

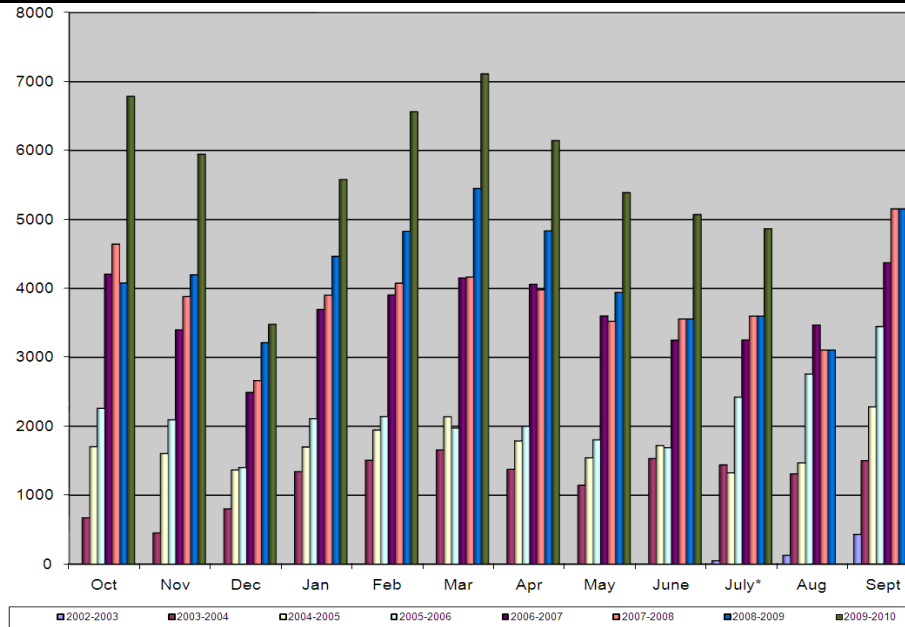
Usage Summary

Total Sessions: 4,865
 E-mail Sessions: 1,012
 Chat Sessions: 3,853
 Year to Date: 56,936
 Total Use 08-09: 50,422
 Participating Lib: 114

Training

In-person: 35 attendees in 3 sessions (Pinellas, Orange & Sarasota Counties)
 Online: 62 attendees in 2 classes (Online Resources and Hot Topics – Assisting Statewide Users)

Email and Chat Sessions



Live Chat

Total: 3,853 Live Sessions
 Desk Answered by:
 Local Desks: 956
 Academic: 408
 Collaborative: 2,489

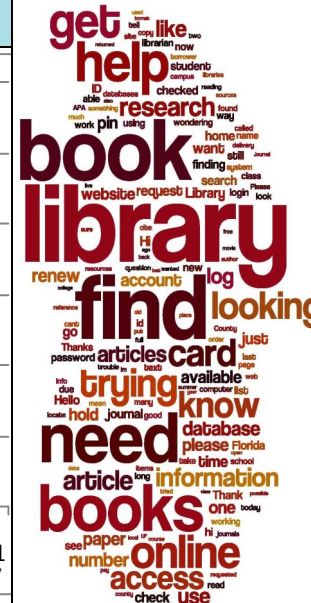
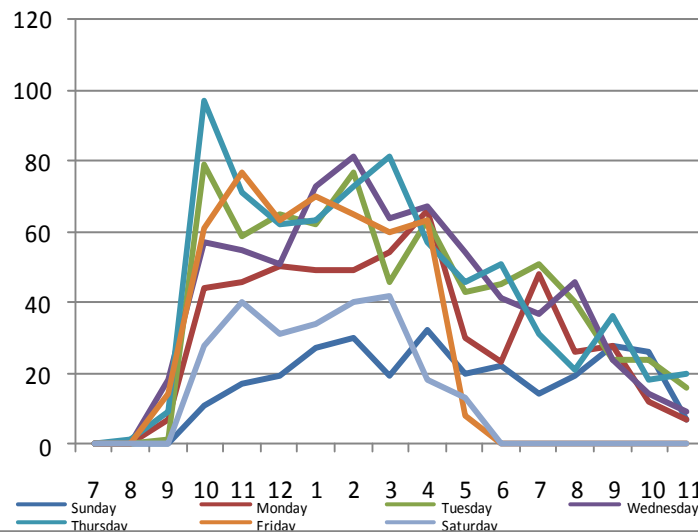
Top Entry Points (chat & email)

1. Orange County Library System
2. Tampa-Hillsborough County Public
3. University Of Central Florida
4. University Of Florida
5. Nova Southeastern University
6. Sarasota County Library System
7. Jacksonville Public Library
8. Miami-Dade Public Library
9. Miami Dade College
10. State College of Fl Manatee-Sarasota

Top Counties (user reported zip code)

1. Orange
2. Hillsborough
3. Broward
4. Miami-Dade
5. Duval
6. Palm Beach
7. Alachua
- 8.. Pinellas
9. Lee
10. Sarasota

Usage by Day and Time



Links & Widgets Matter

Links in library catalogs, front pages and databases WORK! Statistically, we can see a library's numbers rise or drop dramatically when the Ask a Librarian Link is moved. Obvious links throughout your website on your front page (especially using the Ask a Librarian logo) directly correlate with higher use by your users in both live sessions and email use. Conversely, buried logos or placement on only one page, even if under 'reference', will decrease use significantly.

Additionally, like University of Florida adding a local desk widget can dramatically increase use. For more information, contact AAL staff.