Mobile Innovation and Leadership

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Today’s presentation

- About Kolding Public Libraries
- The background
- Mobile impact on public libraries
- Mobile strategic objectives
- Mobile Innovation at Kolding Public Libraries
The Municipality of Kolding in Denmark has approx. 90,000 inhabitants.
About Kolding Public Libraries

• Kolding Public Libraries consists of 4 public libraries. 1 main Library in the city of Kolding and 3 branch libraries in the small cities around Kolding City.

• Yearly budget 2011: 7.2 million US $

• 55 employees

• 500.000 visitors per year

• 160.000 unique website visitors per year
About Kolding main Public Library
About Kolding main Public Library

- The New Kolding main Public Library opened in January 2006
- 7,500 square meters
- Price: 25 million US $
- The library is one of the most up to date and digitized libraries in northern Europe
- Scandinavian design
About Kolding main Public Library
The background

![Smartphone penetration chart](chart.png)

Source: www.ourmobileplanet.com
Base: Total national population
Note: Mobile penetration based on 1024x788.png
Kolding Bibliotek
The background

Bar chart showing daily online sessions per device - smartphone.

- Denmark: 52% multiple times per day, 18% 2-3 times per day, 16% once, 14% not at all, 1% don't know.
- US: 53% multiple times per day, 20% 2-3 times per day, 15% once, 11% not at all, 1% don't know.

Source: www.ourmobileplanet.com
Base: Smartphone owners
The background

Source: www.ourmobileplanet.com
Base: Smartphone owners

danishcchanges: www.danishcchanges.com
Mobile impact on public libraries

Is this the future?
Mobile impact on public libraries

- Public libraries must recognize that we are moving into a post pc era
- Mobile culture requires new standards of library staff skills.
- We have to be part of the mobile culture if we want to continue to provide relevant library services to users.
Mobile impact on public libraries

- We need employees at our libraries who have mobile skills, who can use these skills in daily work and who can communicate and develop library services for mobile devices
Mobile impact on public libraries

- We have the potential to become more mobile - inside and outside the traditional library spaces - if we succeed in using mobile devices where appropriate.
Our mobile objectives

- Our library services must be relevant for all our users including those who mainly access the Internet through Mobile Phones
- We will be leaders in mobile innovation
- To meet these challenges, we have to educate our employees in mobile technology
- The library management must be mobile lead users
Mobile Innovation phases

• Mobile innovation phase 1: 2009-2011
  – the aim was to give the employees basic mobile skills

• Mobile innovation phase 2: 2012-2013
  – The aim is to give employees advanced mobile skills by letting them participate in several mobile innovation projects
Mobile Innovation Phase 1
2009-2011

- All employees received a smartphone (budget 25,000 US $)
- We developed a mobile learning model for the staff
- All employees were educated
- We dedicated 7,000 staff hours
- All employees were engaged in mobile idea-generating activities
Mobile learning model

- The learning model contains exercises in how to use a mobile phone and mobile services.
- We established 5 groups with 10 participants in each group. To each group there was assigned a project team member to help if necessary.
- Employees had to use each other to solve the exercises.
- Employee responses were posted on the web and shared on Flickr, YouTube, Facebook or through a created Google group.
Mobile learning model - exercises

- Using Facebook, Flickr and Gmail for communication of images and posts etc.
- Capture and share videos from library events on YouTube
- Take photos at library events and share them on Facebook and Flickr etc.
- Gain experience in using various apps such as e-books, RSS feeds and Wiki-apps
- In addition, employees had to use the mobile phone as much as possible in their daily work, eg. in the library space including events etc.
Mobile idea generating project

Smartphone * Idea development

**Smartphone Idea Development**

You are hereby invited to participate in a little brainstorming!

The challenge is to come up with ideas for how we can utilise our smartphones to an even greater extent.

- How can smartphones be turned into useful tools?
- Which new options can we offer the users?
- Which existing options can be offered via smartphones?

**Easy**

**Imagine if you could use the phone as**

"I haven't failed, I have had great success finding 9,999 ways not to make a lightbulb."
- Thomas Edison

Don't limit yourself by conventional thinking!

Crazy ideas or pearls of wisdom. All are appreciated!

**The Rules**

1. Quantity over quality – i.e. we need as many ideas as possible
2. No idea is a bad idea – nobody is judging
3. It's not allowed to make negative comments about yours or others ideas
4. You are welcome to expand on others ideas
5. No criticism allowed

Koldingbibliotekene *April 2011
Mobile idea generating project
Mobile innovation phase 1 - what we achieved

- The staff has gained significantly greater mobile knowledge
- We have gained experience and partially integrated mobile phones in our daily work, such as communication, events and IT education.
Mobile innovation phase 1 - what we achieved

- Most of the staff has now the expertise to participate in mobile development projects
- The development of mobile services is prioritized above the development of the traditional desk top websites
- The staff now continuously generate new ideas for mobile development
Mobile innovation phase 1 - what we achieved?

- A mobile website was released in February 2011
- An iPhone app was released in March 2011
- An Android app was released in May 2011
Mobile innovation phase 1 - challenges?

- Getting the staff to use the smartphones to search for information instead of waiting until they are seated at a PC.
- Finding enough time for all employees to participate in the project.
- Maintain the staff's interest in mobile communication
Mobile innovation phase 2  
2012-2013 - objectives

- The aim is to give employees advanced mobile skills by letting them participate in several mobile innovation projects.
- All employees receive once again new smart phones in spring 2012 (budget 25,000 US $).
- We dedicate approx. 10,000 staff hours for mobile projects.
Mobile innovation phase 2
Mobile projects

• We have just published our second generation of Library app to Iphone
Mobile innovation phase 2
Mobile projects

- Augmented reality project “Trust no one” a renaissance thriller in the old streets of Kolding City
Mobile innovation phase 2
Mobile projects

• “The magic Library” a geocaching tour in Kolding main library
Mobile innovation phase 2
Mobile projects

- App for pre-school children
Mobile innovation phase 2
Mobile projects

• Drop in IT-service for Library users
Mobile innovation phase 2
Mobile projects

- Courses in mobile technology for library users.
Q&A