



Library Mobile App

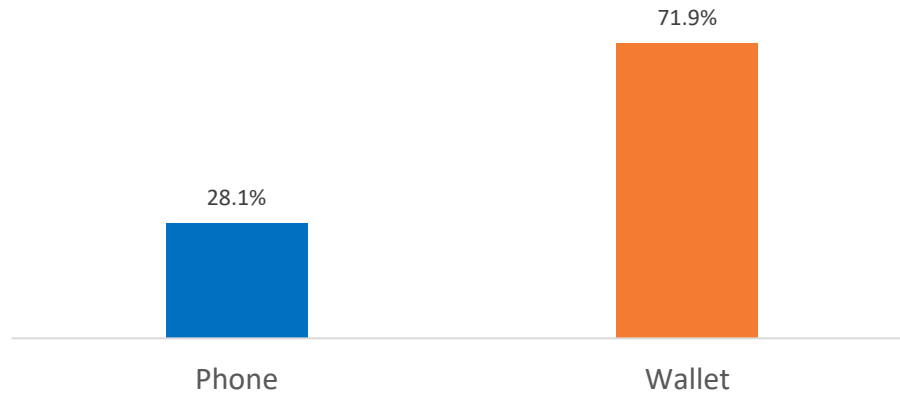
Powered by Ex Libris campusM

As It Relates to Student Experience

Opportunity and a Need

which one would you never leave home without?

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



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

This is What 5,000 Students Said...

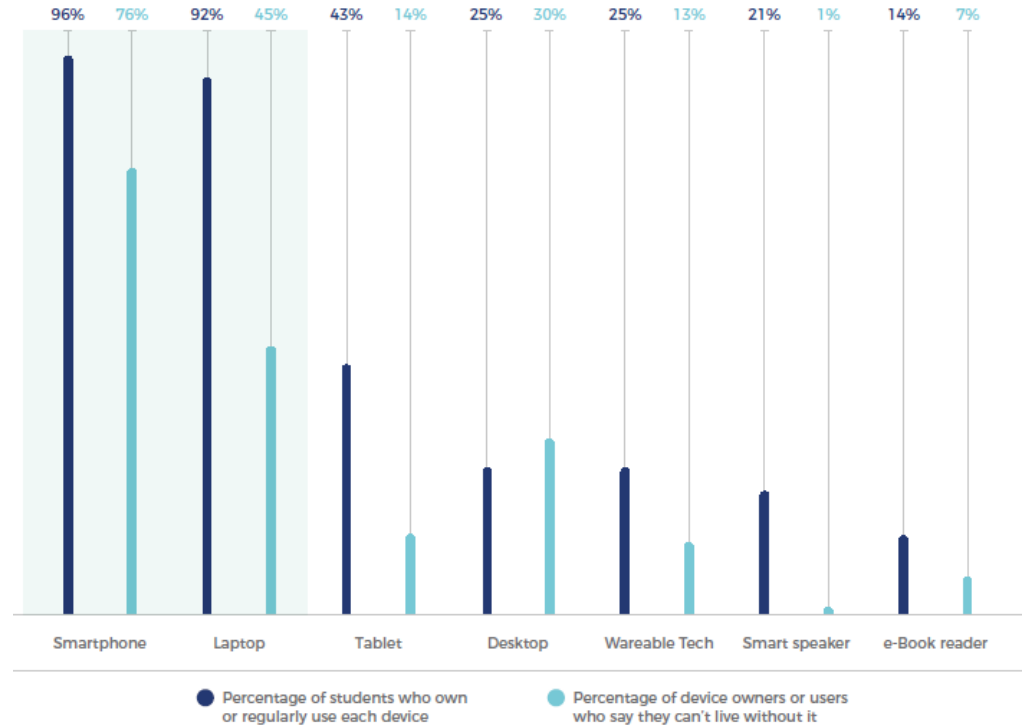


Mobile Phones are Essential. Really Essential



76%

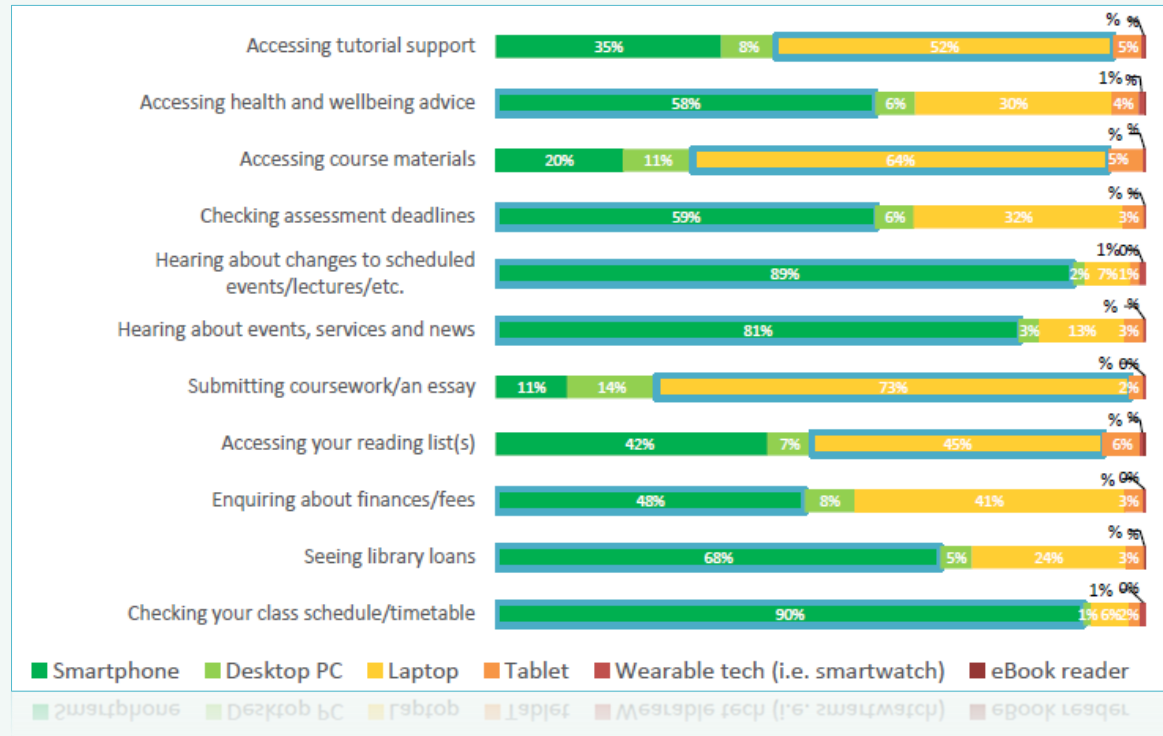
say they are
'unable to live
without' their
smartphone



How Students Prefer Access Information?

The majority of students (90%) would like to check their timetable on a smartphone, with a high proportion also preferring to use a smartphone to hear about changes to scheduled events (89%) and about events, services and news (81%).

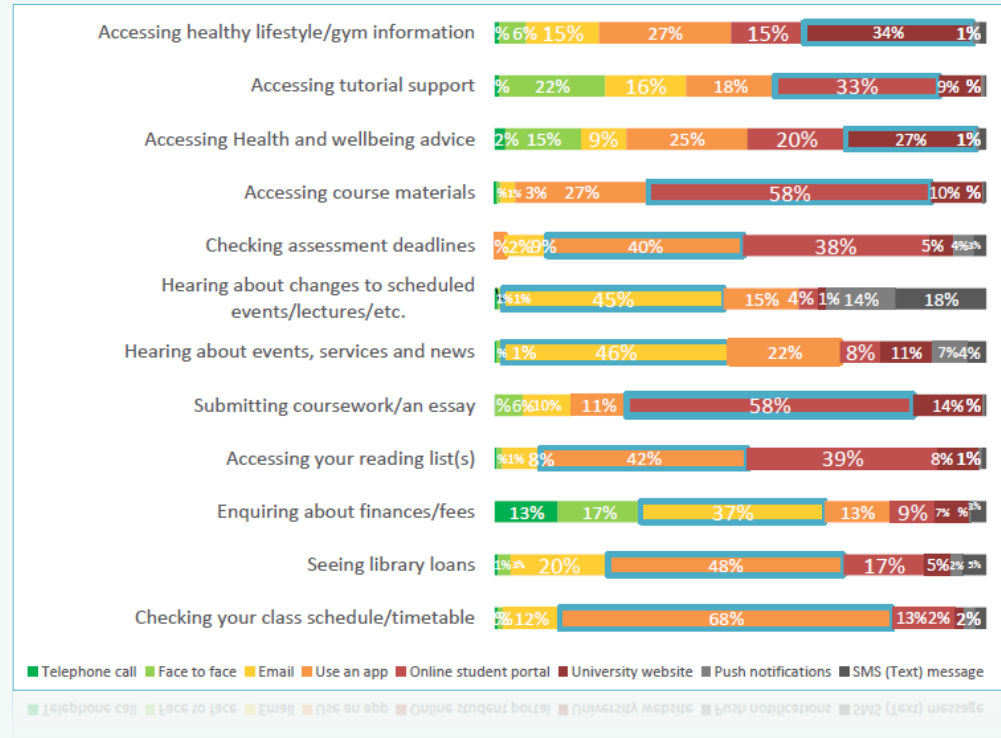
Preference for using a laptop is seen in the more ‘serious’ and time-consuming activities such as submitting coursework or essays (73%) and accessing tutorial support (52%).



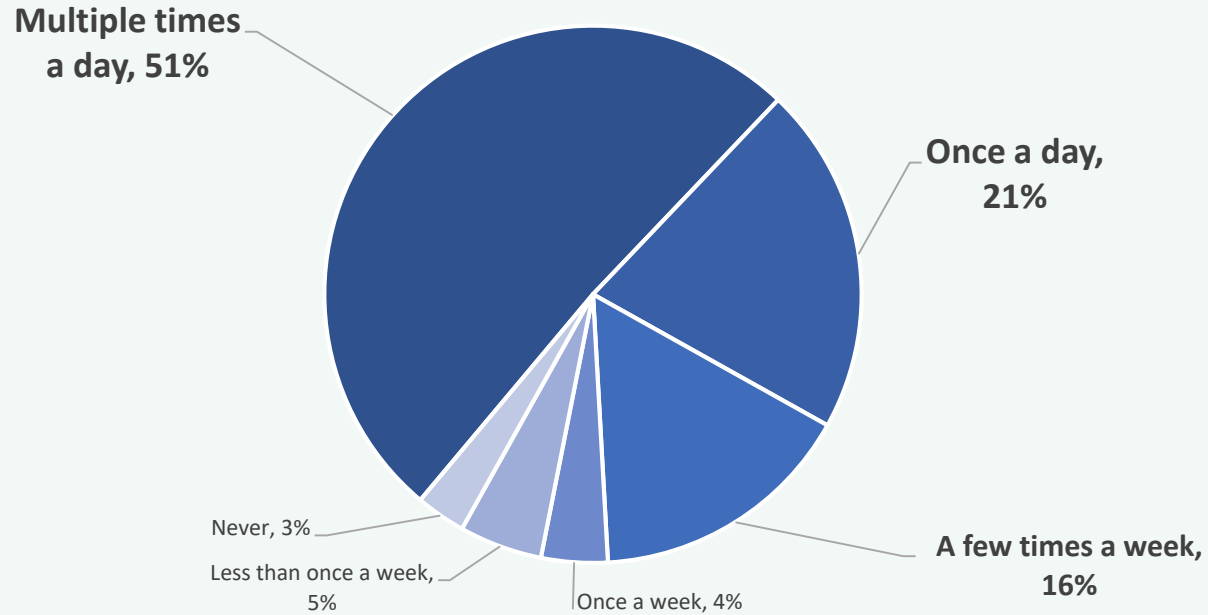
How Students Prefer to Be Contacted?

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%).



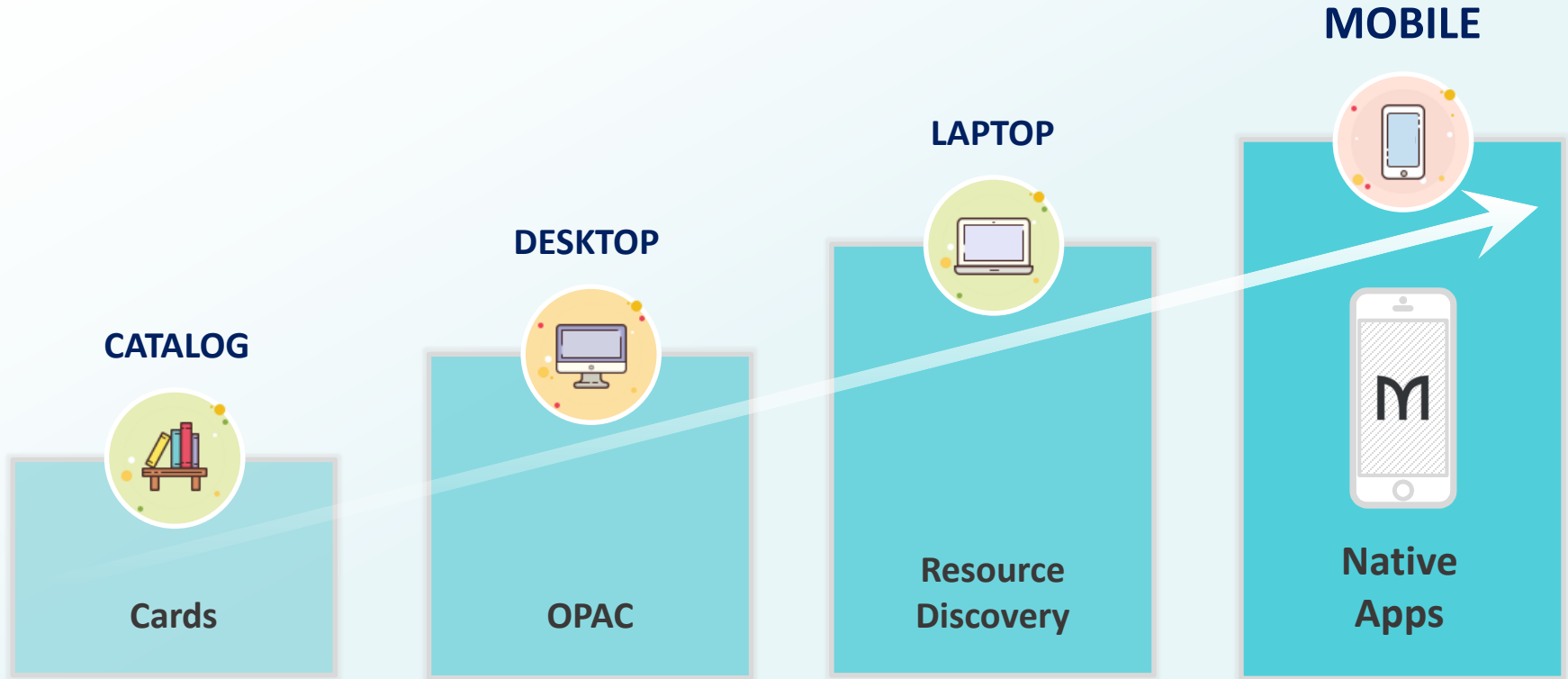
Ex Libris campusM Use by Students





Patron Experience

Library Technology Evolution



Boosting Daily Interactions

READILY AVAILABLE

A real-time integrated experience with library solutions

CONVENIENT

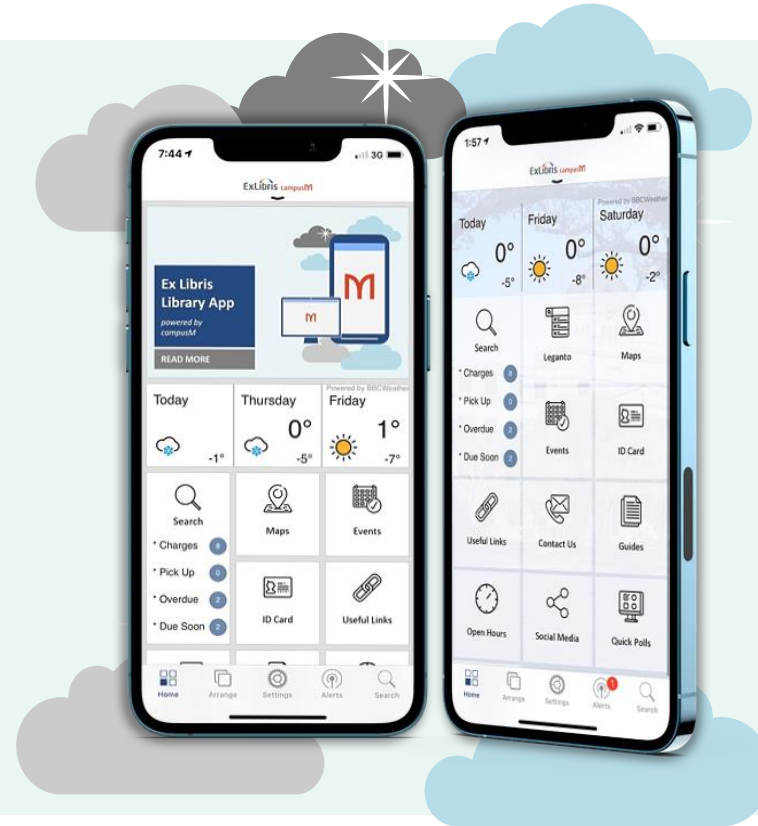
On the go wherever the user is

EASY TO USE

Mobile and accessible

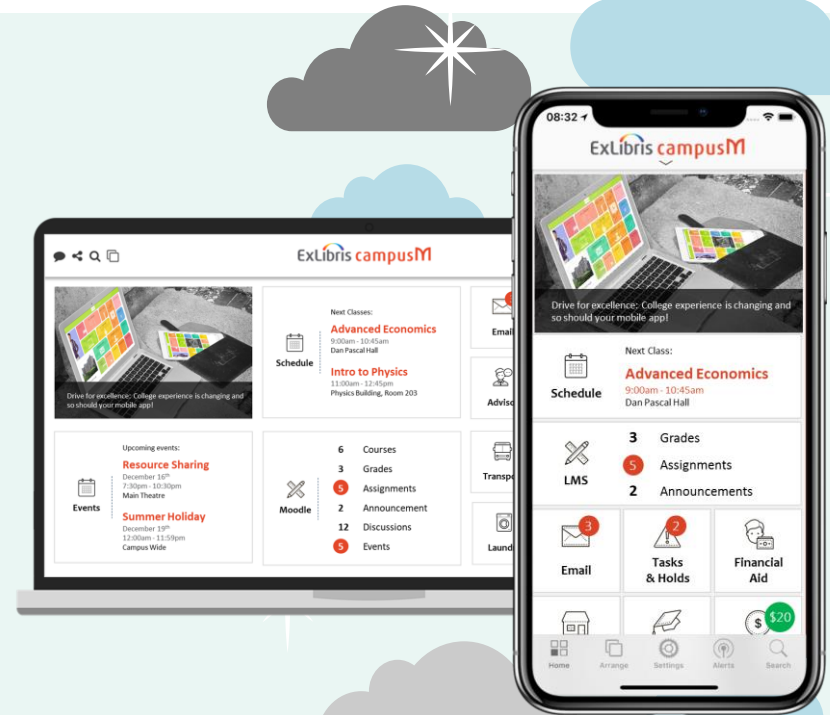
FAST

Showing account details at-a-glance



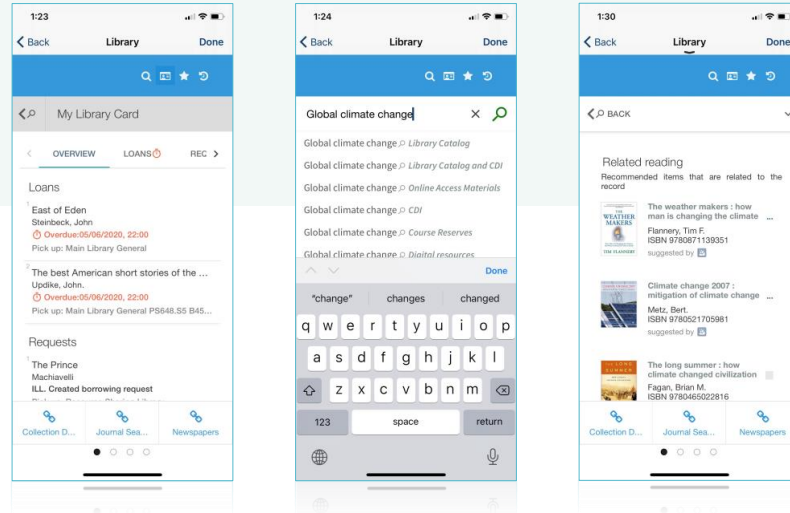
Native Android and iOS Apps & Responsive Web Portal

- ✓ Centrally or distributed managed but always in one place for student to access information
- ✓ Single, consistent interface makes it easy for users to know where to get their information
- ✓ The best experience for the device of choice, whether that is mobile, tablet or laptop

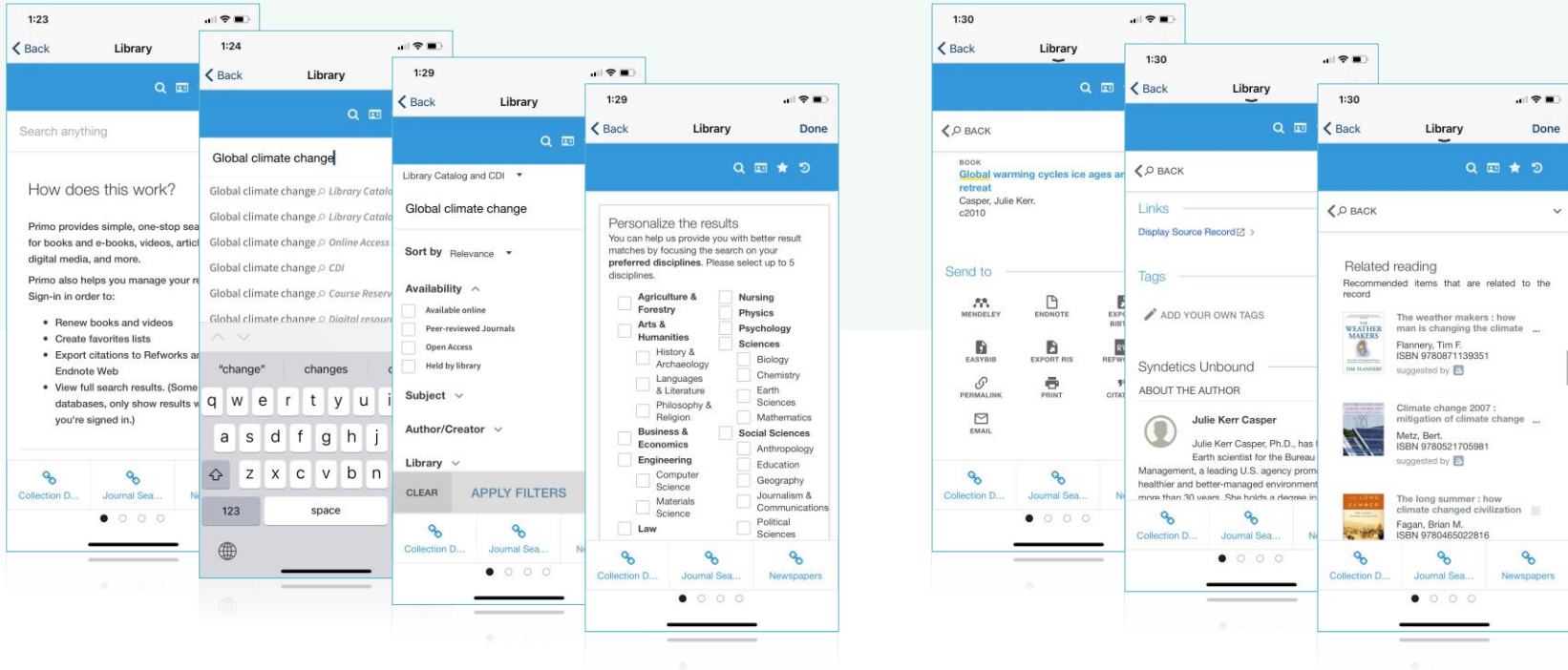


Seamless Integration with Alma-Primo

Deliver a feature-full discovery, delivery and account features from a native mobile app. The quick-to-implement out-of-the-box campusM integration to Alma-Primo brings library services to students, staff and faculty anytime, anywhere.

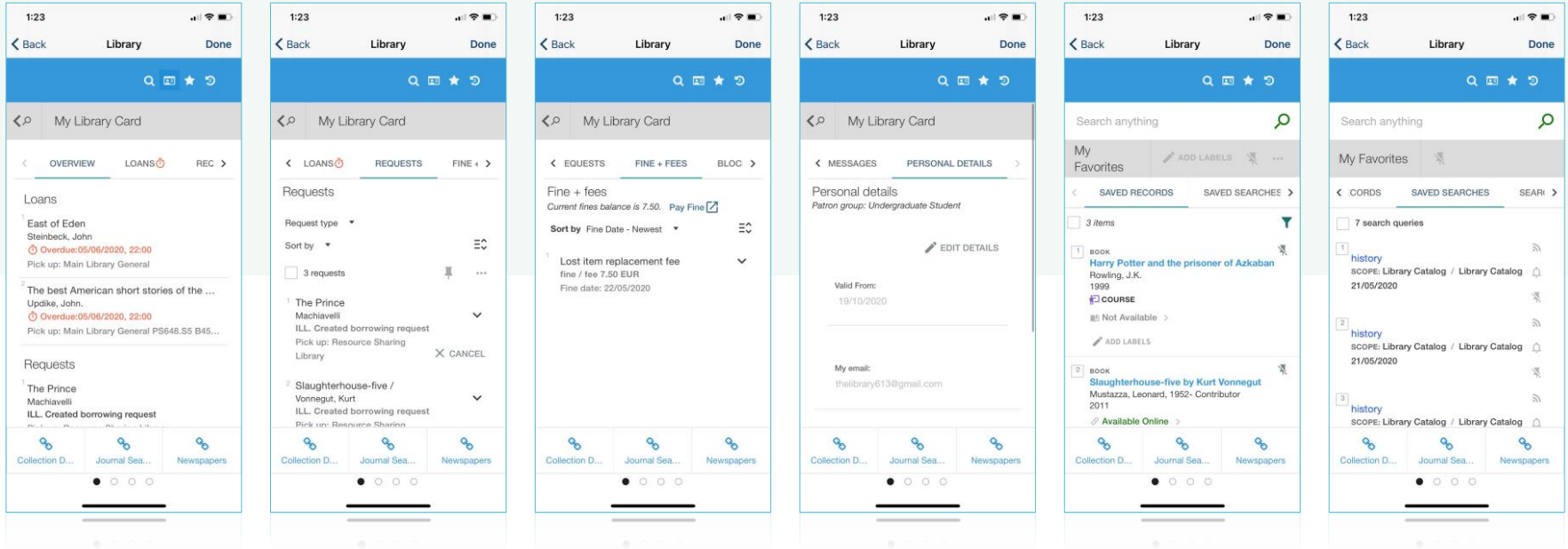


Discovery and Delivery



Searching for library content, including filters, personalization, delivery options and more...

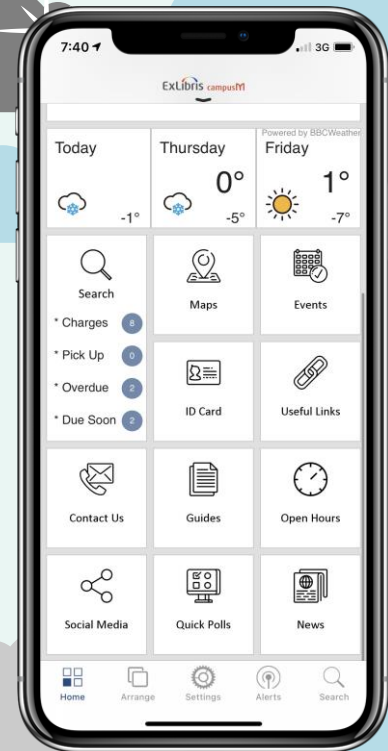
My Account Services



My Account services, including fines, fees, loans, messages as well as personal details and favorites

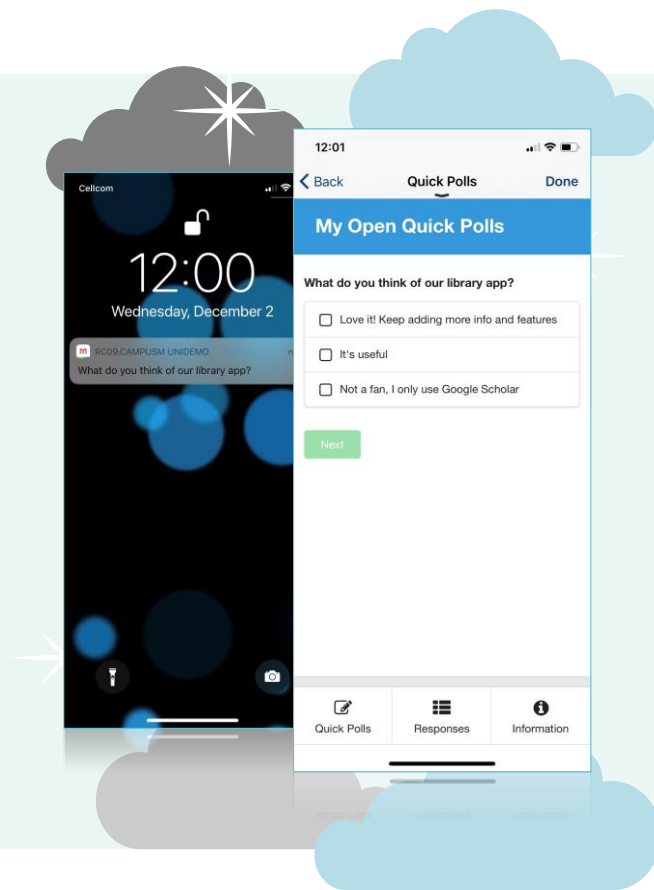
Leverage Mobile Engagement and Push Notifications

- ✓ **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

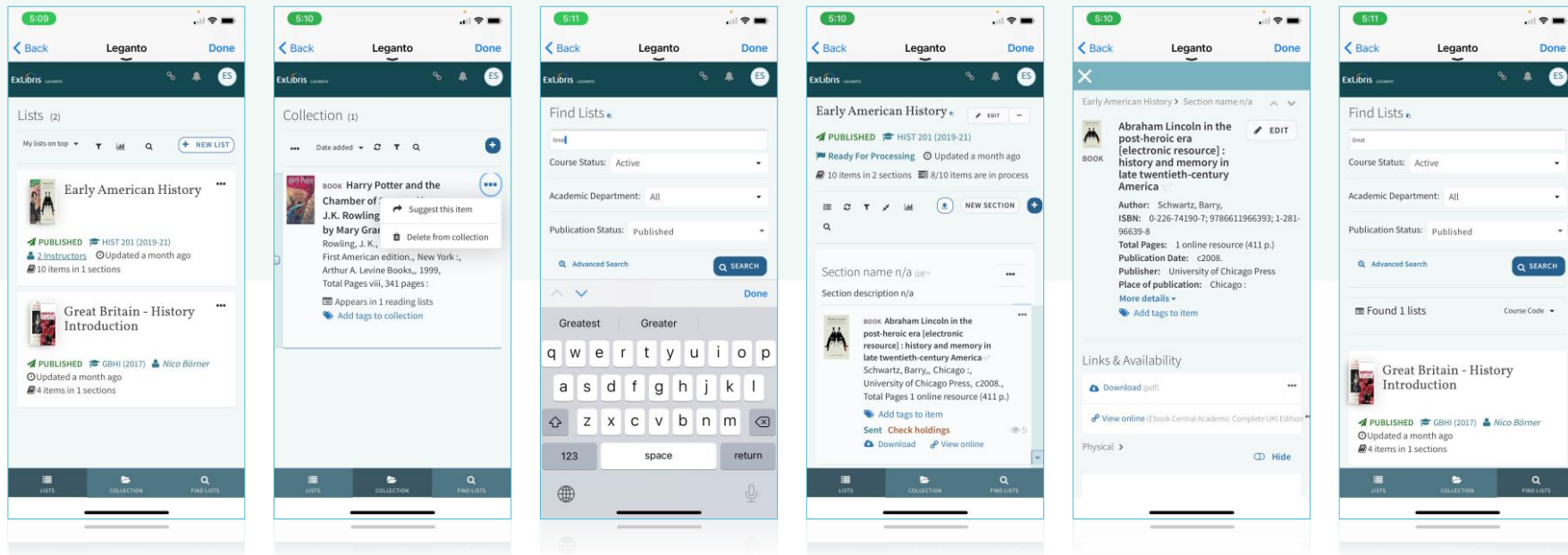


Gain Instant Feedback

- ✓ 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

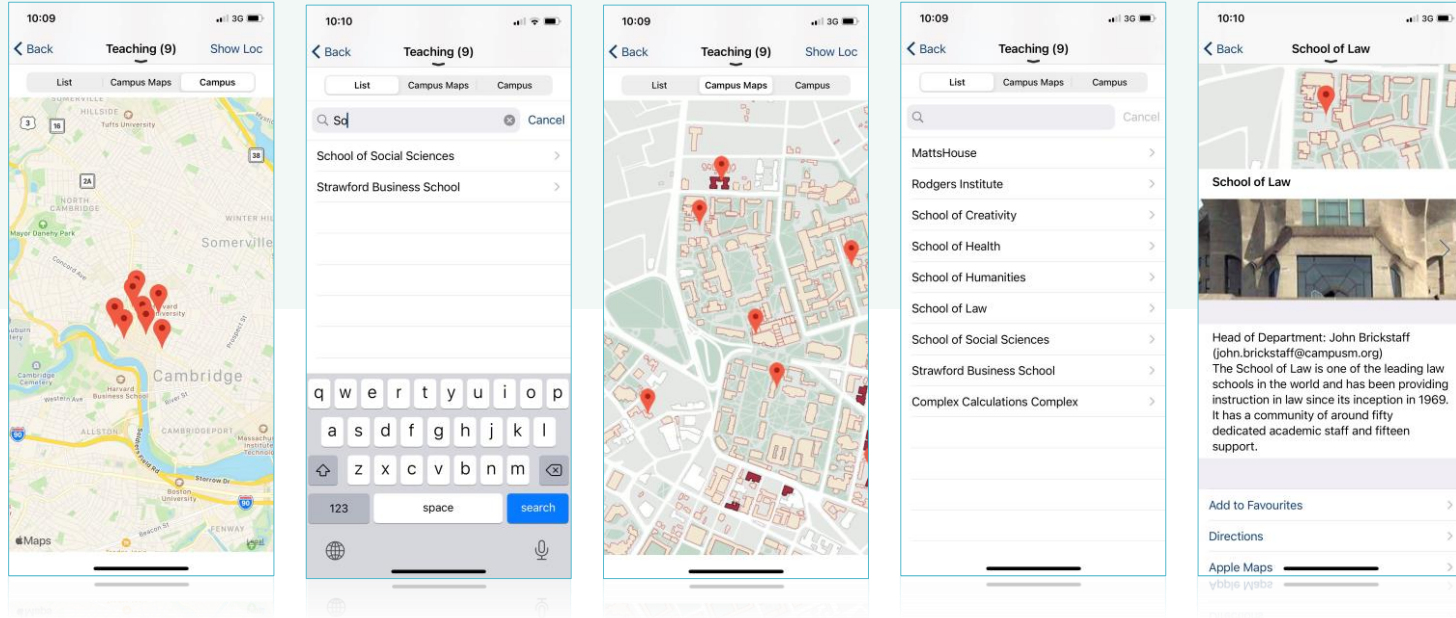


Seamless Integration with Leganto



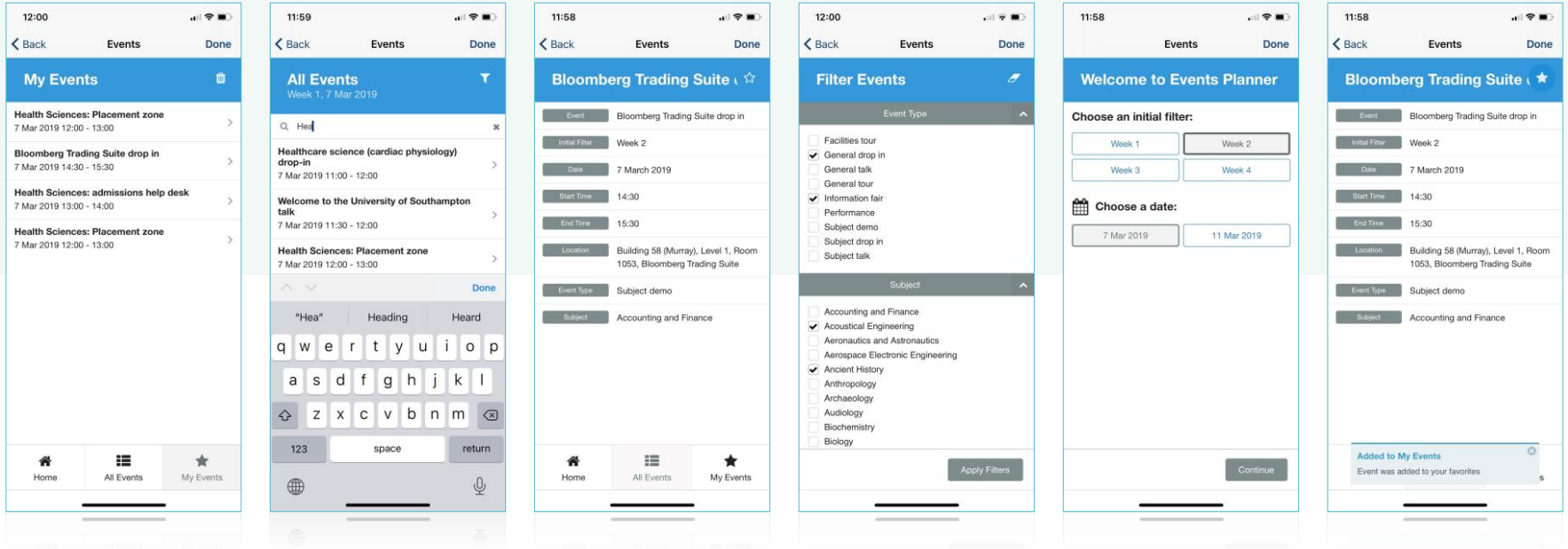
Review resource lists, saved items in your collection, and more...

Maps and Navigation



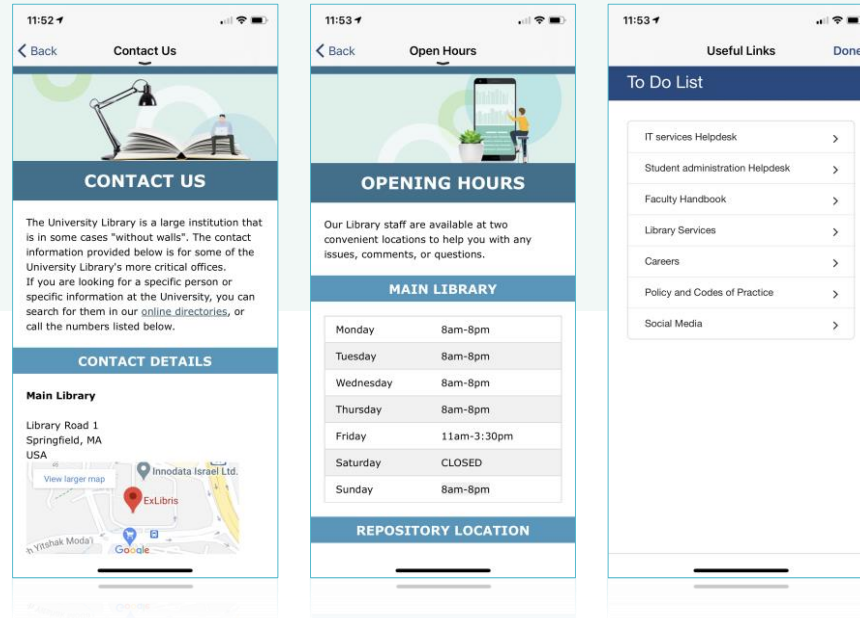
Position library locations and other key campus positions, including position details, links and more...

Events and Activities



Showcase and promote library events and activities and allow patrons to store favorites

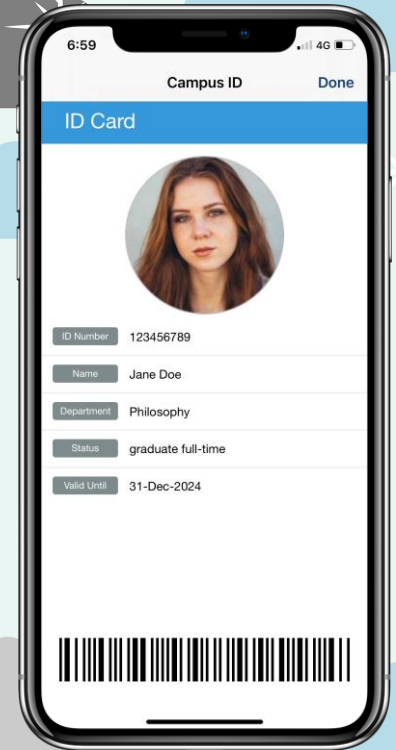
Content and Information Pages



Delivering relevant content and information to patrons including open hours, contact details, and more...

Student ID Card

- ✓ Great for book loan and other identity check
- ✓ Can utilize existing barcode mechanism or self-generate barcode
- ✓ Includes a live timestamp to avoid fake identities and/or screenshots





Library Mobile App, powered by Ex Libris campusM

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

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

Ex Libris Library App, powered by campusM



EASE OF ACCESS

Consolidate and ease access to library services for academic, administrative and social features, including search & delivery, reading list, opening hours, maps and more

01



DRIVING ENGAGEMENT

Drive user engagement by delivering access to services and information personalized to your individual users, increasing usage of your app

02

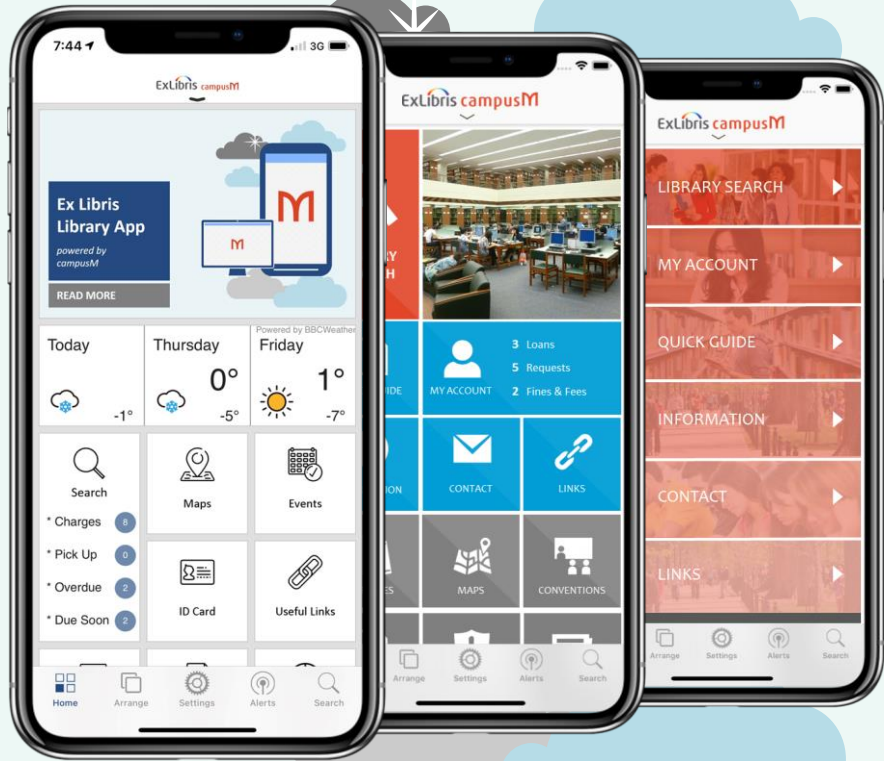


SIMPLIFY COMMS

Simplify app management with built-in design builder, content management, interactive analytics and more

03

Simple to Deploy, Simple to Use



- Branding
- iOS , Android and portal
- Authentication
- Push Notifications
- PrimoVE/ Primo Alma integration
- Leganto integration
- Maps
- Content pages
- Web and app links
- News feeds
- ID Card
- Events
- Quick Polls
- Weather

Admin access

App Manager

Jane campusM

Welcome Jane

Thursday,
November 12, 2020

Deploy your unique and fully-branded app and web portal with built-in integrations to key campus-wide solutions.

- App Builder
- App Settings
- Analytics
- Notification Center
- Creative Studio
- Quick Polls

campusM, ProQuest Company, 2020

- App builder (branding + content)
- Creative studio (content)
- App Settings (basic)
- Analytics
- Notifications center

Library App Activation



RAPID ACTIVATION

A simplified process, using a single spreadsheet to capture institutional configuration, branding and other options



OUT-OF-THE-BOX FEATURES

Leverage of out-of-the-box features including library integrations, push notifications, information pages and more



INFO, LINKS & MORE

Allows libraries to ensure relevant information to key content, services and more are provided as part of the app

Hear from Our Community (part 1)

“Our mobile traffic has increased significantly from our students because it’s embedded in the New School app as opposed to them having to remember to go to the library and the library URL. So, it’s already in their phones and they are already using it.”

Allen Jones,
The New School



Hear from Our Community (part 2)

“The integration, or ability to have Primo search results within a tile, within campusM, has been a benefit to the library. It allows users to do a search, find direct results that are coming from our libraries... Students have made use of this service and we’re looking at different ways to customize it going into the future.”

John Greer,
The University of Montana



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Thank you!

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