

**MHLS Director's Association**  
**Meeting of Monday, June 3, 2013**  
**MHLS Auditorium: 10:00 a.m. – 12:00 p.m.**

**AGENDA ATTACHMENT**

**New Business #1: Mobile App Recommendation: Boopsie**

- **Background:** 45% of Americans have a smart phone, a percentage that is growing every year. MHLS libraries offer mobile access to library information and services in a few different ways, each of which has their own entry point. [See Marketing Committee minutes for more information.]
- **Issue:** Current mobile device access points to library services are not integrated into one place. To get to the OPAC patrons need to use the browser on their phone, to access other products they are downloading an app (i.e. OverDrive), to get to the library's web site they are back in the browser, etc.
- **Recommendation:** The Marketing Advisory Committee agrees that an integrated mobile app is the best approach to making things more convenient for patrons and recommends the DA consider purchasing the Boopsie mobile app. To see what the Boopsie mobile app looks like in an consortium setting visit <http://rcls.boopsie.com/> On the right is a box that says "Try it Out!" where you can click on the screen of the mobile phone and see what the environment looks like when it is a consortium rather than an individual library. An information and price sheet about Boopsie is attached to the minutes.
- **Status:** New Business at the May 2013 meeting; referred to System Services Advisory Committee.