

SMS Reference: Keeping up with your Clients!



Who are we?

Southbank Institute of Technology

- Each year around 30,000 students enrol in Southbank Institute's 300 para-professional courses.
- Southbank has three campuses in Brisbane with the major campus located at Southbank in the heart of the city.
- Southbank Institute has four libraries:
 - COTAH Library
 - Southbank Campus Library
 - Kangaroo Point Campus Library
 - Morningside Campus Library



'Ask a Librarian' at Southbank

- Southbank Libraries 'Ask a Librarian' Reference service includes:

➤ Email a Librarian

➤ Phone a Librarian

➤ Live Chat with a Librarian

➤ SMS a Librarian – introduced July 2005



Need help?

[Ask a Librarian](#)

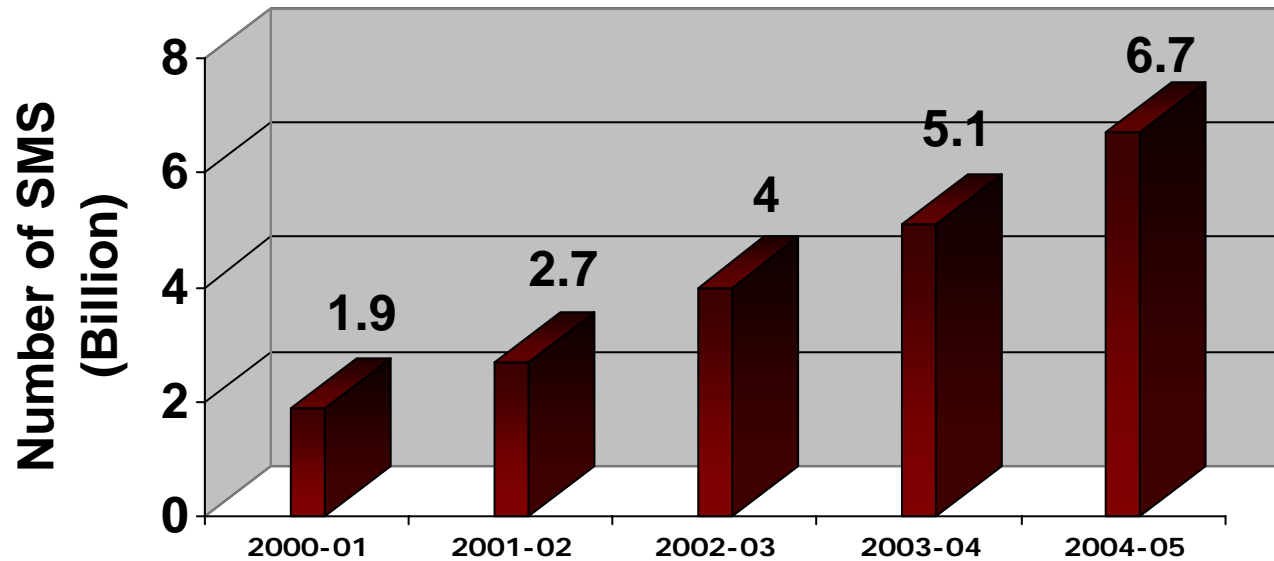
What is SMS?



- SMS – Short Message Service

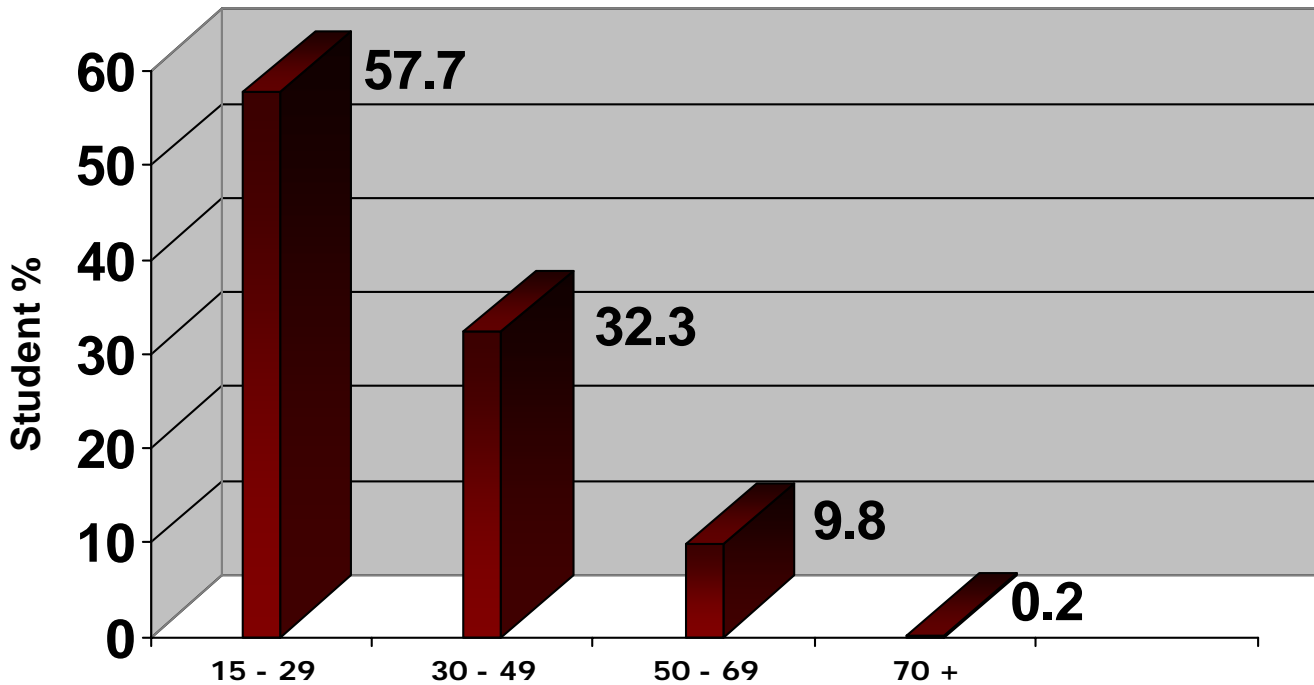
“a service available on most digital phones.. that permits the sending of short messages (also known as text messages, or more colloquially SMSes, texts or even txts) between mobile phones” Wikipedia, 2006

SMS usage in Australia from 2000-01 to 2004-05

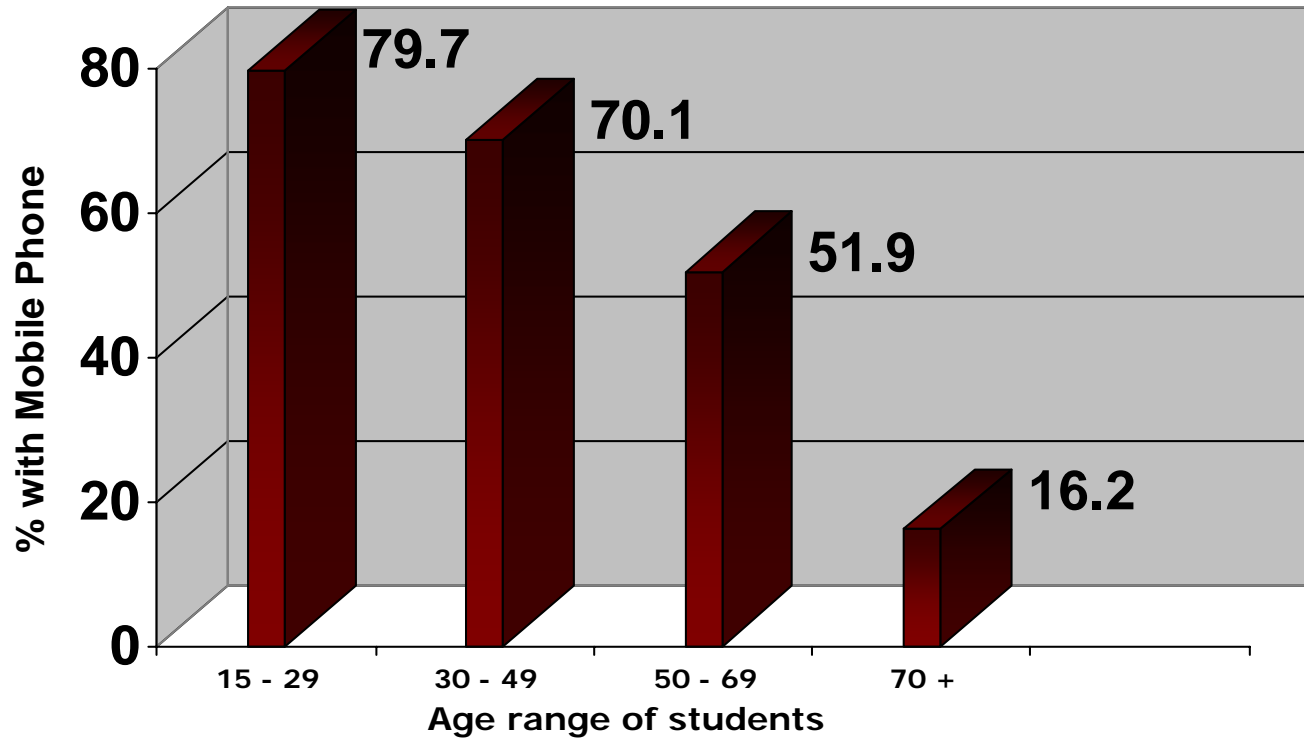


Source: Australian Communications and Media Authority 2005, *Telecommunications Performance Report 2003-04*, Melbourne, p. 76 AND Australian Communications and Media Authority 2005, *Telecommunications Performance Report 2004-05*, Melbourne, p. 4

Student ages @ Southbank Institute 2006



Student Mobile phone ownership @ Southbank Institute 2006



Why SMS Reference...



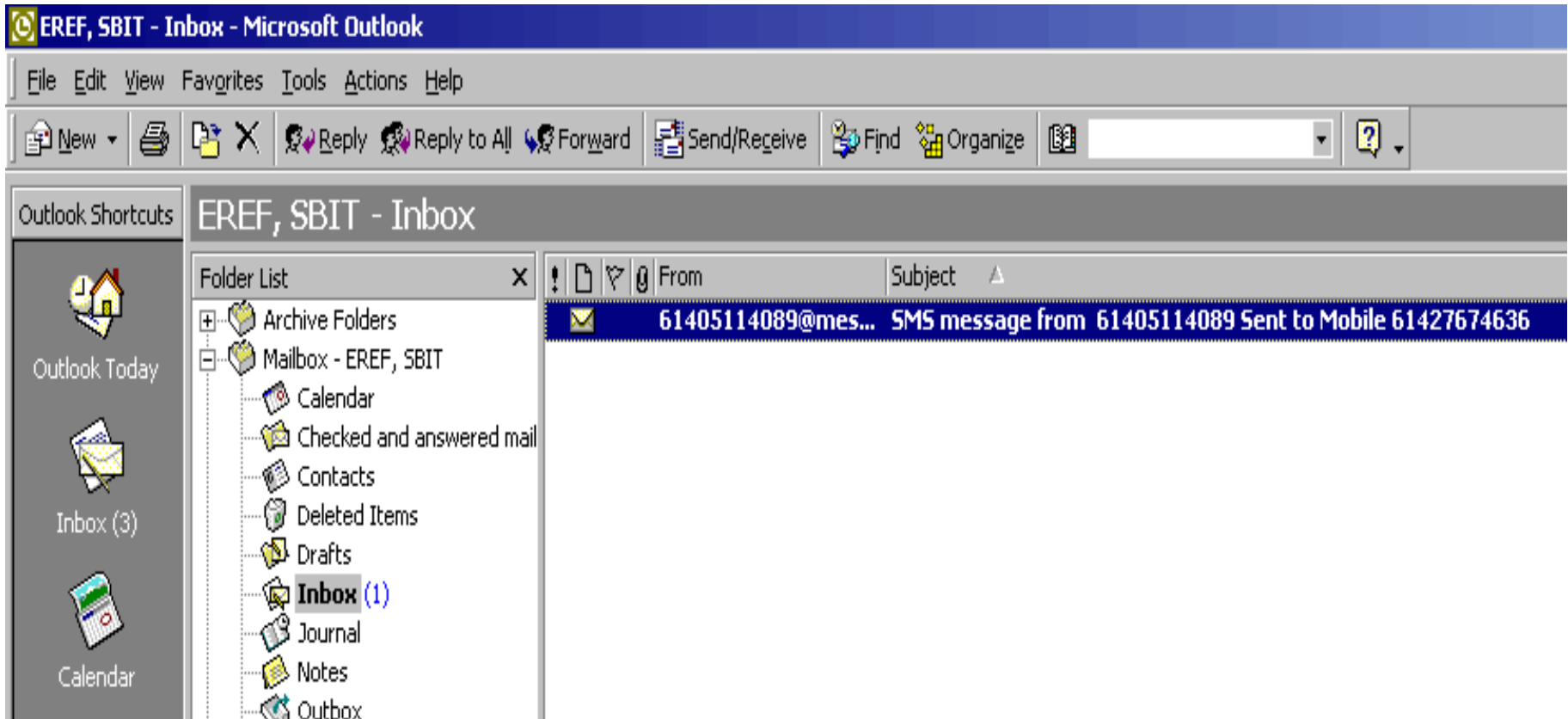
- Huge popularity with young people thanks to television programs such as ***Big Brother*** and ***Dancing with the Stars*** SMS voting
- Evolved its own language (see you later – CU L8 R, Happy Birthday - :-)BDAY, Thanks – THX)
- Has become part of everyday social communication especially with the X and Y generation
- Removes some language barriers
- Quick, easy and relatively inexpensive

Why Not...

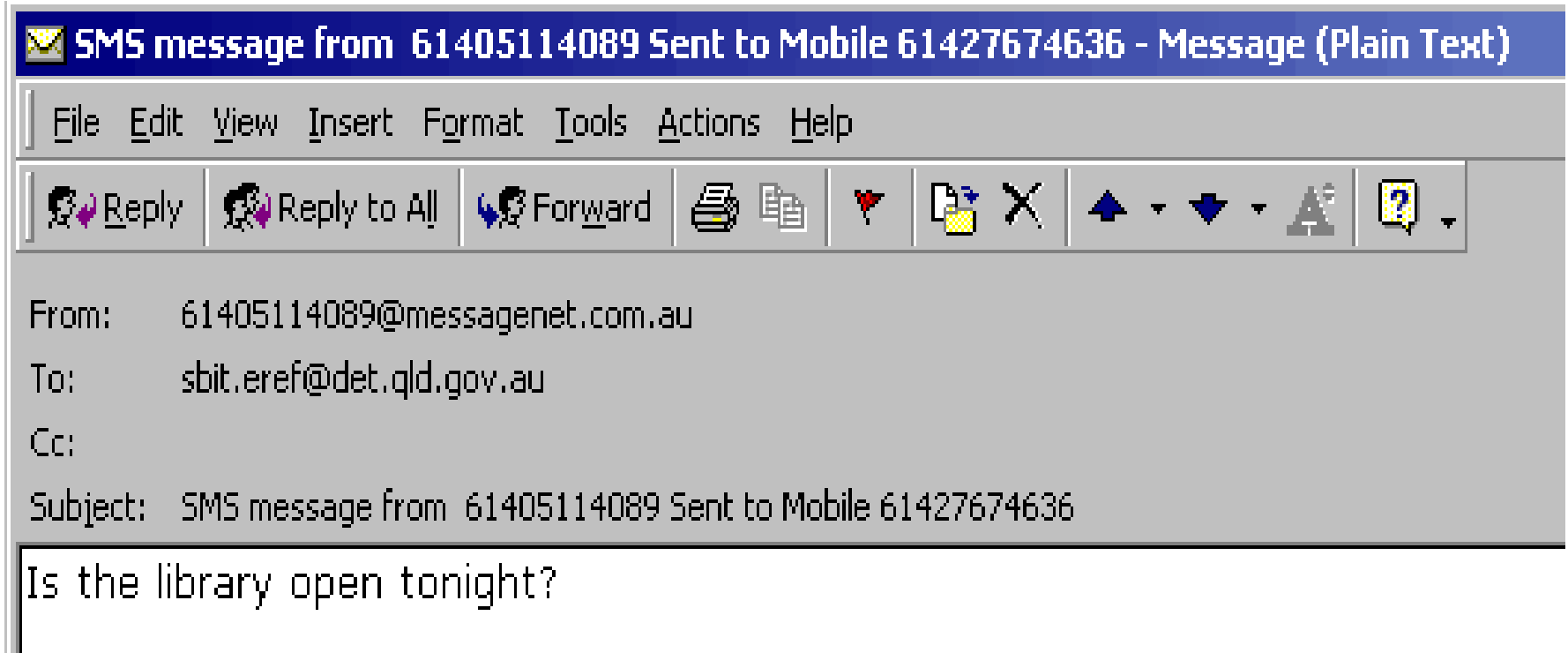


- Some negatives of SMS Reference include:
 - Mobile phone spam
 - Charges per text message received
 - Co-opting social technology for academic purposes
 - Costs involved in implementing SMS Reference
 - Human resources required to 'man' SMS Reference
 - SMS technology limitations

Viewing an SMS message in Outlook



Message opened in Outlook



✉ SMS message from 61405114089 Sent to Mobile 61427674636 - Message (Plain Text)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward Print Attachments Delete Move Up Move Down Mute Help

From: 61405114089@messagenet.com.au
To: sbit.eref@det.qld.gov.au
Cc:
Subject: SMS message from 61405114089 Sent to Mobile 61427674636

Is the library open tonight?

Changes Required when Replying

The screenshot shows an email client window titled "RE: SMS message from 61405114089 Sent to Mobile 61427674636 - Message (Plain Text)". The window has a menu bar (File, Edit, View, Insert, Format, Tools, Actions, Help) and a toolbar with icons for Send, Save, Print, Cut, Copy, Paste, Attach, Open, Reply, Forward, and Options. The "From..." field is circled in red with the annotation "Click the FROM... button and choose EREF, SBIT". The "Subject:" field is also circled in red with the annotation "Delete subject message and retype SBI Library". The email body contains the following text:

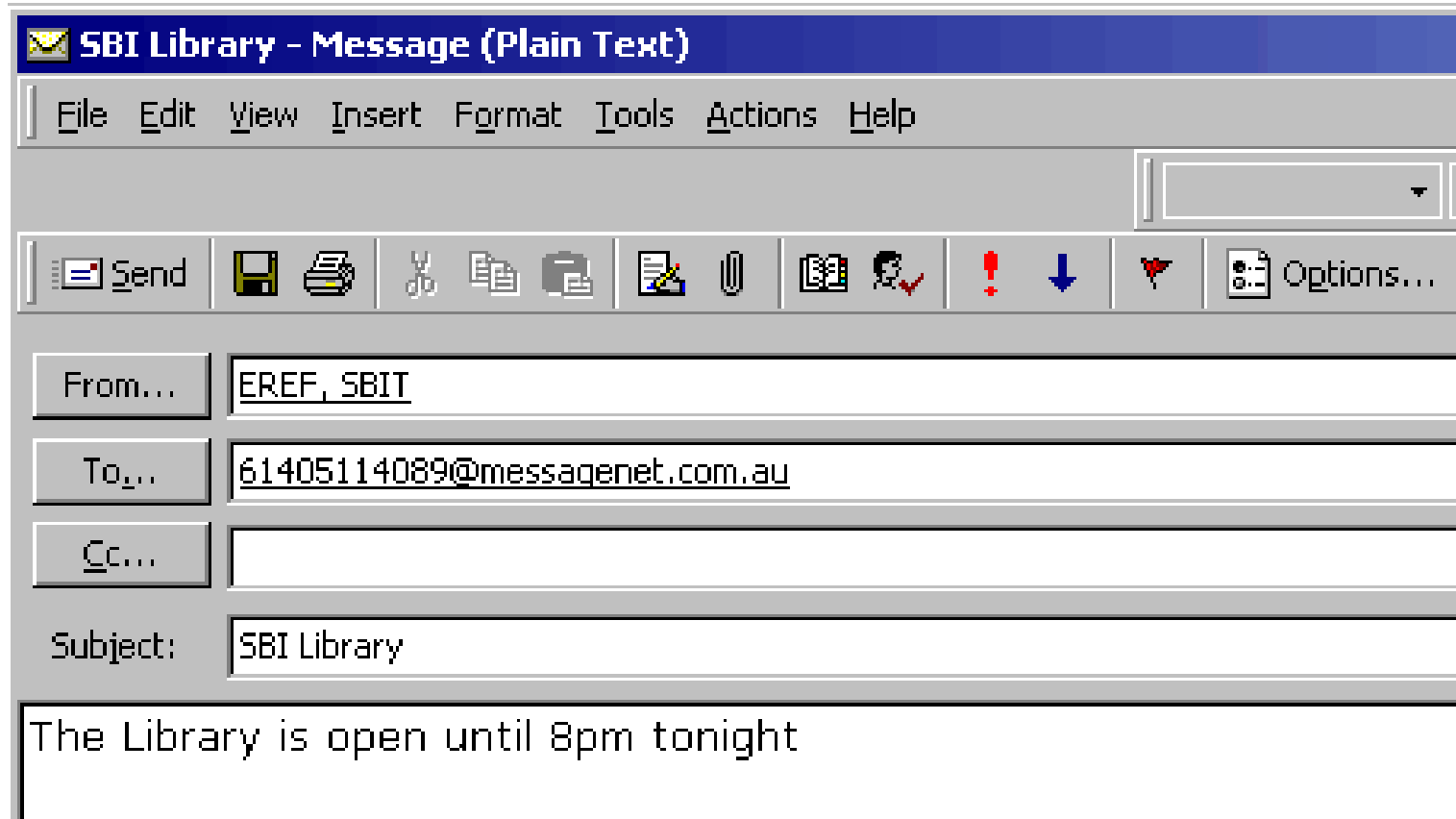
Sonia Herman
Liaison Librarian * COTAH Library
Southbank Institute
LMB 14 South Brisbane QLD 4101
ph: (07) 3244 5999 * fax: (07) 3244 5986
sonia.herman@det.qld.gov.au

-----Original Message-----
From: 61405114089@messagenet.com.au
[mailto:61405114089@messagenet.com.au]
Sent: Friday, May 26, 2006 11:36 AM
To: sbit.eref@det.qld.gov.au
Subject: SMS message from 61405114089 Sent to Mobile 61427674636

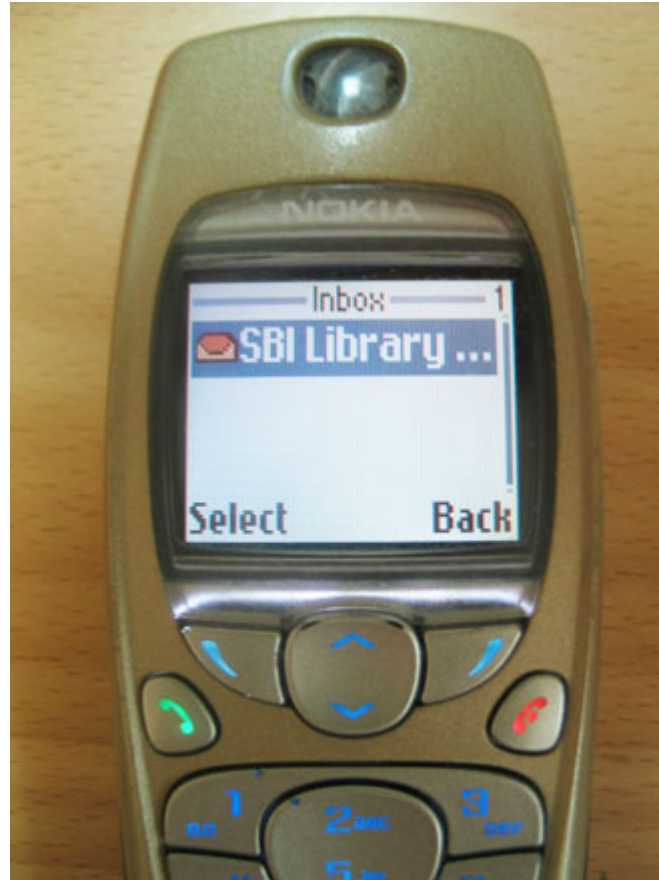
Is the library open tonight?

Red annotations in the screenshot include: "Delete ALL text in the message body before retyping your reply" pointing to the original message text.

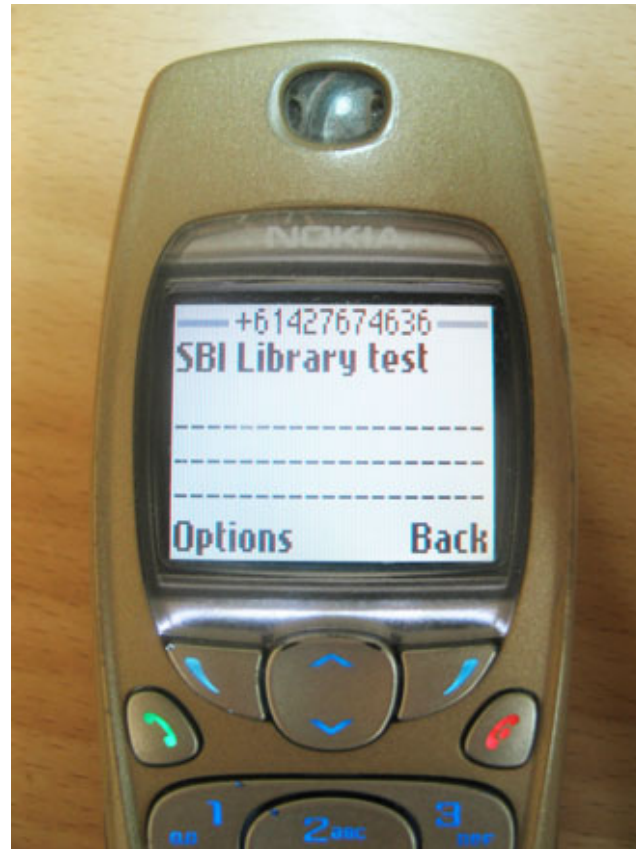
Completed Reply



Library Reply Appears



Student View of Library Reply



Our Choice...



- Non library specific provider
- Enabled quick and easy trial of SMS Reference at no cost
- Interfaced seamlessly with MS Outlook
- Allowed email to be directed into a specific generic inbox
- Provided the opportunity to create a unique library mobile phone number 042 **SMS INFO** or 042 **767 4636**
- Financially appropriate for Southbank Libraries budget