There’s a Library in My Phone!!!
Or Can I Really Do Research Anywhere?

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CUA Libraries Emerging Mobile Website Launches Fall 2010

Why Mobile Technology? Why Now?
The New Media Consortium: 2010 Horizon Report

Key trends
- Redesign our role of Educators
- WHENEVER and WHEREVER lifestyle
- Collaboration and cross disciplinary study

Critical challenges
- Preparing students for the future
- Emerging Trends in Scholarly Communication
- Leverage limited resources

Technologies to Watch Now
Mobile Computing:
- Mobile Devices, Netbooks, and Portable technology
- Open Content
- Response to increased costs for education
- Students choice, when and how to learn.

In Two to Three Years
E-books and Simple Augmented Reality
- E-Books: Tipping Point Reached with many devices for acquiring, storing, reading and annotating digital books
- Augmented Reality readily available in consumer sector

Library Journal Mobile Libraries Survey 2010

Key Findings
- Changing Nature of Users
- Promotes Access and Expands Reach
- 44% of Academic Libraries offer some sort of Mobile Technology

Strategic Uses
- Hours, Locations, SMS, QR Codes
- Account Information
- Mobile Optimized Catalog
- Research Guides
- Reference Services
- Database Access

CUA Libraries Mobile Site: Google Analytics
Fall 2010

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% of Unique Page Views

Mobile Page Views by Month

Use of Site by Average Time on Page

Lessons Learned
- On the Fly Use: Hours, Locations, SMS Catalog Record
- Database Research and Searches Emerging Catalog Record
- Mobile Apps for proprietary databases indicate Tipping Point
- Market Service to Users via Handheld Devices