Are you meeting your patrons' digital expectations?

Miri Botzer , VP Mobile Engagement

SHHHH

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Agenda

- Librarian Futures Report
- Patrons <-> Librarian Expectations
- Digital (Mobile) Experience

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Librarian Futures Report

→ A survey of 4,000 librarians and library patrons

→ Interviews with librarians

→ Third party contributions (OpenAthens, Springshare and scite)

→ Student studies (Pearson College London on behalf of Lean Library)

→ Lean Library data on patron workflows

→ Reports conducted by SAGE Publishing

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Key Findings

- **Knowledge gap – Patrons → Librarian,   Librarian -> Patrons**

- Patron's discovery workflow

- Patrons want to get support from their librarians

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Expectations

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"one key takeaway from this report: library transformation is an opportunity for librarians. The report identifies a knowledge gap between librarians and patrons, in terms of patrons often not understanding the full reach of librarian support available to them."

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Frequency with which patrons use library services and resources

Library Services

Students

Faculty

0%   100%

- Daily
- Weekly
- Monthly
- A few times per semester
- Once per semester
- Never

Librarian Services

Students

Faculty

0%   100%

- Often
- Sometimes
- Never
- Not relevant to me
- No response

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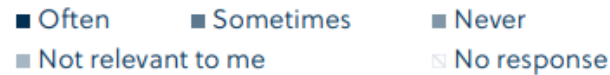
Library communication preferences vs communication practices

- **Students' pref.**
- **Faculty preferences**
- **Librarians' practice**

Email exchanges with a librarian
- 44%
- 78%

Library reference appointments
- 38%
- 51%

Library homepage
- 59%
- 78%

Social media & blogs
- 41%
- 28%

Library events, workshops and programs
- 45%
- 62%

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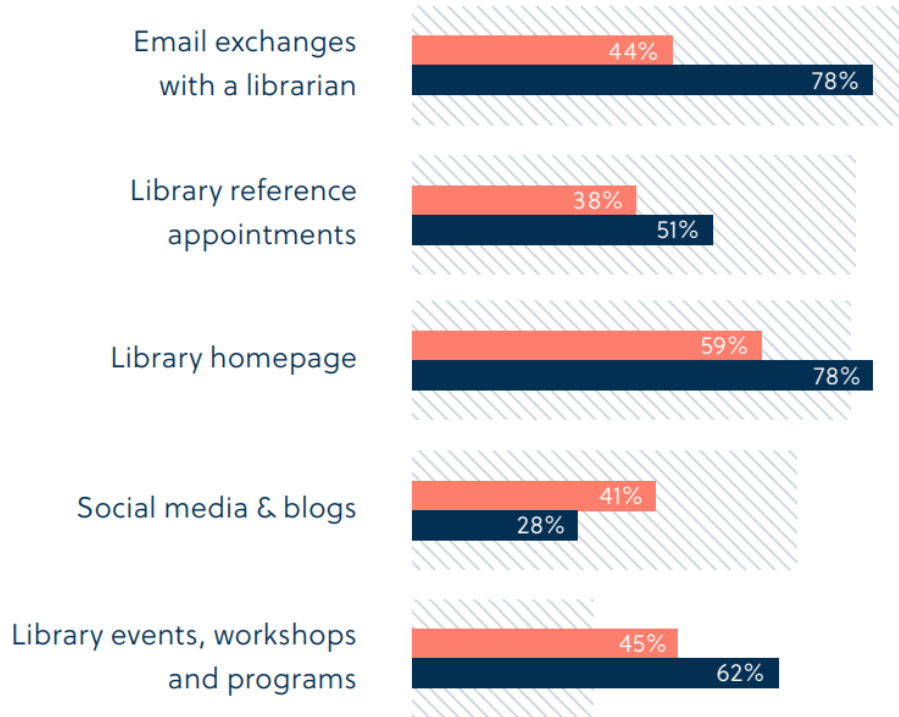
A comprehensive library application

Students
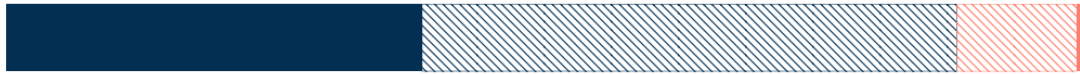
Faculty

Librarians

0%   100%

- ■ Definitely would
- ◨ Probably would
- ◨ Probably would not
- ■ Definitely would not

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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

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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 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%).
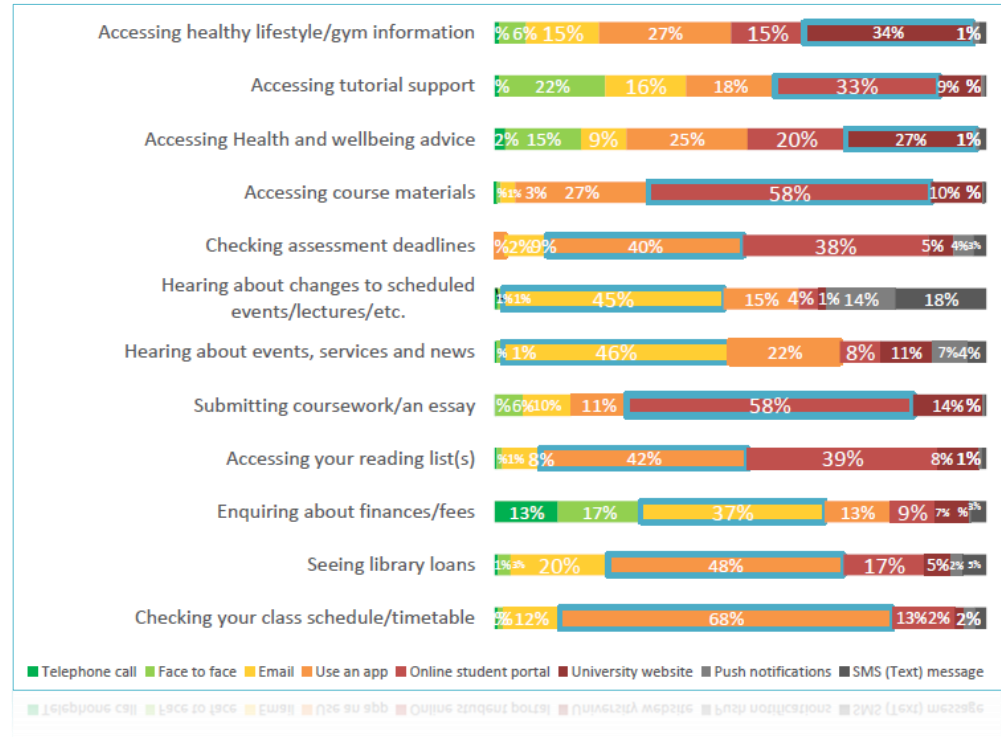
Increasing Library Engagement with Students, Staff and Faculty by Delivering Personalized Mobile Experiences, Anywhere, Anytime
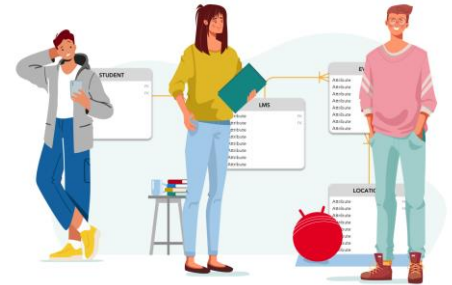
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Why do students love having a library app?

Try it for Yourself

https://igelu.campusm.exlibrisgroup.com/get

Library Mobile Update
Tuesday, September 13, 2022 at 3:20 PM–3:50 PM London
Sir Geraint Evans Recital Room (2.05)

PRESENTER

Matt Sherlock, Ex Libris

Thank you!

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