UMDNJ Mobile Initiative:
What went wrong and ended up right!

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January 5, 2012
Part 1

Overview & Introduction

Jenny Pierce, MS
To Be Covered in Today’s Session

- Formation of UMDNJ Mobile Group
- Timeline
- Lessons Learned
- Future Plans
www.umdnj.edu

Largest standalone health sciences university in U.S.
Eight schools: GSBS, NJDS, NJMS, SHRP, RWJMS, SN, SPH, SOM on 5 campuses
1 university owned hospital (The University Hospital) and many more associated hospitals (including Cooper University, RWJ University Hospital, and Kennedy Health Systems)
Student enrollment: 6,063
Full and part-time faculty: 2,949
a) clinicians
b) researchers
Residents & interns: 1,315
Adoption of Mobile

- Rate of growth in mobile access and devices has been stupendous
- Even higher adoption rates for medical professionals (our students’ future)
Background to Issue
Call for Group

- CWIS
- UL Management Committee
Group’s First Meeting

- Representatives from all 4 campuses attended
- Discussion
  - What can we do immediately?
  - What can we do in the future?
- Keeping a mobile site simple
  - Access to catalog
  - Hours
  - The most important mobile resources
  - And a phone number to call for each library
- How?
Writing the Award Application

- Issues with grant writing in institutions
- Grant and university financial requirements
- Institutional support for award
Part 2

Hardware & Software
Devices and Apps

Stephen F. Modica, MLS
Hardware / Devices

Devices chosen

• iPad, iTouch, iEverything

• Android-Archos 7 (tablet)

• Cases screen protectors and other peripherals

Reasoning

• Apple dominance from iPhone to iPad since 2007, supported by the University.

• An intro to Android OS for librarians. Archos on the market at the time.

• A good case is a great investment!
• Apps from the root word applications (of course), what librarians call content.
• Content is still King.
• Two App types: Native meaning installed to the device, or Web meaning accessed via a mobile browser.
• New releases almost daily.
• Robust mobile content available in the health sciences going back to gray scale era of Palm Pilots
• Specific Apps used by UMDNJ: DynaMed, Essential Evidence Plus, Epocrates, MD Consult and AccessMedicine, etc.
Part 3

Security – the Big Obstacle

Betty Jean Swartz, MLS
Device Security

- Use passwords and encryption
- Protect against loss or theft
- UMDNJ requires device registration
  - Devices can be wiped clean remotely if lost or stolen.
• Corporate confidentiality
• Health Insurance Portability and Accountability Act (HIPAA)
• Passwords and other personal information
Network Security

- Open and secure wireless
- Institutional policies
- Device registration
Enter the Hospital Environment

• 2 wireless networks – hospital (secure) and guest (open)
• No non-hospital managed devices on hospital network (wired or wireless)
• No iTunes
• Staff & students resort to 3G/4G or the guest wireless
The Blue Screen of Death

Cannot Open Page

Safari cannot open the page because it is not connected to the Internet.

OK
Guest Network Issues

- No connection to network or connection takes up to 1 hour
- Connect to AT&T, but no further
- Very slow
- Connection to Internet disappears
- Must update mobile devices off-site
Clinical Care Needs

• Recommend apps with content on device
  – Connectivity issues
  – Not all web products optimized for mobile
  – Varying quality of display on different web sites

• DynaMed, First Consult, Medscape Reference, Nursing Reference Center
Part 4

Outreach & “Advertising”

Lisa Price, MSLIS
Outreach: How We Spread the News

- Award announced in UMDNJ weekly e-newsletter
- Grant announced in *Campus Rounds*
- Plan presented to Management Committee, then to CWIS upon approval
- E-mail promoting UL Mobile website sent to Library Staff group list
- Final Report summary appeared as article in NN/LM Middle Atlantic Region blog
• Mobile website/catalog platform from LibraryThing for Libraries
• One year contract
  – Provided online catalog access
  – Intended as interim measure
Creating a “Brand”

• QR Code
  – Direct link to LibraryAnywhere mobile website via smart phone
  – URL converted to graphic:
    • [https://www.libanywhere.com/m/281](https://www.libanywhere.com/m/281)

• Graphics
  – One for print & web marketing
  – One to identify resources available via mobile
Promotional Materials

• Poster
  – UMDNJ Marketing Department
  – Distributed copies to all UMDNJ Libraries for campus posting

• Cards
  – Handout size (3.5” x 4”)
  – Poster graphics on front, QR on back
Part 5

From LibraryAnywhere
To Home-Grown Mobile Sites

Yingting Zhang, MLS, AHIP
LibraryAnywhere Platform

http://www.libanywhere.com/m/281
Home Grown Mobile Sites

University Libraries’ Mobile Site

- Has not gone live yet, though available on the Internet
- Will be officially launched on January 9, 2012, along with the other campus libraries’ mobile sites.
Scan the QR Code below and save the site to your home screen for easy access at a later time.

The URL remains the same as the desktop’s site: http://www.umdnj.edu/rwjlbweb. The auto-detection function redirects you to either the desktop website or mobile site, depending on your access mode.

The mobile site contains e-resources’ Quick Search tool developed by a systems librarian via innovative use of our legacy data as well as the data from our link resolver.
Quick Search for E-Books

Select E-resource Type: E-books Titles

Search for 'Pediatrics' and view search results:
- 5-Minute Pediatric Consult
- Adolescent Health Care
- Child and Adolescent Clinical Psychiatry
- Clinical Use of Pediatric Diagnostic Tests
- Current Pediatric Diagnosis and Treatment
- Dermato-endocrinology
- Family-Focused Behavioral Pediatrics
- Harriet Lane Handbook
- Health United States 2006
- Lovell & Winter's Pediatric Orthopaedics
- Manual of Clinical Problems in Pediatrics
- Moffet's Pediatric Infectious Diseases
- Nelson Textbook of Pediatrics
- Oski's Pediatrics

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Thank You!

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