

# iTouch and Go

## *Funding Innovation in the UH Libraries*

Rachel Vacek and Robin Dasler  
University of Houston Libraries

Internet Librarian  
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# **Microgrants:** Growing from Strategic Directions



E-Readers

Cougar Social  
Media Showcase

Finals Mania

Learning Commons  
Video Contest

Librarian trading cards

Library Commercials  
on the Student Video  
Network

# Microgrants

Library  
Green  
Initiative

SPARKY Awards

Branding Campaign

"History of UH"  
Stationary

READ posters

Staff Outreach  
Program

Disciplinary Professional  
Organization Membership  
for Subject Librarians



# iPod Touch Microgrant





**Training**



**Survey**



**Interviews**

**“It does everything!”**



**“It's great to keep in touch.”**





**“I only had a few minutes.”**





**“I can keep up with the profession.”**



# But wait, there's **more!**

*Buying  
iPods or netbooks*



*Investigating  
eReaders*

*Building apps*



# Building **mobile** confidence

- Downloadable apps
- Calendars
- Email
- Feed readers
- Text messaging
- Library website
- Twitter
- Library resources
- Reference services
- Current trends



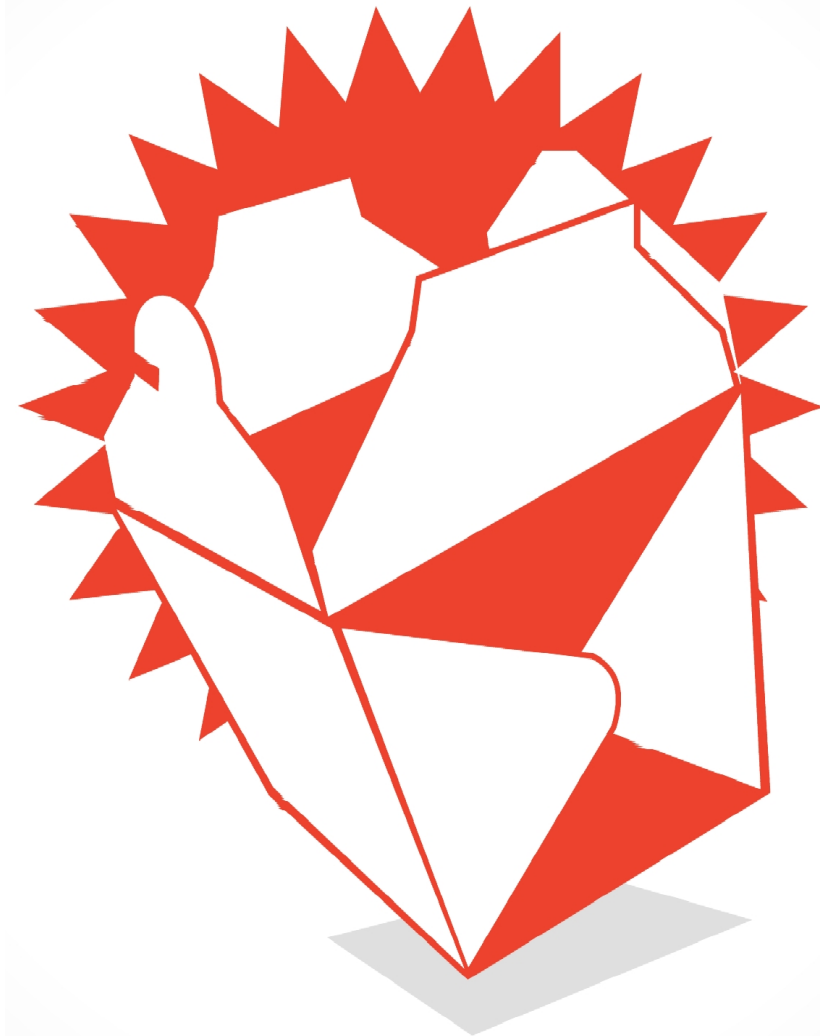


# Lessons **learned**

- **Don't assume** that library staff are already familiar with mobile devices
- Mobile means **different things** to different people
- Technology is **personal**
- There will be surprises - one **idea can lead to another**

# Bringin' it **home**

- Implement a microgrant program
- Have a discussion with your library administration
- Just buy what your library can afford
- Ask your Friends of the Library
- Vendor sponsorship
- Look for opportunities for collaboration in your community



# For more info



*Photo by Rachel Vacek*

**Robin Dasler**

Science & Mathematics Librarian

University of Houston

[rldasler@uh.edu](mailto:rldasler@uh.edu)

**Rachel Vacek**

Web Services Coordinator

University of Houston

[www.rachelvacek.com](http://www.rachelvacek.com)

[revacek@uh.edu](mailto:revacek@uh.edu)



*Photo by Cindi Trainor*