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State Library
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Commission

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Mobile Solutions

A Program of the Texas State
Library and Archives Commission

www.tsl.state.tx.us/texshare/mobilesolutions

Beverley Shirley
Consortia Programs
January 10, 2013



Agenda

- ✓ **Program Purpose & Background**
- ✓ **Training Component**
- ✓ **Funding Component**
 - ❖ **Qualifying**
 - ❖ **Applying**
 - ❖ **Reporting**
- ✓ **Timeline**
- ✓ **Questions**



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About the Program

45% adults (66% young adults) use smart phones

70% of smart phone users have used their phones in the past 30 days to look up information or solve a problem

13% adults (18% young adults) access library services via mobile device





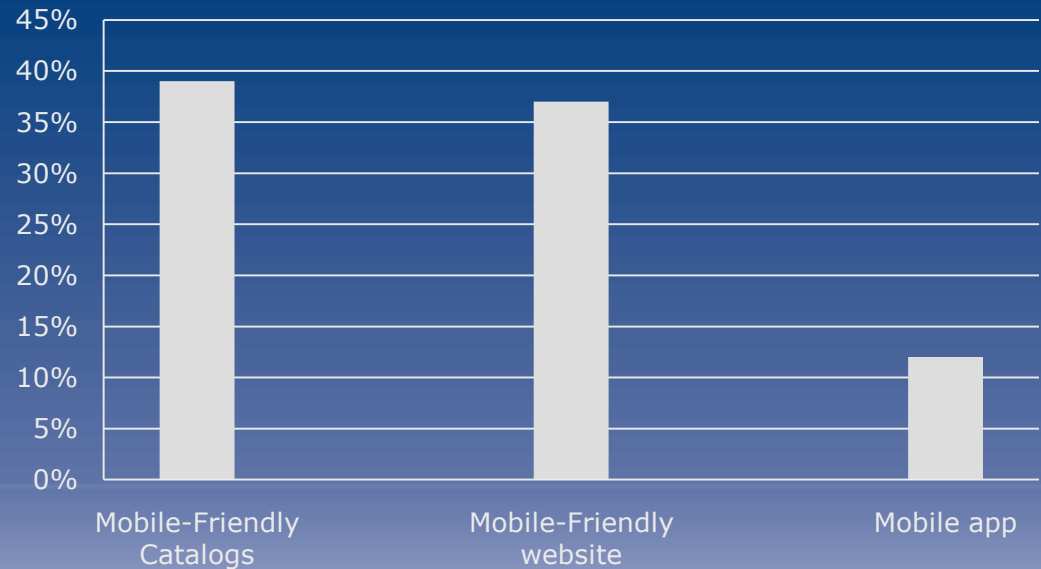
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About the Program



Texas Libraries



**Strategic
Planning 2012**



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Mobile Program Goal & Objectives

To ensure that TexShare libraries have a mobile presence useful to, and used by, their customers

- ✓ Select appropriate strategy
- ✓ Develop or upgrade mobile presence
- ✓ Increase mobile usage
- ✓ Get positive customer feedback





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Training Component

- ✓ **Making the Choice Webinar**
- ✓ **FY2014 (Sept. 2013 – Aug 2014)
Training Plans**



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Funding Component



Photo by Terry Ballard, taken October 19, 2011 in Tribeca, New York.
<http://www.flickr.com/photos/terryballard/6260449084/in/pool-46299879@N00/>

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Qualifying

Qualifying your library:

- ❖ **All full members of TexShare qualify.**
- ❖ **Library Consortia serving TexShare libraries may apply on behalf of the TexShare members.**



Qualifying

Eligible Expenses:

- ✓ Mobile accessible **library catalogs** – new, upgrades, or enhancements
- ✓ Mobile accessible **library websites** - new or enhanced
- ✓ Library **mobile app** – new, updated, or enhanced
- ✓ **2014 Subscriptions** - funding permitting



Qualifying

Non-Eligible Expenses:

- ❖ **Library staff salaries**
- ❖ **Library staff fringe benefits**
- ❖ **Indirect costs**



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Qualifying

All items purchased must be delivered by August 31, 2013.

All development work must be completed and delivered by August 31, 2013.





Applying

Application Form

- ✓ First Review Date February 4, 2013
- ✓ Final Date March 4, 2013
- ✓ Qualifying applications on a “first-come-first-funded” basis.

Project Summary Form





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Subsidy Maximums

Academic Libraries	
FY2013 (2/4/2013 – 8/31/2013)	
FTE	Maximum Amount
< 7,000	6,000
7,000 - 19,999	11,000
20,000 +	15,000

Public Libraries	
FY2013 (2/4/2013 – 8/31/2013)	
Population Served	Maximum Amount
<25,000	3,000
25,000-49,999	7,000
50,000 - 249,999	10,000
250,000 +	15,000



Project Development

- ✓ **Vendor List Coming**
- ✓ **Federal Requirements**
 - ❖ Federal terms & conditions in vendor contracts
 - ❖ Accessibility
 - ❖ IMLS Acknowledgment



Reporting

- ✓ **Forms**
 - ❖ **Application Form**
 - ❖ **Project Summary**
 - ❖ **Request for Fund Release**

- ✓ **Reports: Final Project Report**

Timeline



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Jan. 7 : Library applications available

Jan. 10 : "Funding your Mobile Solutions" Webinar

Jan. 15: Vendor comparison chart released

Feb. 4: First Screening of Applications

Mar. 4: Last day to submit an Application for Funding

When vendor is selected or project finalized:

Approved libraries must submit Project Summary

August 31, 2013: Projects completed

Fall 2013: Reports due, Training for in-house solutions begins, Subscription subsidies available (funding permitting)



Thanks

Many thanks to our Mobile Technologies Task Force:

- ❖ Lisa Ancelet, Texas State University – San Marcos
- ❖ Laura Baker, Abilene Christian University
- ❖ Carrie Gits, Austin Community College
- ❖ Kjerstine Nielsen, Dallas Public Library
- ❖ Michele Quinn, Rosenberg Library (Galveston)





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Questions & Contacts

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Resources

Rainie, Lee, Kathryn Zickuhr and Maeve Duggan. *Mobile Connections to Libraries*. Pew Internet & American Life Project. Dec 31, 2012.

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<http://pewinternet.org/Reports/2012/Just-in-time.aspx>