

Using Mobile technologies in the University Library



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State of Academic Libraries Survey Report



State of Academic Libraries

Survey Report: All Regions

Summer 2021



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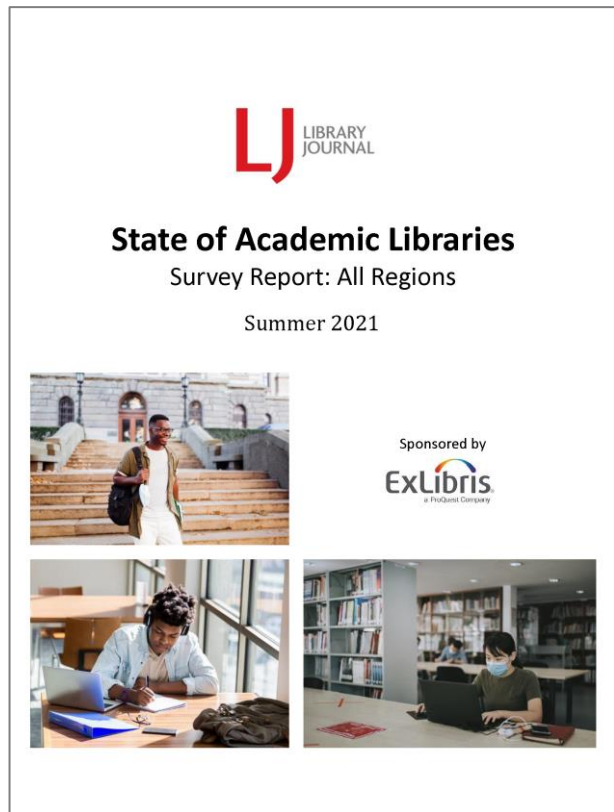


Library Mission

<i>How important are each of the following to your institution's mission? (HIGH IMPORTANCE)</i>	<i>% of respondents</i>
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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LJ LIBRARY JOURNAL

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Library Mission

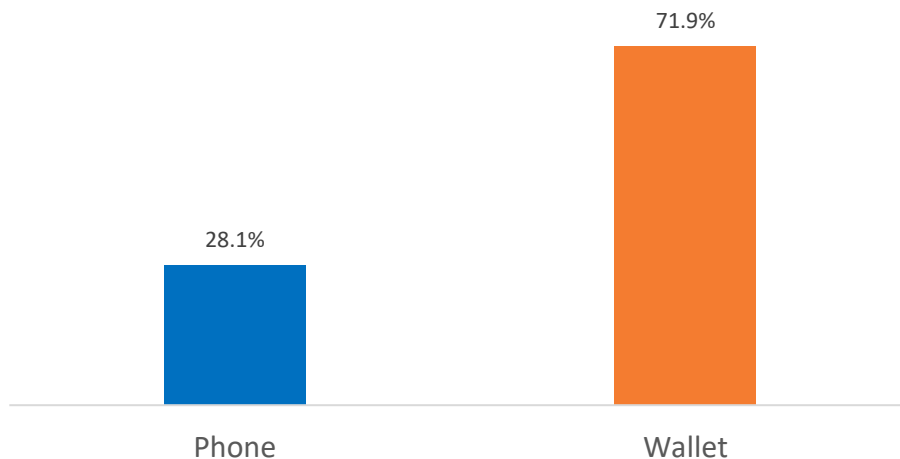
<i>How important are each of the following to your library's mission? HIGH IMPORTANCE</i>	<i>% of respondents</i>
Provide an excellent patron experience	76.4%
Teach students research and information skills	72.8%
Support institutional mission	70.6%
Prove library value to institutional leadership	64.0%
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%

Mobile THE Essential Channel

Opportunity and a Need

which one would you never leave home without?

(1,016 responses by 35+ years old in the US)



<https://www.liveperson.com/resources/reports/digital-lives-of-millennials-genz/>

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This is What 5,000 Students Said...



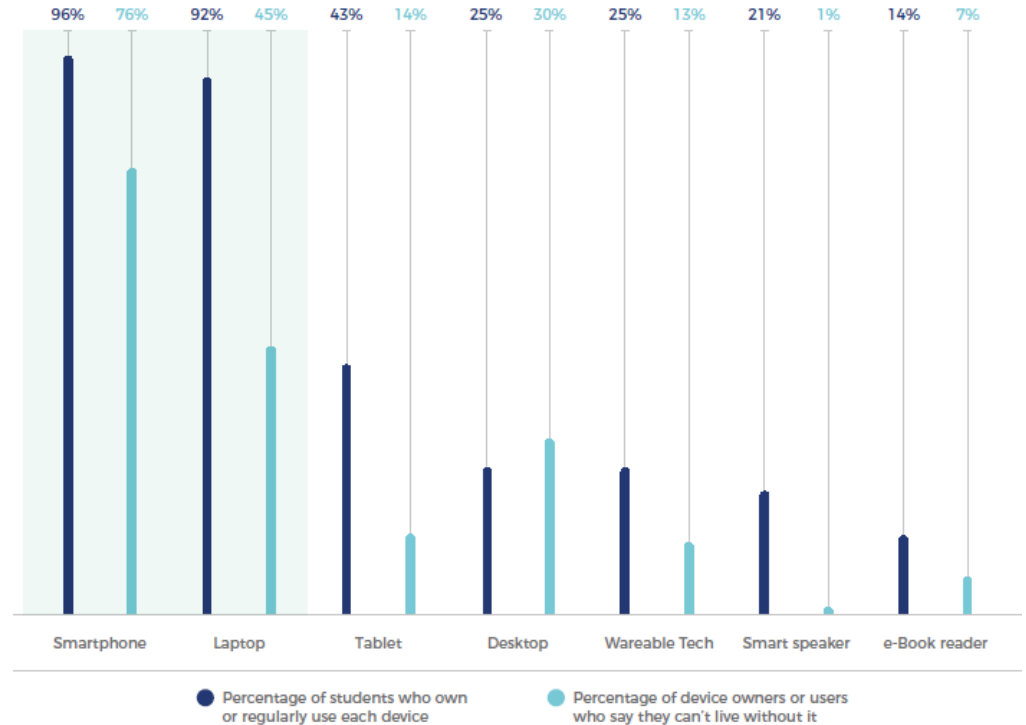
https://knowledge.exlibrisgroup.com/campusM/Product_Materials/Custom_Success/Community_Reports

Mobile Phones are Essential. Really Essential



76%

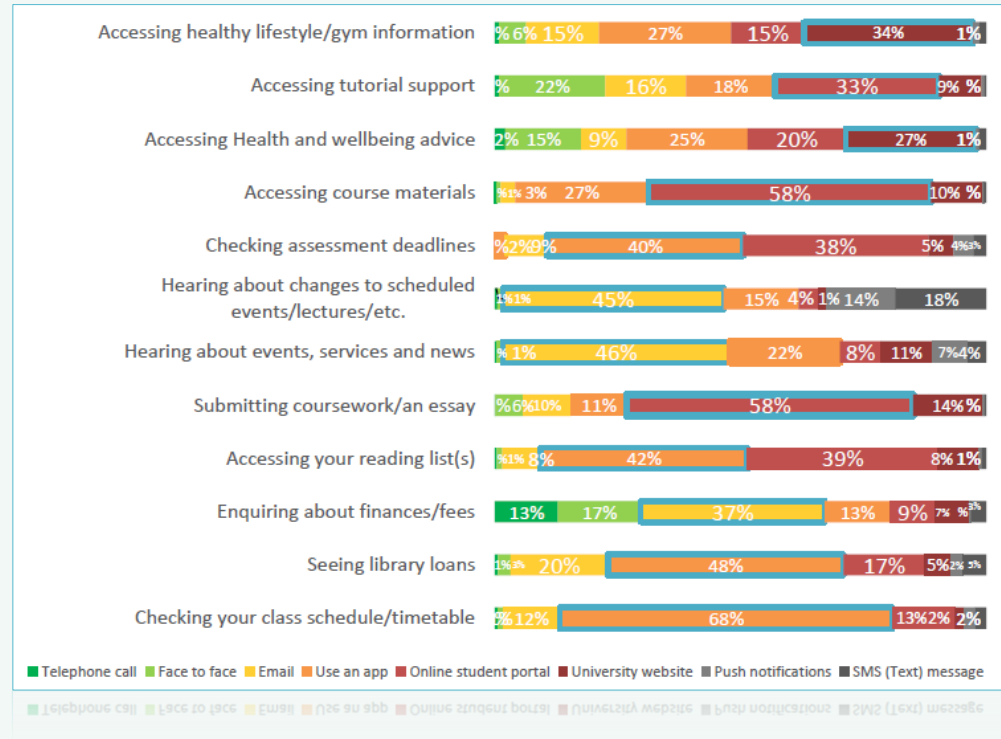
say they are
'unable to live
without' their
smartphone



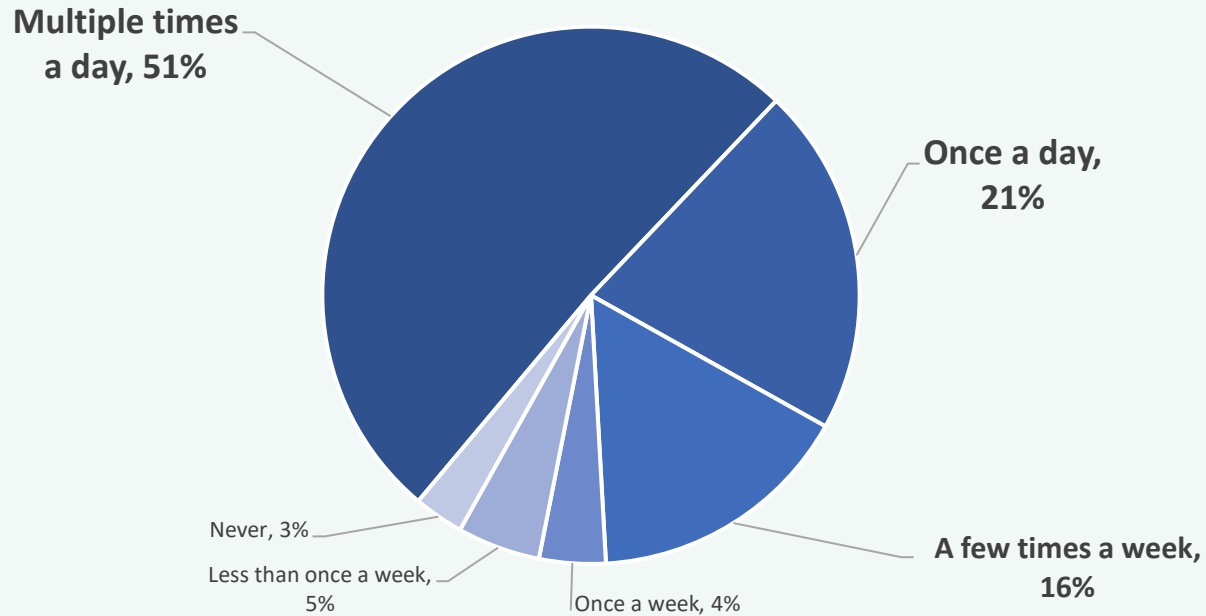
How Students Prefer to Be Contacted?

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%).



Ex Libris campusM Use by Students

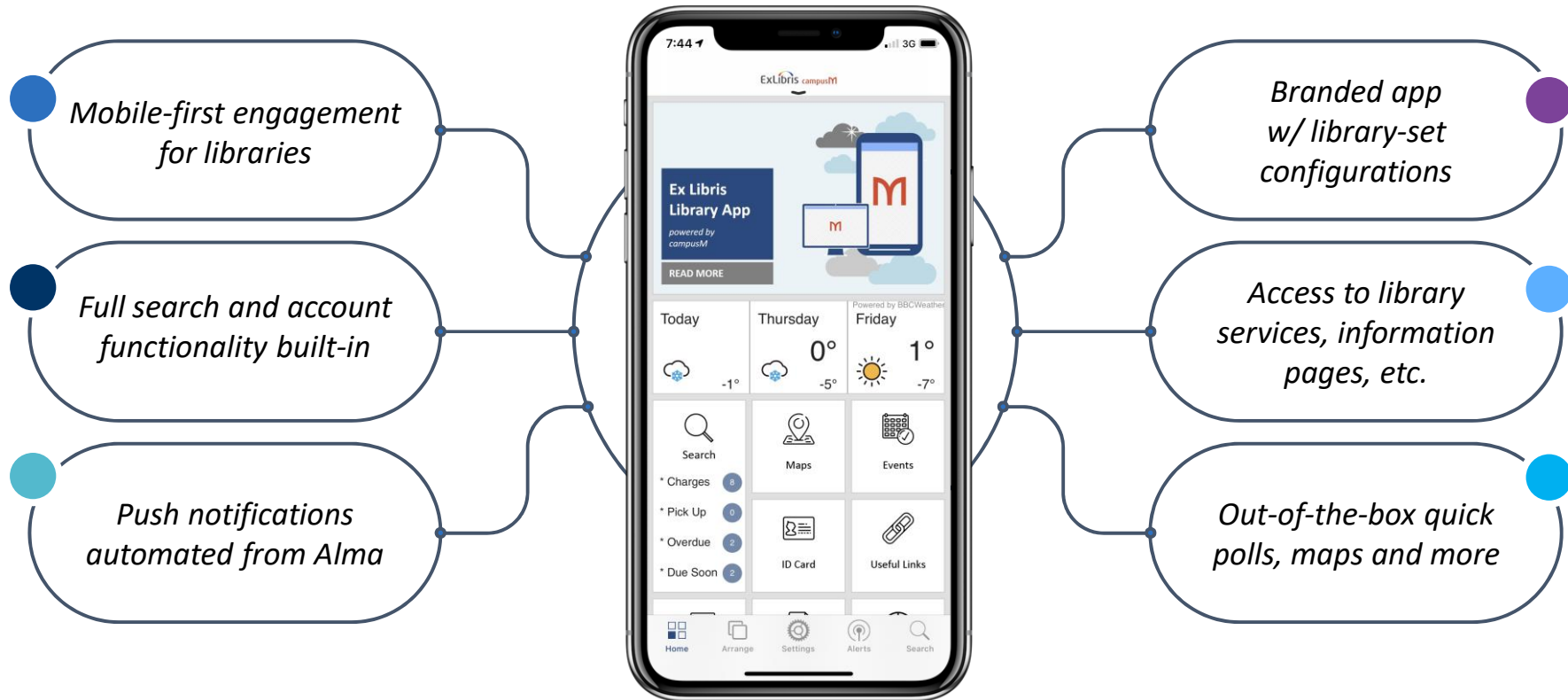


Increasing Libraries Engagement with Students, Staff and Faculty by Delivering Personalized Mobile Experiences, Anywhere, Anytime



- * students in the boarder sense of prospective, current and graduates
- * currently remote, hopefully soon in-person as well

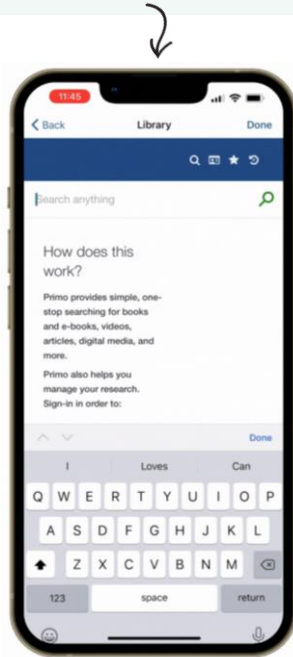
Library Mobile app, powered by Ex Libris campusM



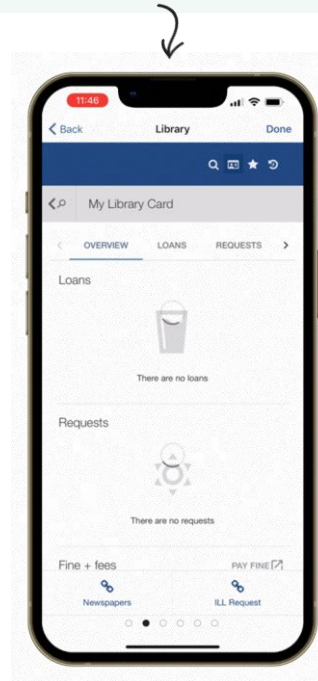
Seamless Integration with Alma-Primo

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

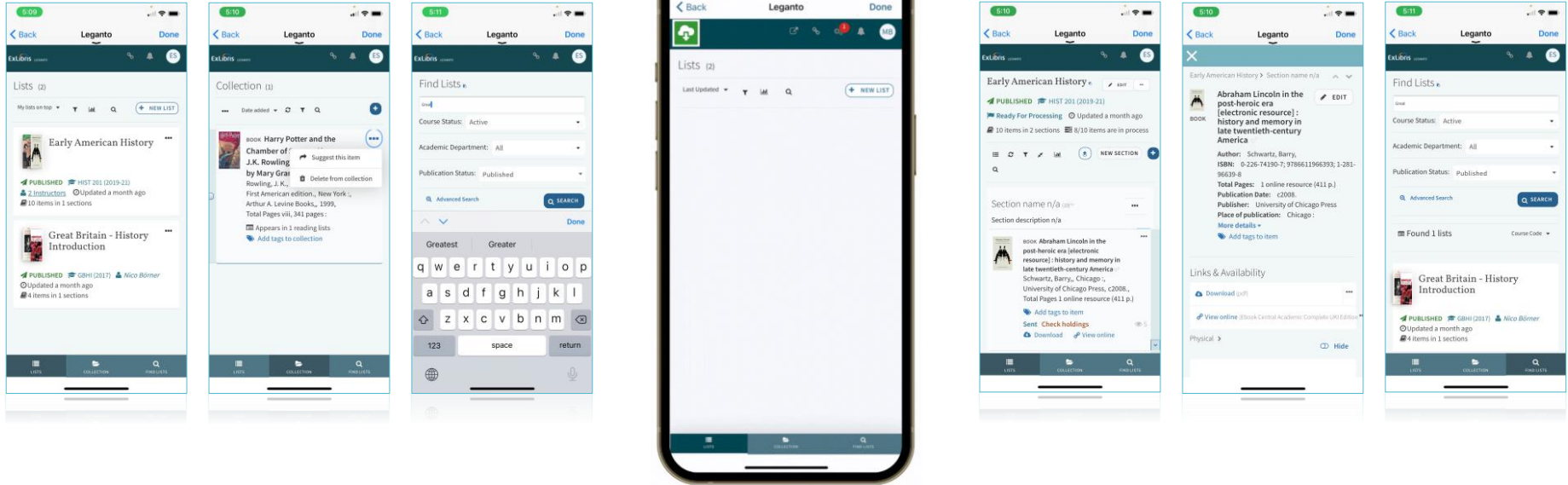
Search & Discovery



Library Account Info



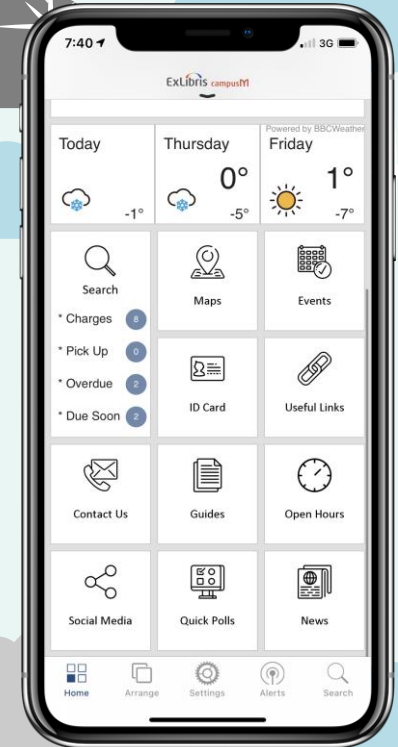
Seamless Integration with Leganto



Review resource lists, saved items in your collection, and more...

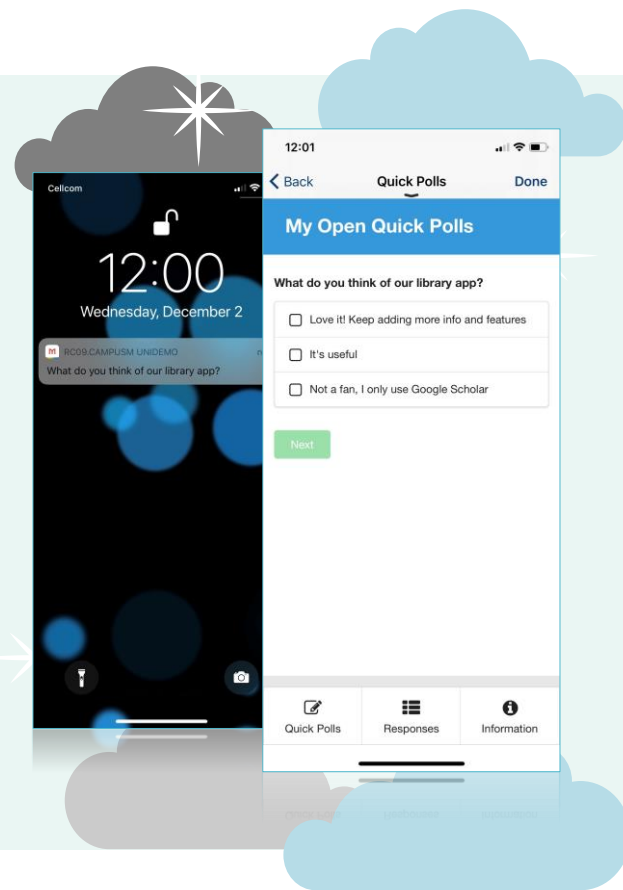
Leverage Mobile Engagement and Push Notifications

- ✓ **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



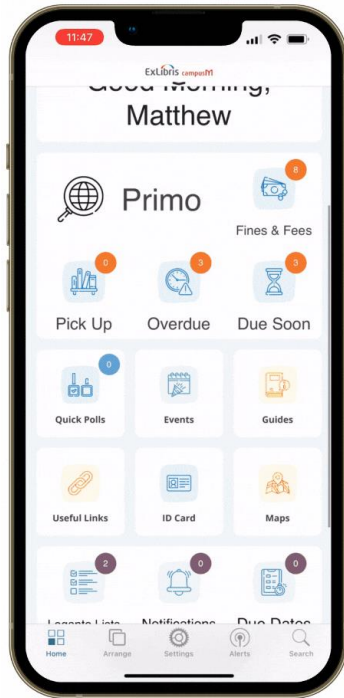
Gain Instant Feedback

- ✓ 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

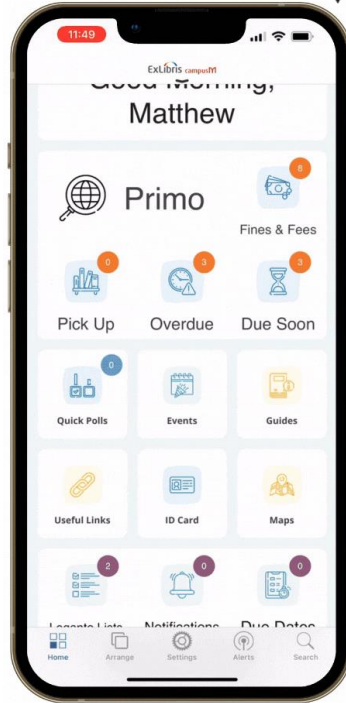


Value Add Services

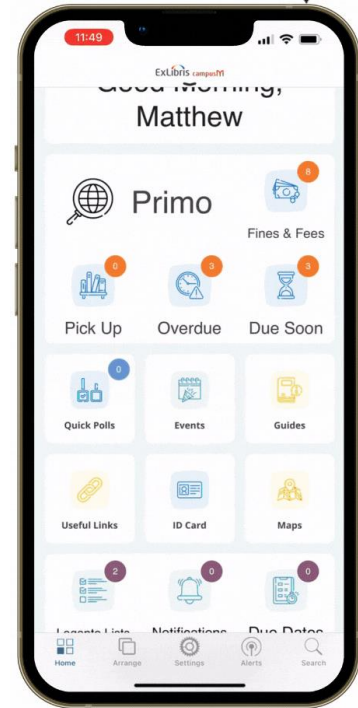
Events Lists



Digital ID Card



Lib Guides



Growing Community



Biblioteca



What Students Think About Library Mobile





Thank you!

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