



A project of the
Texas State Library
and Archives
Commission

Library Mobile Project
Application for Funding
First Review Date: February 4, 2013
Final Date to Apply: March 4, 2013

Questions?
texshare@tsl.state.tx.us
or
800.252.9386

Submit the completed form by email attachment to texshare@tsl.state.tx.us or FAX to 512.936.2306

APPLICANT:

Tom Green County Library System

Library / Institution

33 W. Beauregard

Address

San Angelo

76903

City

Zip

Project Director: **Larry Justiss**

E-Mail Address: **Larry.justiss@co.tom-green.tx.us**

Telephone (325) **655-7321**

FAX (325) 659-4027

My library* is applying for a **maximum** subsidy of (circle one). I understand that funding will be provided only for actual expenses for eligible items up to this maximum amount.

Academic < 7,000 FTE	\$6,000	Public < 25,000 served	\$3,000
Academic 7,000 – 19,999 FTE	\$11,000	Public 25,000 – 49,999 served	\$7,000
Academic 20,000 + FTE	\$15,000	Public 50,000 – 249,999 served	\$10,000
		Public 250,000 + served	\$15,000

*Library consortia must append a list of members that will be participating in this project.

APPLICATION CERTIFICATION: To the best of my knowledge and belief, data in the application are true and correct. The document has been duly authorized by the governing body of the applicant and the applicant will comply with the project parameters, if its funding is approved.

Michael D. Brown, County Judge

FEB - 1 2013

Name and Title

Signature

Date

(Application Certification must be signed by an individual authorized to enter into contracts with the State of Texas)

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Please refer to <https://www.tsl.state.tx.us/texshare/mobilesolutions#funding> for a list of eligible expenses. If your project will incur costs not reflected in the list, contact TSLAC for pre-approval.

Choose one

- My library does not currently have a mobile presence. This would fund a new project
 My library has implemented a mobile technology. This would expand, upgrade, and/or enhance what we currently have.

(1) Funding is requested for developing or upgrading/enhancing these components (Check all that apply).

- Mobile-friendly library catalog
 Mobile-friendly library web site
 Native library app
 Other, Specify: _____

(2) We are also requesting a subsidy to cover one year of subscription for hosting or maintenance costs for our project for the time period September 1, 2013 – August 31, 2014. **Please note that subscription subsidy is only available for mobile solutions funded in this funding cycle and is dependent upon funding availability.**

- Yes
 No

(3) Describe your Project.

TGC Library, consisting of a Central Library and two branches, has seen tremendous growth in the number of patrons using mobile devices and expects continued growth. Examining Google analytics and our Overdrive reports:

- Of new website users in 2012, 41.29% of them accessed the site via mobile devices.
- The number of visits to our website by mobile users in January 2012 were 2,866 and exploded to 6,008 in January 2013.
- Downloads of materials using mobile devices gives a dramatic picture: In January of each year: 2011 – 53 checkouts; 2012 – 654 checkouts; 2013 – 1,023 checkouts.

Tom Green County, (population of 111,823 in 2011) in west Texas, covers 1,522 square miles and has 18,000 people living outside its only major city of San Angelo. In actuality, Tom Green County has the only public library of appreciable size that serves the very rural areas of the thirteen counties making up the Concho Valley. This encompasses over 15,000 square miles and 160,000 people. Clearly, mobile technology and access to information and services is important to this part of Texas. Further, mobile access by patrons through a professional product with high standards will meet the needs of our present patrons, entice new users and encourage their frequent return. We welcome and look forward to tremendous growth!



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Currently TGC Library's only mobile technology is LS2Mobile for catalog search. This proposal seeks funding to provide complete mobile services to patrons.

To give TGC Library patrons the ability to use any mobile device to access the TGC Library we have chosen Boopsie's Optimum Feature Set. This product will enable patrons to access library services including catalog search; calendars and events; reading lists; blogs; Facebook and Twitter; Ask a Librarian; BookLook, OverDrive and Publisher Reviews. It will also allow patrons to connect with other library vendors. Boopsie integrates these systems so there should be no duplication of work by library employees and no need for increased staff to maintain these systems and data. Our library is in the process of upgrading its web site which will also integrate with Boopsie. This will greatly enhance the patron's experience and whether on-line or using a mobile device, will encourage their return.

(4) Sustainability Plan: Describe how your library will sustain its future mobile presence.

Funding in subsequent years which is promised to remain level for two years at \$5,994 (including an annual \$99 fee from Apple) represents just a fraction of a percent of the library's annual budget of just over \$2 million. The annual budget of expenditures is made as a request to county commissioners. TGC commissioners were made aware of these future expenses when they agreed to proceed with this application which has been reviewed and is signed by TGC's County Judge.

All funded projects must:

- Comply with federal funding requirements posted at <https://www.tsl.state.tx.us/texshare/mobilesolutions#funding>
- Submit a completed "Project Summary" form posted at [<http://bit.ly/tslacmobilesummary>] as soon as you have contracted for a service.
- Request funds when work has been completed, using "Request for Mobile Technology Fund Release" form, posted at [<http://bit.ly/tslacmobilefundrelease>].