Simple Communication

How we’ve changed advertising, request forms, and notifications to make the experience easier on the patron, while increasing our transactions.
Alden Library

- 2 staff members
- 1 student employee (fall/spring)
- 30,406 transactions in 2013
- 13,963 borrowing/doc del, 16,443 lending
- Transaction increase of 29% from 2010
How we’ve changed advertising, request forms, and notifications to make the experience easier on the patron, while increasing our transactions.
Simple communication

Convenience affects all aspects of information seeking—the selection, accessibility, and use of sources. Libraries usually are not the first source for finding information. When queried, respondents describe the library as “hard to use,” “the last resort,” and “inconvenient.” Convenience is a significant factor in both academic and everyday-life information-seeking situations.\(^5\)

ACRL Research Planning and Review Committee - 2012 top ten trends in academic libraries
User behaviors and expectations
Simple communication

- We don’t want to be considered “hard to use”
- Already the “last resort”
- Convenience through communication
Simple communication

We’ll cover
- our change in Web forms
- our implementation of text messaging
- our QR code advertising
- our plans for the future
Web presence
Web forms

- could ask for a lot by default (ILLiad)
- hadn’t really considered making a change with them
- I don’t know what to put in the ______________ space
- cuts based on library type & user needs
Web forms

Edit Article Request

**STATUS**

**Describe the item you want**

* * * Journal Title

Please do not abbreviate unless your citation is abbreviated

* * * Article Title

* * * Article Author

* * * Volume

MUST provide if available.

* * * Issue Number

* * * Month

* * * Year

* * * Page Numbers

* * * ISSN (International Standard Serial Number)

* * * OCLC or PMID Number

* * * Not Wanted After Date

(DMDD-YYYY)

* * * Will you accept the item in a language other than English?

If yes, specify acceptable languages in the notes field.

* * * Account Number

* * * Notes

Put any information here that may help us find the item, as well as any other pertinent information.

* * *
Edit Article Request

Describe the item you want

- * Journal Title
- * Article Title
- Article Author
- Volume
- Issue Number
- Month
- Year
- Page Numbers
- ISSN (International Standard Serial Number)
- OCLC or PMID Number
- * Not Wanted After Date
- Will you accept the item in a language other than English?
- Account Number
- Notes

* Indicates required field

Please do not abbreviate unless your citation is abbreviated
Web forms

- Ignored

*Please do not abbreviate unless your citation is abbreviated*
Web forms

- MUST provide
Web forms

- Not wanted after - rarely, if ever changed
Web forms

Will you accept the item in a language other than English? If yes, specify acceptable languages in the notes field.

Account Number

Notes

Put any information here that may help us find the item, as well as any other pertinent information.
Web forms

Before

Edit Article Request

Describe the item you want

* : Journal Title

Please do not abbreviate unless your citation is abbreviated.

* : Article Title

* : Article Author

* : Volume

MUST provide if available.

* : Issue Number

* : Month

* : Year

* : Page Numbers

* : ISSN (International Standard Serial Number)

* : OCLC or PMID Number

* : Not Wanted After Date

(MM/DD/YYYY)

* : Will you accept the item in a language other than English?

If yes, specify acceptable languages in the notes field.

* : Account Number

Notes

Put any information here that may help us find the item, as well as any other pertinent information.

Save
Web forms

After
Web forms

Gone

- Don’t abbreviate citation
- MUST provide volume
- Not Wanted After date
- Accept other than English
- Detailed notes explanation
Web forms

4 requirements
6 electives
notes
Web forms

book request is similar

2 requirements

4 electives

notes
Questions?
### 18. What technology do you plan on bringing to campus with you?

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<th>2013 Responses</th>
<th>2012 Responses</th>
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<td>13 0.47%</td>
<td>20 0.68%</td>
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<tr>
<td>Smartphone and Laptop</td>
<td>2005 72.51%</td>
<td>2070 70.46%</td>
</tr>
<tr>
<td>Smartphone, Laptop, and tablet</td>
<td>538 19.46%</td>
<td>393 13.38%</td>
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<tr>
<td>Laptop and Tablet</td>
<td>32 1.16%</td>
<td>59 2.01%</td>
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<tr>
<td>Laptop only</td>
<td>139 5.03%</td>
<td>387 13.17%</td>
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<tr>
<td>Tablet only</td>
<td>4 0.14%</td>
<td>9 0.31%</td>
</tr>
<tr>
<td>None of the above</td>
<td>34 1.23%</td>
<td>not asked</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>2765 100%</strong></td>
<td><strong>2938 100%</strong></td>
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Text messaging

92.44%
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<th>2012 Responses</th>
<th>2011 Responses</th>
<th>2010 Responses</th>
<th>2009 Responses</th>
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<td>22</td>
<td>26</td>
<td>35</td>
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<td>188</td>
<td>249</td>
<td>230</td>
<td>274</td>
<td>390</td>
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<td>Texting on cell</td>
<td>2320</td>
<td>2378</td>
<td>2154</td>
<td>1979</td>
<td>2576</td>
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<td>31</td>
<td>27</td>
<td>17</td>
<td>53</td>
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<td>Social network site</td>
<td>151</td>
<td>163</td>
<td>234</td>
<td>175</td>
<td>190</td>
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<tr>
<td>Writing letters</td>
<td>75</td>
<td>100</td>
<td>85</td>
<td>68</td>
<td>57</td>
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<tr>
<td>Totals</td>
<td>2808</td>
<td>2951</td>
<td>2752</td>
<td>2539</td>
<td>3301</td>
</tr>
</tbody>
</table>
Text messaging

82.62%
Text messaging

82.62%, greater than
● telephone
● email
● social media
● any others combined
Text messaging

teach email as a primary communication?

“I don’t check my email”
Text messaging

Emailing = Texting
Text messaging

- Phone numbers have emails associated with them.
- At OHIO ILL we use 5 carrier emails in our text sign-up.
- AT&T, Boost, Sprint, T-Mobile, Verizon.
Text messaging

- @txt.att.net
- @myboostmobile.com
- @pm.sprint.com
- @tmomail.net
- @vtext.com

Example: 7405551234@vtext.com
Text messaging

Welcome to OHIO ILL

OHIO Libs ILL <ill@ohio.edu>

Sent: Fri 5/30/2014 10:39 AM
To: Mandy, Danak

Thank you for registering with Ohio University Libraries ILLiad.

We will notify you by email when an item is received.

Sign up for text message notifications: http://tinyurl.com/pasehca

Contact Us: ill@ohio.edu
Text messaging
Text messaging

Web form view

Sign Up for Interlibrary Loan Text Messages

Name *

OHIO ID *

Your OHIO ID is the same ID you use to login to My OHIO and Blackboard.

Cell phone service provider *

Cell Phone Number *

Submit
Text messaging

mobile view - from iPhone5
Text messaging

- User signup - goes to email
- 7405551234@txt.att.net
- 2 email addresses
Text messaging

Sign Up for Interlibrary Loan Text Messages

Thanks for signing up for text messaging through ILL. You'll now receive notifications via text and email.

ILL TEXT

OHIO Libs ILL <ill@ohio.edu>

Sent: Fri 5/30/2014 11:05 AM
To: Malone, Derek

Dear Texting Tommy,

Thanks for signing up for text messaging through ILL, you'll now receive notifications via email and text.

https://ohio.hosts.atlas-sys.com/illiad/
Text messaging

1st text message from ILL

Text Message
Today 11:01 AM

1 of 2
FRM: OHIO Libs ILL
SUBJ: ILL TEXT
MSG: Dear Texting Tommy,

Thanks for signing up for text messaging through ILL, you'll now receive (Con't) 2 of 2 notifications via email and text.

https://ohio.hosts.atlas-sys.com/illiad/
(End)
Our email notices include:

- availability (article & material delivery)
- overdue
- return w/reason
Text messaging

- note character limits when sending group texts and notifications (140 SMS)
- Verizon limit
Text messaging

Overdue notice

Old email template

In a text?
Text messaging

1 of 7
FRM: OU Libs ILL
SUBJ: Interlibrary Loan Overdue Notice
MSG: Dear Derek Malone,

An item that you have borrowed:

Title: The engaging museum: developing museums for visitor involvement/
Author: Black, Graham.
Graham Black
Due Date: 3/14/2012
TN: 406590

is now
(Con't) 3 of 7 very overdue. Please return item to the Circulation Desk, 4th Floor of Alden Library immediately to avoid having a hold placed on your (Con't) 4 of 7 record and an invoice issued for replacement.

Interlibrary Loan & Document Delivery Service office hours are: Monday - Friday, 8 AM -
(Con't) 5 of 7 5 PM.

Thank you for using ILL/DDS and ILLiad. Questions and comments regarding Interlibrary Loan & Document Delivery Service policies a More?
Text messaging

New overdue notice

Formatted for text messaging

Important stuff first
Text messaging

Important stuff early

Quick info in text

1 of 2
FRM: InterLibrary Loan
SUBJ: Overdue ILL
MSG: Derek Malone,

Your item: 431140 is overdue. Please return immediately.

test
Due:
(Con't) 2 of 2
2/21/2013

Text messaging

Email view

Malone, Derek

From: Interlibrary Loan <ill@ohio.edu>
Sent: Thursday, March 07, 2013 12:10 PM
To: 7405907002@bt.att.net; Malone, Derek
Subject: Overdue ILL

Derek Malone,

Your item: 431140 is overdue. Please return immediately.

test
Due: 2/21/2013

https://ohio.hosts.atlas-ysu.com/filled/
(740) 593-2691.
Text messaging

Article delivery

Mostly the same

Link placement paramount
Text messaging

Clean/quick email
Text messaging

Physical material

Again, same idea

1 of 2
FRM:OU Libs ILL
SUBJ:Request Has Arrived
MSG:Derek Malone#

436672 has arrived.
Please pick up at the Circulation Desk.

trial
(Con't) 2 of 2
fake
Due: 2/20/2013

ill@ohio.edu
(740) 593-2690
(End)
Text messaging

Texting with ILLiad

http://www.slideshare.net/derekryma/the-right-txt-implementation-of-text-messaging-for-interlibrary-loan-at-ohio-university
Text messaging

What we’ve learned

- texting = emailing
- emailing has improved
Text messaging

texting student employees - remind101.com

http://www.slideshare.net/derekryma/ssig-presentation-1
Text messaging

Questions?
QR advertising

Why?

92.44%
QR advertising
QR advertising

link to mobile sign up page

http://www.qrstuff.com/
Future plans

- fully-functional mobile environment
- routing/retrieving & notifying throughout the day/night
- possible message outlet expansion?
Questions

Derek Malone
maloned@ohio.edu
740-593-2691