

3D BOOK DISPLAYS: QR CODES TOOLKIT

Library Technology Conference
March 21, 2013

Jennifer Turner, jennifer.turner@mnsu.edu
Bobby Bothmann, robert.bothmann@mnsu.edu

QR CODES TOOLKIT

This toolkit will get you started on the path to using QR Codes at your library. Use the spaces provided to capture tips and ideas to help you in the future!

GETTING STARTED

GOALS: What does your library hope to accomplish with the use of QR Codes?

POLICIES: What organizational policies might affect your use of QR Codes?

Policy Name	Possible Issues/Discussion Points	Contact Person

IDEAS: What are some ideas for using QR Codes at your library?

TOOLS

The following tools are required or suggested for using QR Codes for online displays at your library. Use the extra boxes to fill in additional ideas mentioned during the session.

Tool & URL(s)	Notes
GOQR.ME http://goqr.me	Scalable code from 60x60 px (0.2x 0.2 in.) to 1000x1000 px (3.33 in.). Creates codes for text, URLs, Calls, SMS, and vCard. Allows you download, copy, and embed the code. Options allow for extra special attributes, such as color, correction code, and margins.
Bit.ly http://bitly.com	Allows creation of short URLs that can be customized. Keeps stats on the number of clicks from the URL.

Tool & URL(s)	Notes
Catalog	Use your typical catalog or discovery interface. Be sure the URL can lead to a pre-coordinated search result showing only the types of resources you want.

PROMOTION

How will you promote QR Codes?

Audience	Medium	Message
Faculty/Staff	Brown bag	Demonstrate what QR codes are, how they can be used with a smart phone, how the short URL can be used in place of the code.
Students/Patrons	Table display	Show Quester and some analog resources with digital counterparts. Add the chart showing breadth of e-resources.
Library users	Facebook	Post an image of the display table; later post of Quester on shelves. Generate awareness.

BEST PRACTICES

Short URLs are better for QR Codes.

Start small, with one or two types of resources (at MSU we used reference and general collection e-books).

ADDITIONAL NOTES & IDEAS