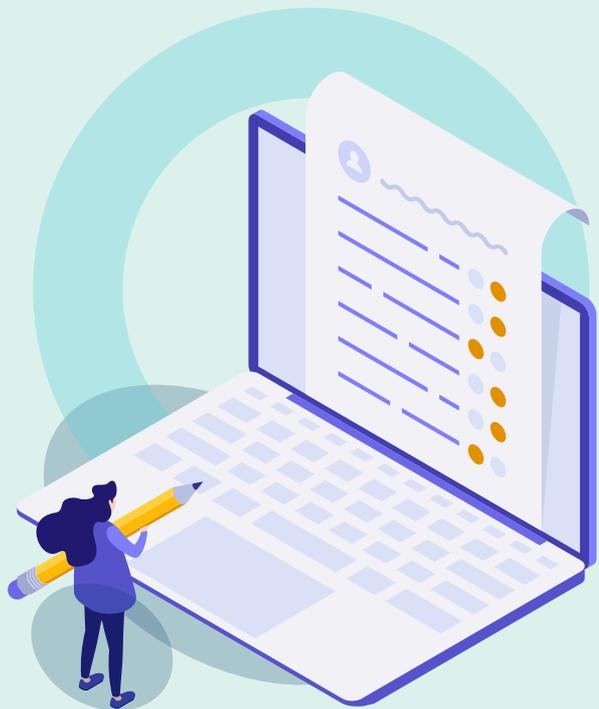# Library Mobile Update

Matt Sherlock | Director Product Strategy

Agenda

1. Why Mobile Is Important?

2. What is Library Mobile?

3. What's coming in 2023?

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Why Mobile Is Important?

State of Academic Libraries Survey Report

State of Academic Libraries

Survey Report: All Regions

Summer 2021

Sponsored by

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a ProQuest Company

Library Mission

How important are each of the following to your institution's mission? (HIGH IMPORTANCE)	% of respondents
Student Engagement	76.0%
Student Retention	72.2%
Research Excellence	59.5%
Affordable Learning	54.0%

https://www.libraryjournal.com/story/LJs-State-of-Academic-Libraries-Survey-Reveals-Challenges-Priorities

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State of Academic Libraries Survey Report

State of Academic Libraries
Survey Report: All Regions

Summer 2021

Sponsored by

Library Mission

How important are each of the following to your library's mission? HIGH IMPORTANCE	% of respondents
Provide an excellent patron experience	76.4%
Teach students research and information skills	72.8%
Support institutional mission	70.6%
Prove library value to institutional leadership	64.0%
Provide course materials and support faculty	62.6%
Connect the library to the academic ecosystem	61.6%
Support research	61.5%
Support distance teaching and learning	54.6%
Provide individual and collaborative workspaces	52.8%
Collection development and preservation	46.6%
Preservation of rare materials	31.6%
Support library linked data	31.6%
Converting print to digital/scanning	28.0%

This is What 5,000 Students Said…

2017
(1,033 responses)

2018
(2,420 responses)
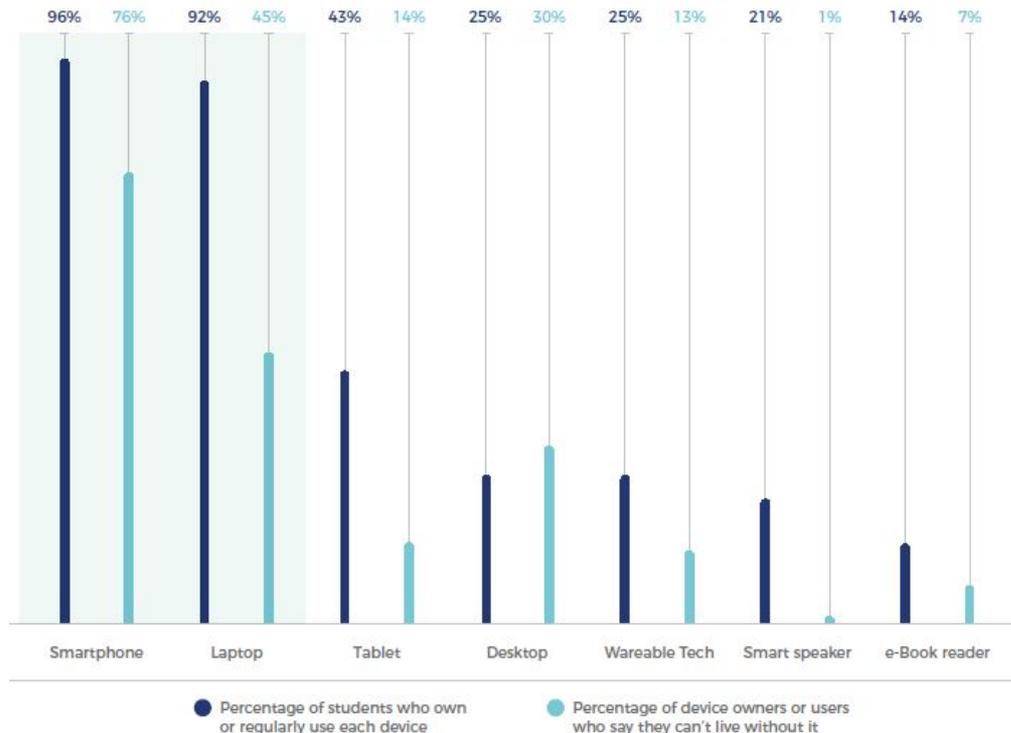
2020
(2,076 responses)

https://knowledge.exlibrisgroup.com/campusM/Product_Materials/Customer_Success/Community_Reports

# Mobile Phones are Essential. Really Essential

76% say they are 'unable to live without' their smartphone

Device	Smartphone	Laptop	Tablet	Desktop	Wareable Tech	Smart speaker	e-Book reader
Percentage of students who own or regularly use each device	96%	92%	43%	25%	25%	21%	14%
Percentage of device owners or users who say they can't live without it	76%	45%	14%	30%	13%	1%	7%

● Percentage of students who own or regularly use each device
● Percentage of device owners or users who say they can't live without it

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How Students Prefer to Be Contacted?

An app is most preferred for activities that require a simple information check, such as viewing timetables (68%), seeing library loans (48%) accessing reading lists (42%) and checking assessment deadline (40%).

The online portal is by far the most preferred option for tasks that may involve more attention or more time to complete, such as submitting coursework/essays (58%), and accessing course materials (58%).

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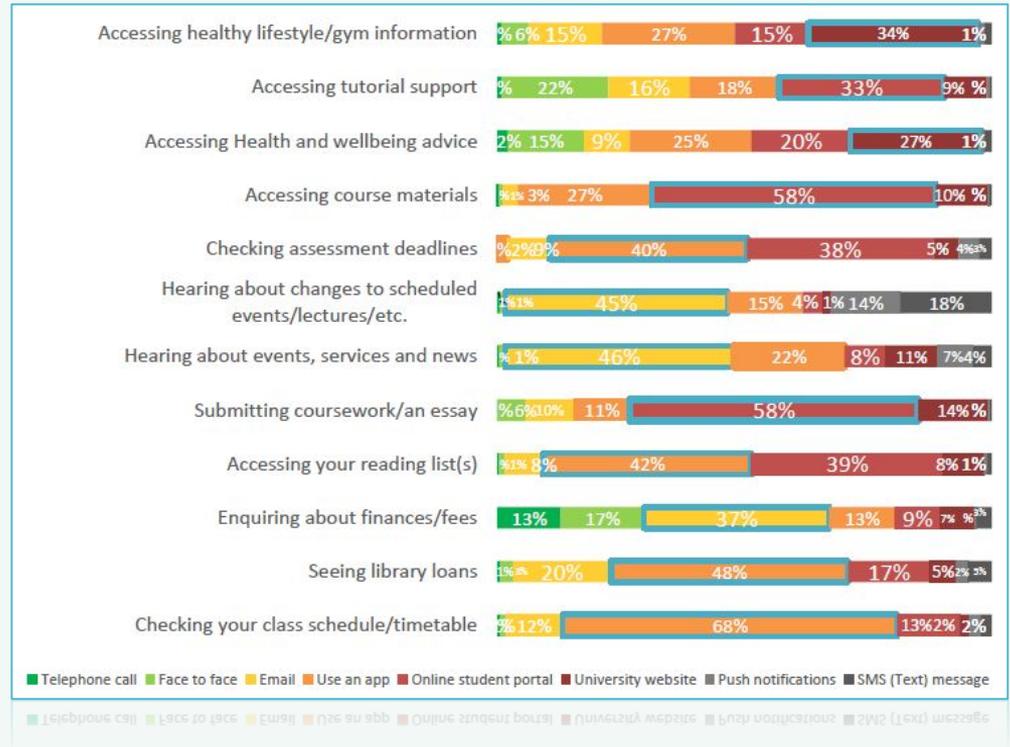
What is Library Mobile?

Ex Libris Library Mobile

INTEGRATE

Integrate your library platforms and systems in one place

Engage

Drive patron engagement and use of library services on their device of choice

Elevate

Promote your services and their value as part of a broader academic experience

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Library Mobile app, powered by Ex Libris campusM

Mobile-first engagement for libraries

Full search and account functionality built-in

Push notifications automated from Alma

Branded app w/ library-set configurations

Access to library services, information pages, etc.

Out-of-the-box quick polls, maps and more

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Seamless Integration with Alma-Primo

Deliver a feature-full discovery, delivery and account features from a native mobile app.

Search & Discovery

Library Account Info

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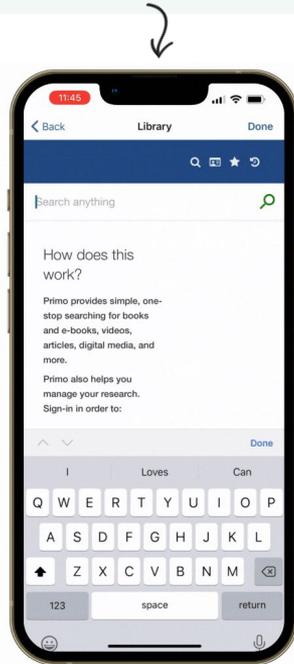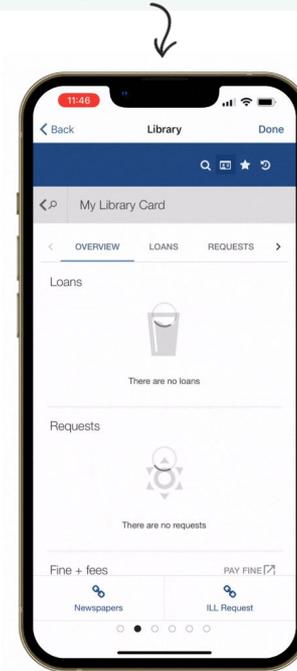
Seamless Integration with Leganto
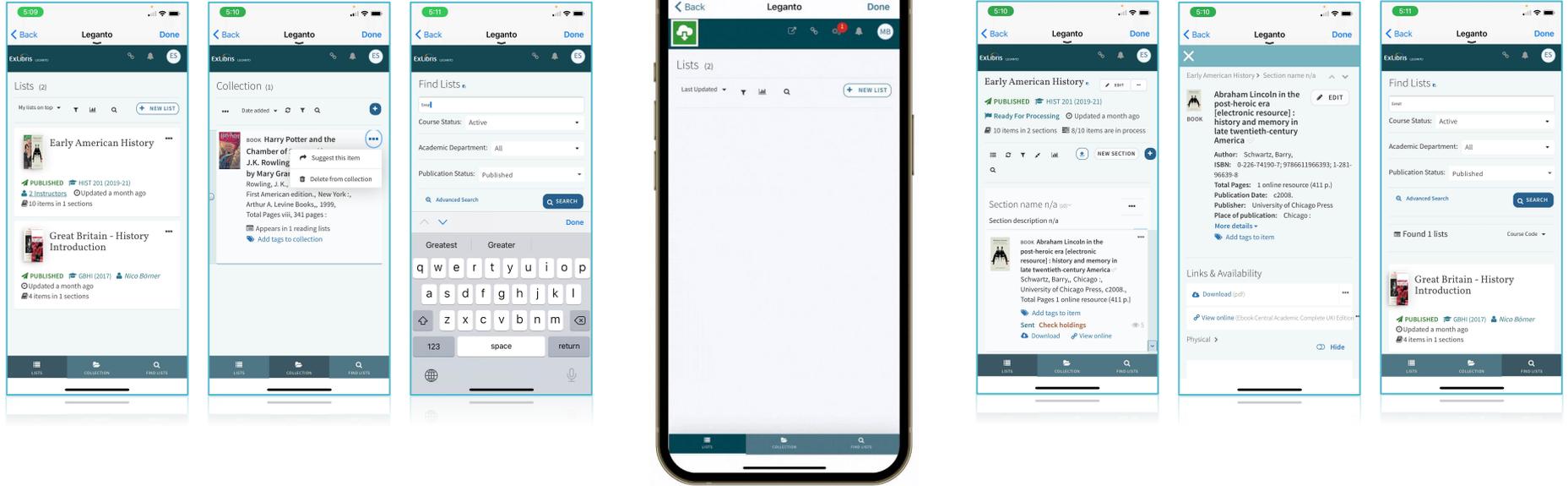
Review resource lists, saved items in your collection, and more…

Leverage Mobile Engagement and Push Notifications

✔ **Transition from SMS messages to native mobile push notifications**

✔ **Push notifications get the highest click and open rates of all communication methods**

✔ Automated push notification for configured outgoing emails

✔ Leveraging mobile push notifications to drive users to engage with library updates

✔ Deliver key updates to patrons

✔ Personalized notifications provide reassurance

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Gain Instant Feedback

✔ Use Quick Polls to get feedback on general and specific library services

✔ Great for app feedback, library helpdesk feedback, new services and more

✔ View real-time results

✔ Supports multi-questions and recurring polls to gain insights for trends over time
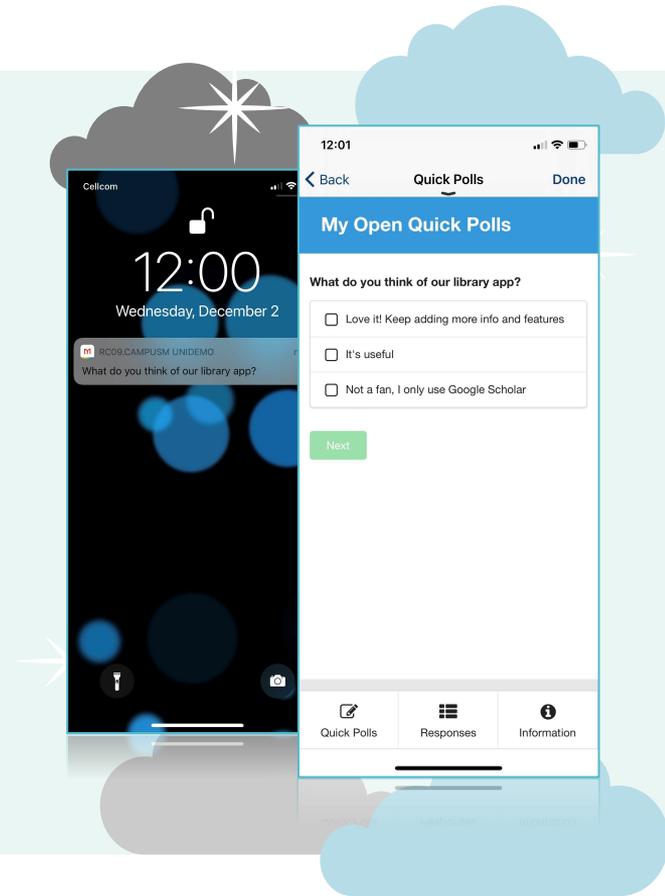
Value Add Services

Events Lists

Digital ID Card

Lib Guides
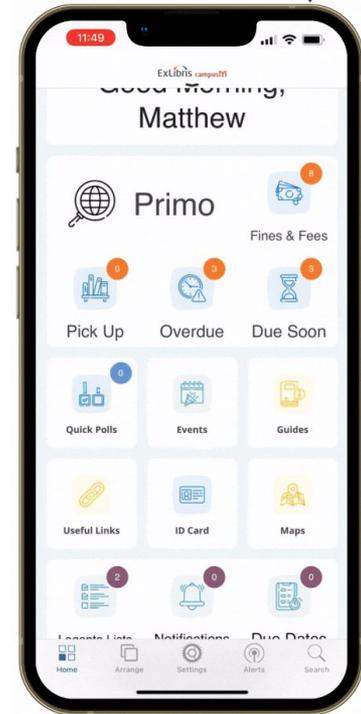
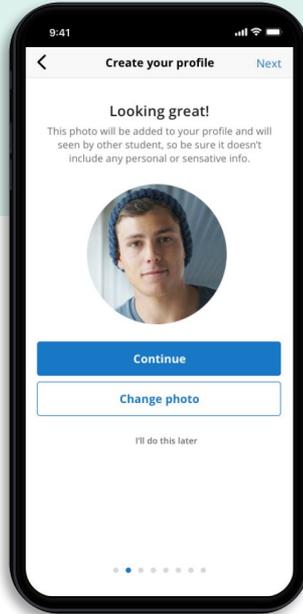# Growing Community
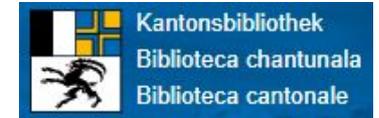
What Students Think About Library Mobile

What's coming in 2023?

Library Self-Serve

- Exploration of Self Serve support for selected vendors
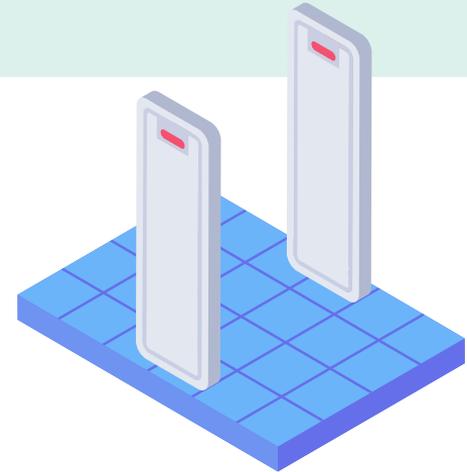
App Profile
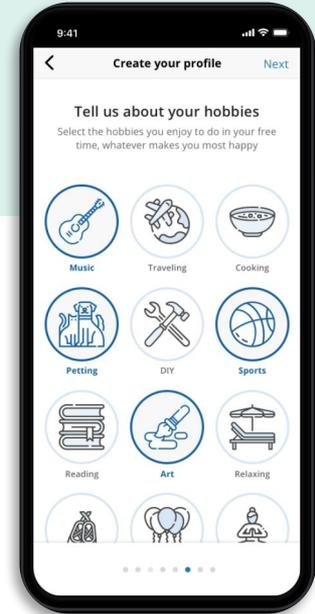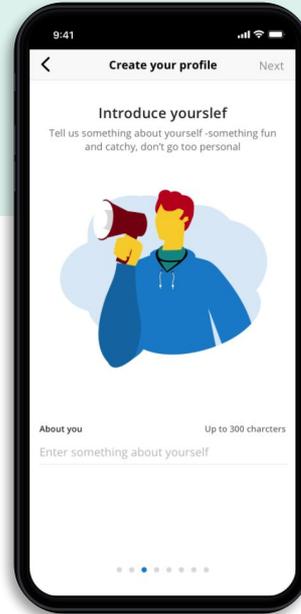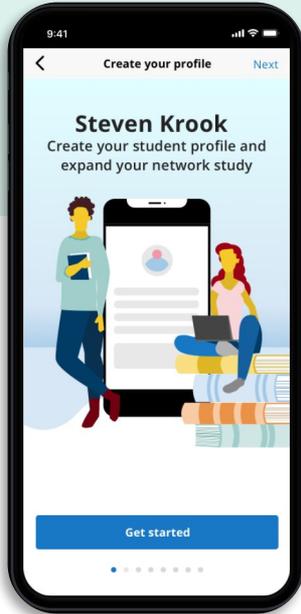
Create and populate your profile on first entry to app | Add image, interests and more into profile | Set social media links right in the app | Connect with colleagues and teachers right from the start | Choose what to share and what not to share

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Live Tile Widgets

Next generation dynamic Live Tiles will make the homescreen more attractive, accessible and informative
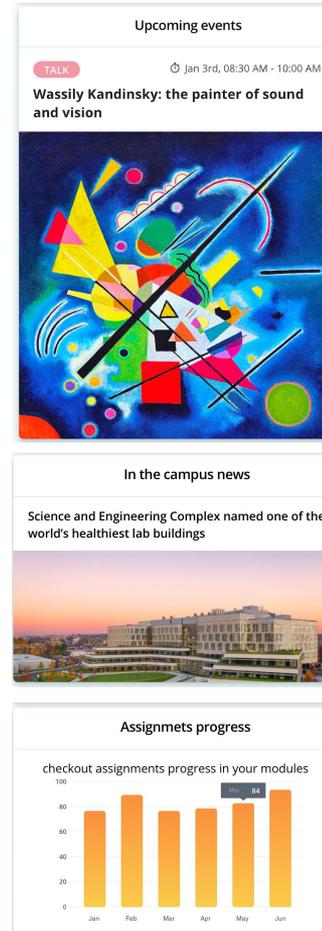
My Maps
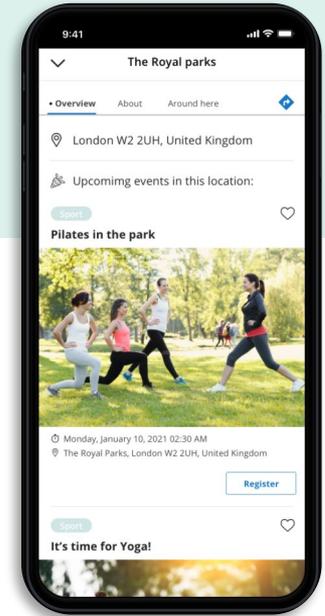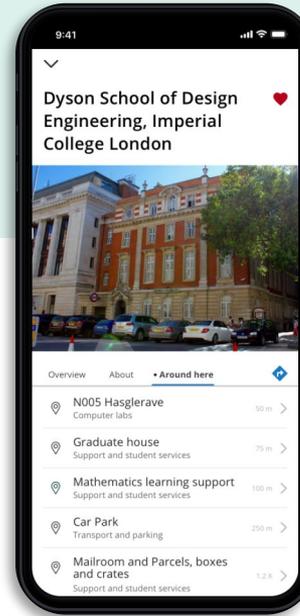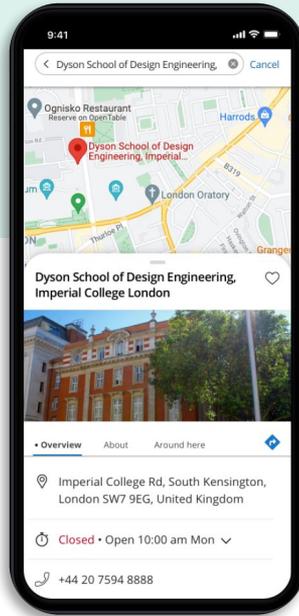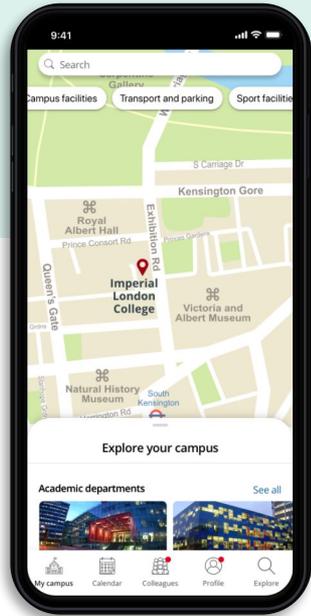
Root and branch overhaul of Maps and locations interactions | Data layer overview provides filterable insight at a glance

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Thank you!

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