculty and staff desire, including:
- The ability to search the catalog, check book availability, place holds, renew items, and review fines while on-the-go;
- Full compliance with Section 508 and other accessibility standards;
- Seamless access to a range of our key electronic databases and Ebooks;
- Seamless access to library hours and services, such as contacting subject liaison librarians for further assistance;
- A barcode scanner that reads QR codes or ISBNs to quickly check if a book is available at the NJIT libraries or other libraries nearby.

Library Anywhere has the features and functionalities our library staff is looking for to administer the project:
- Easy set up;
- No installation, uploads, or maintenance;
- New items are added to the Library Anywhere mobile site immediately upon entry into NJIT’s catalog;
- QR codes in the NJIT library’s website will link to the mobile version of the website (in addition to the automatic redirect);
- Comprehensive statistics will track usage, peak traffic times, and more.

**Library Anywhere and NJIT**

By leveraging one of many emerging virtual discovery tools (i.e. “Library Anywhere” software) to provide alternate paths to serendipitous discovery for students, faculty and staff, the Van Houten Library will have successfully anticipated and met the information needs of our NJIT community in the continuous search for knowledge.

We will do this anytime and anyplace as we work toward redefining NJIT’s academic library by managing the migration and transition from traditional to digital library services.
3. **Vendor Quote:** Submit formal vendor quote.

   See attached formal quote from LibraryThing.com LLC for Library Anywhere

4. **Proposed Budget:** Submit a basic fund budget and include:
   1. Vendor Quote
   2. LibraryLinkNJ Subsidy Request
   3. Amount of local funding contribution, if any (this is desirable, but not required):

   | 1) Library Anywhere software | $2,000.00 |
   | Funding to purchase 2 iPad2s (GB) for development | $1,500.00 |
   | Projected salary for one (1 of 2) student assistant | $1,440.00 |
   | **Subtotal for Subsidy Request** | **$4,940.00** |
   | Projected salary for one (1 of 2) student assistant | $1,440.00 |
   | Projected salary for Kate Wiggins, Technical Reference Librarian | $1,584.00 |
   | Projected salary for Ann Hoang, Assistant University Librarian | $1,670.00 |
   | **Subtotal for Local Funding Contribution** | **$4,694.00** |
   | Estimate Total Budget for NJIT mobile website project | **$9,634.00** |

4. **Staff Commitment:** Please describe number of project staff and estimate of staff hours.

   The project team will consist of two (2) permanent staff- Assistant University Librarian for Library Technology and Technical Reference Librarian - with additional help from two (2) student assistants to work on the NJIT mobile website project. The estimated staff hours for the project are as follow:

<table>
<thead>
<tr>
<th>Staff</th>
<th>Estimated Staff Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann Hoang</td>
<td>2 hours per week X 16 weeks = 32 hours</td>
</tr>
<tr>
<td>Kate Wiggins</td>
<td>3 hours per week X 16 weeks = 48 hours</td>
</tr>
<tr>
<td>2 Student Assistants</td>
<td>10 hours per week X 16 weeks X 2 students = 320 hours</td>
</tr>
</tbody>
</table>

   **Total projected hours = 400 hours**

   Both staff members have the management and technical expertise to successfully implement NJIT’s library mobile website project.

   View Ann Hoang’s resume at [http://www.linkedin.com/in/anndhoang](http://www.linkedin.com/in/anndhoang)

   View Kate Wiggins’s resume at [http://www.linkedin.com/in/katherinewiggins](http://www.linkedin.com/in/katherinewiggins)
5. Implementation Timeline: *Provide estimated timeline for implementing project.*

<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
</table>
| February 2012 | • Research best possible methodology to develop an NJIT library mobile website  
               | • Complete an environmental scan of existing academic mobile websites        |
| March 2012    | • Receive notification of project approval from LibraryLinkNJ               
               | • Create a detailed project management timeline to properly schedule work and utilize resources for creation of the NJIT library mobile website  
               | • Begin development of the NJIT library mobile website using Library Anywhere software |
| April 2012    | • Continue development of the NJIT library mobile website using Library Anywhere software  
               | • Use iPads to test drive e.g. functionality, usability, and flexibility of the NJIT library mobile website |
| May 2012      | • Complete development and deploy the NJIT library mobile website to selected students, faculty and staff |
| June 2012     | • Fully deploy the NJIT library mobile website to all students, faculty and staff |
| July 2012     | • Evaluate effectiveness of NJIT library mobile website project e.g. measure the outcome objectives  
               | • Use iPads to conduct one-on-one interviews with students, faculty and staff to measure outcome objectives  
               | • Analyze data from outcome objectives measurement and produce draft of NJIT mobile website project final report |
| August 2012   | • Submit NJIT mobile website project report to LibraryLinkNJ               |
| September 2012| • Maintain NJIT mobile website                                             |
6. Marketing and/or Public Relations Plan: *Describe marketing strategy and public relations materials.*

The project team plans to promote the NJIT library mobile website project in an organized, timely manner while fulfilling the mission of the library. Promotional activities include:

- Creating publicity in the form of print flyers and posters, and posted announcements on the library’s blog, library research guides, and webpages;
- Utilizing social networking tools such as Facebook, Twitter, and Google+;
- Contacting faculty through their respective library subject liaison;
- Speaking directly with students, faculty and staff;
- Taking advantage of all opportunities to promote the NJIT library mobile website, including interactions at the reference desk, circulation desk, and classroom instruction.

7. Evaluation Plan: *Describe how you intend to evaluate the project results.*

**NJIT Library Mobile Website Project Evaluation Criteria**

The NJIT mobile website project team, in collaboration with NJIT’s librarians and staff, has developed a list of outcome objectives to measure the effectiveness and usefulness of the NJIT library mobile website project implementation.

**Process Evaluation**

The outcome evaluation will assess the efficacy and utility of the project by collecting and analyzing data from in-person interviews, online questionnaires, and comprehensive usage statistics of the NJIT library mobile website implementation.

**Outcome Evaluation Measurement**

The project team will use the iPads to conduct one-on-one interviews with students, faculty and staff at the reference desk to obtain and to measure the utility of the project. In order to regularly monitor the full impact of implementation, the project team will post the evaluation questionnaires on the web for students, faculty and staff to respond at their leisure, anytime and anywhere. The team will also monitor, harvest, and analyze comprehensive statistics such as usage, traffic, and information access provided by Library Anywhere to evaluate and validate each outcome objective.
Objectives

1. Performance
   a. Speedy download time
   b. Navigation choices clear and logical
   c. Navigation choices consistent and available in relevant areas
   d. Information organized logically and meaningfully

2. Usability and Design Effectiveness
   a. Graphic files small enough to download quickly
   b. Use of graphic images effectively without adding distraction
   c. Sizes and resolutions display conform to browsers’ standards
   d. Typefaces and font sizes easily legible

3. Customer Service and Branding
   a. Reflective of NJIT’s library image / branding
   b. Provide access to value-added features such as chat, help, email, phone, etc.

8. Sustainability Plan: Describe how your library will sustain its future mobile presence (budget & staff commitment)

Implementing a mobile website is about continued project maintenance. Although many people believe that building a mobile website is mostly a technical work, without proper planning, work, and responsible project management, the mobile project is likely to neither succeed nor turn out as expected.

NJIT library plans to use the subsidized fund to set-up and launch a mobile website for the NJIT community using Library Anywhere software. We plan to collect feedback and usage statistics and to regularly modify and improve the mobile website to meet and exceed users’ expectations.

If the Library Anywhere software is as successful with our students, faculty and staff as we anticipate, we expect to be able to provide additional funding for the annual subscription; otherwise we will need to invest in developing and maintaining our own in-house mobile website at no additional cost (aside from additional staff time).

There will be two (2) permanent staff and one (1) student assistant responsible with keeping the NJIT library mobile website going.

<table>
<thead>
<tr>
<th>Staff</th>
<th>Estimated Staff Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann Hoang</td>
<td>2-4 hours per month</td>
</tr>
<tr>
<td>Kate Wiggins</td>
<td>4-6 hours per month</td>
</tr>
<tr>
<td>1 Student Assistant</td>
<td>10 hours per month or as needed</td>
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Send completed forms by email attachment no later than 4:00 pm on Wednesday, February 29, 2012 to: Cheryl O’Connor, Executive Director, LibraryLinkNJ – The New Jersey Library Cooperative, 44 Stelton Road, Suite 330. Piscataway, NJ 08854 - coconnor@librarylinknj.org
Library Anywhere Price Quote

New Jersey Institute of Technology

Bowker is an authorized reseller of LibraryThing for Libraries, a product of LibraryThing.com LLC.

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<tbody>
<tr>
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<td>NJ Institute of Technology</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>973-596-5798</td>
<td></td>
</tr>
<tr>
<td>Fax:</td>
<td>Phone: 908-219-0218</td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:ahoang@njit.edu">ahoang@njit.edu</a></td>
<td></td>
</tr>
<tr>
<td>Institution Type:</td>
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<thead>
<tr>
<th>Bowker Account #:</th>
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<tbody>
<tr>
<td>Subscriber:</td>
<td>Barbara Laub</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Full Contact Information:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann. D. Hoang</td>
</tr>
<tr>
<td>Assistant University Librarian</td>
</tr>
<tr>
<td>NJ Institute of Technology</td>
</tr>
<tr>
<td>Robert W Van Houten Library</td>
</tr>
<tr>
<td>University Heights, 200 Central Avenue</td>
</tr>
<tr>
<td>Newark, NJ 01702-1982</td>
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<table>
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<tr>
<td>End Date:</td>
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<table>
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<tr>
<th>Technical Contact Name and Email:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann Hoang</td>
</tr>
</tbody>
</table>

Library homepage and catalog search page URLs:
- Library homepage = [http://library.njit.edu](http://library.njit.edu)
- Library catalog = [http://librarius.njit.edu/vwebv/searchBasic](http://librarius.njit.edu/vwebv/searchBasic)

**PROFILE STATUS/CIRCULATION/COLLECTION SIZE/ACTIVATION**

<table>
<thead>
<tr>
<th>New Profile</th>
<th>Annual Circulation: 35,000</th>
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<tbody>
<tr>
<td>Profile Modification</td>
<td>Collection Size (Monograph Titles): 100,000</td>
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<tr>
<td>Test Profile</td>
<td>OPAC Vendor: Ex Libris</td>
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<tr>
<td></td>
<td>OPAC Version: Voyager 8.1.0 by May 31 2012</td>
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**LIBRARY THING FOR LIBRARIES PRODUCTS**

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<tr>
<th>PRODUCT CODE</th>
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<tbody>
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<td>LIBTHINGANY</td>
<td>$2000.00</td>
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