

## Erasmus Staff Training Week 2025

*Meet our Staff*

# Trying to Improve Student Engagement With a Library's Mobile App

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# Project Objectives

- Improve library service visibility and accessibility
- Reach students through their preferred platform: smartphones
- Enable mobile access to key services (catalogue, bookings, events)
- Maximize reuse of existing tools (Alma, Primo, LibCal)
- Enhance communication and user interaction



# Why Library Mobile?

- Mobile-first expectations among students
- Unified platform for digital services
- Push notifications for real-time communication
- Simplified user experience via app interface
- Opportunity to modernize and streamline access

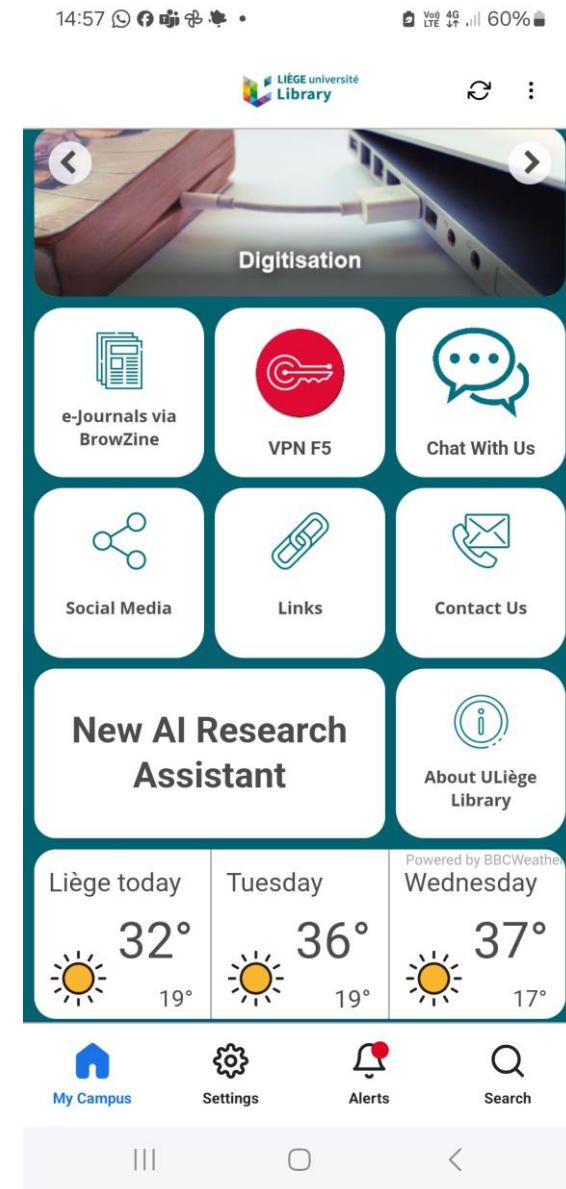
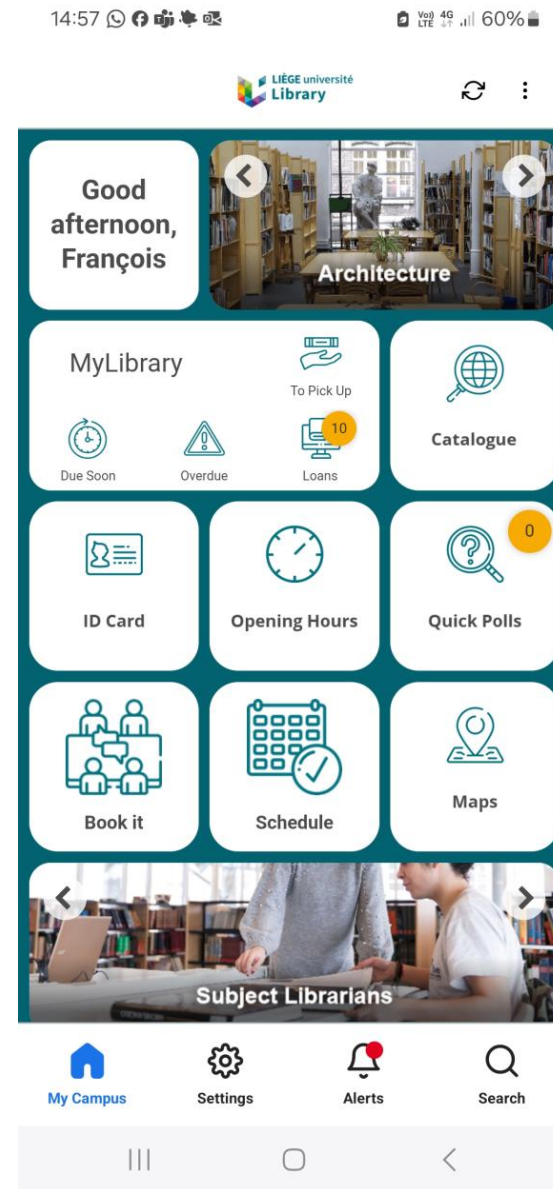


# Implementation Timeline

- Kick-off: October 11, 2021
- Initial setup: Configuration forms and templates
- Access to App Manager: November 2021
- Beta and staff testing: Dec 2021 – Jan 2022
- Official launch: February 14, 2022

# Main Features Deployed

- Access to Primo catalogue and MyAccount
- Room and event bookings (LibCal RSS feeds)
- Static content and service banners
- Quick Polls
- Push notifications
- Library Card PI
- BrowZine
- Campus maps
- Dual language profiles: French and English



# Communication Tools

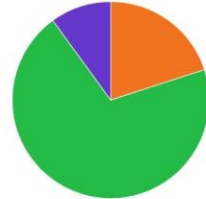
- Notification Center for group or individual alerts
- Alma BCC letters repurposed as app notifications
- Quick Polls for collecting user opinions or organising fun activities
- Promotion via website, social media, bookmarks

15:03 4G+ 59%

Sondages / Quick Polls

## Sondages ouverts / Open quick polls

Connaissez-vous la possibilité de réserver une place dans certaines de nos implantations via une carte interactive ?



Non, je ne connais pas.
Oui, je connais.
Ah bon, il faut réserver une place ??

Sondages / Quick Polls    Historique / History    Information

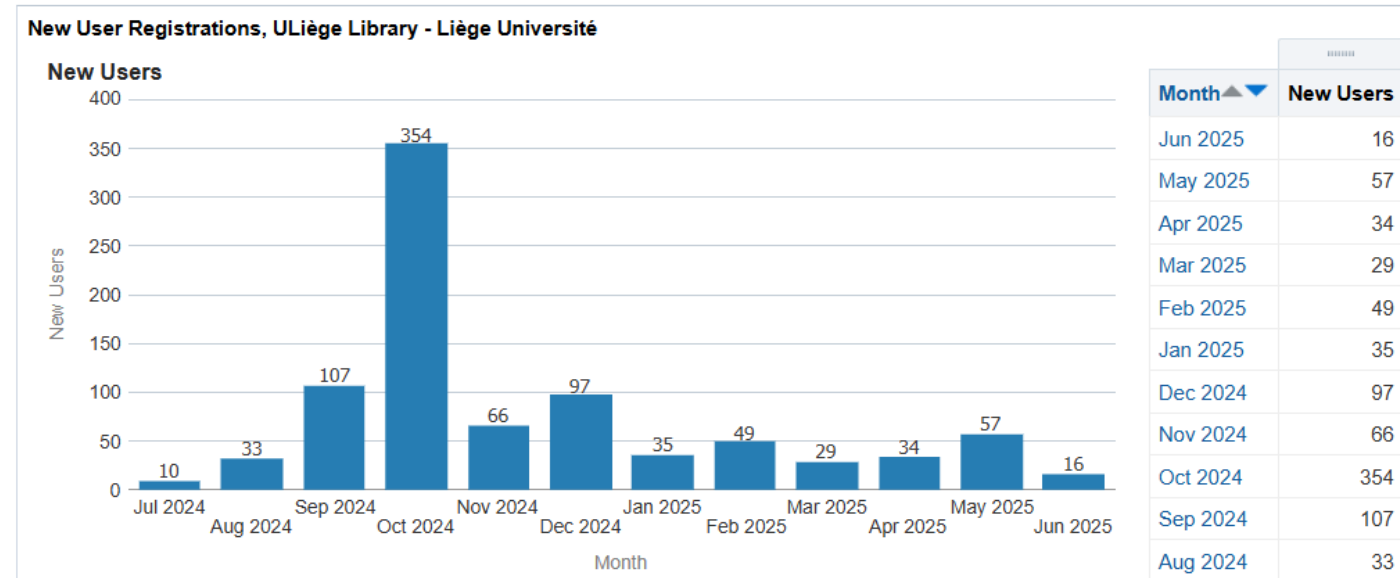
My Campus    Settings    Alerts    Search

7



# User Experience at ULiège

- Around 2,000 sign-ups in the first semester 2022
  - Currently: a bit more than 2,700 registered users
  - Inactive users purged every year
- Frequent use of MyAccount, Catalogue, Opening Hours, Book it (LibCal)
- Limited user feedback, mostly positive
- Staff engagement mixed
  - ongoing promotion needed
    - E.g. in Alma letters





# Challenges Faced

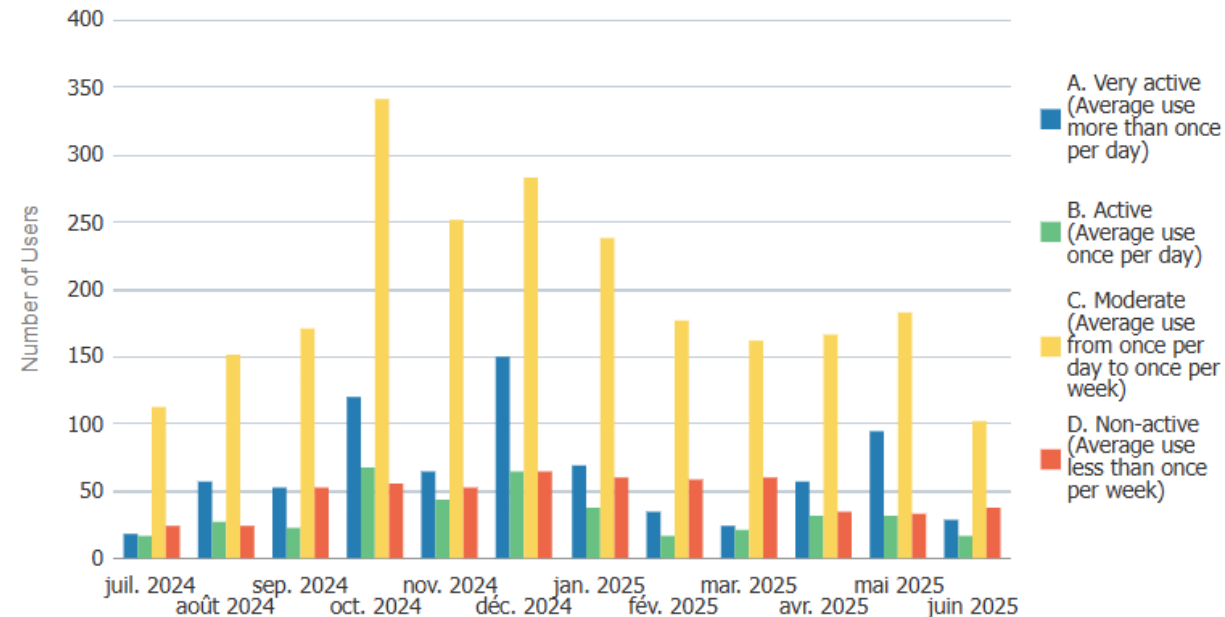
- Technical barriers:
  - push visibility
  - RSS limits in LibCal (max 30 days, now 60 days)
- Documentation gaps (campusM vs Library Mobile)
- Notification read rates lower than expected!!
- Some limitations in Primo PI functionality



# (Possible) Future Developments

- Renewed promotion and staff training campaigns
- Explore laptop availability and wayfinding features
- Enhance integrations (e.g., self-check modules) (?)
- Refine notification and poll strategies
- Improve feedback collection via in-app tools
- Usage statistics need to be further analysed
  - **Is it worth it??**

## User Activity Level



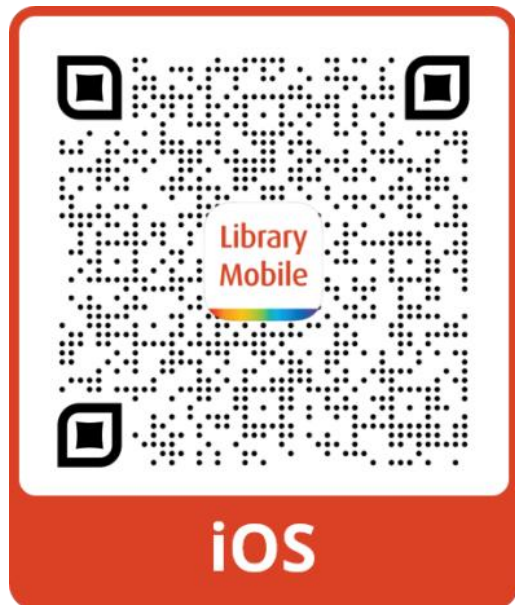


# Conclusion

- Library Mobile supports digital transformation at ULiège
- Effective reuse of existing tools is key
- Mobile app adoption is growing slowly but steadily
- Staff involvement and communication are crucial, but not always easy
- Ongoing improvement through user insights and analytics



## Download and try it!



- Open the Library Mobile application
- Select "**ULiège Library - LIEGE Université**" from the list of libraries
- Select the "English" profile (or "Français" if you prefer)
- Accept the terms of use
- Sign in with:
  - Username **£067318**
  - Password: XXXXXXXXXX

<https://uliege.campusm.exlibrisgroup.com>

