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
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

Number of SMS (Billion)

<table>
<thead>
<tr>
<th>Year</th>
<th>2000-01</th>
<th>2001-02</th>
<th>2002-03</th>
<th>2003-04</th>
<th>2004-05</th>
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<td>2.7</td>
<td>4</td>
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Student ages
@ Southbank Institute 2006

Student %

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 - 29</td>
<td>57.7</td>
</tr>
<tr>
<td>30 - 49</td>
<td>32.3</td>
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<tr>
<td>50 - 69</td>
<td>9.8</td>
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<td>70 +</td>
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</table>
Student Mobile phone ownership
@ Southbank Institute 2006

Age range of students

% with Mobile Phone

15 - 29: 79.7%
30 - 49: 70.1%
50 - 69: 51.9%
70+: 16.2%
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
Is the library open tonight?
Changes Required when Replying

--- Original Message ---
From: 61405114089@messagenet.com.au
Sent: Friday, May 26, 2066 11:36 AM
To: sbit.eref@det.qld.gov.au
Subject: SMS message from 61405114089 Sent to Mobile 61427674636

Is the library open tonight?
The Library is open until 8pm tonight
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