November 2009
Statistical Report for Ask a Librarian

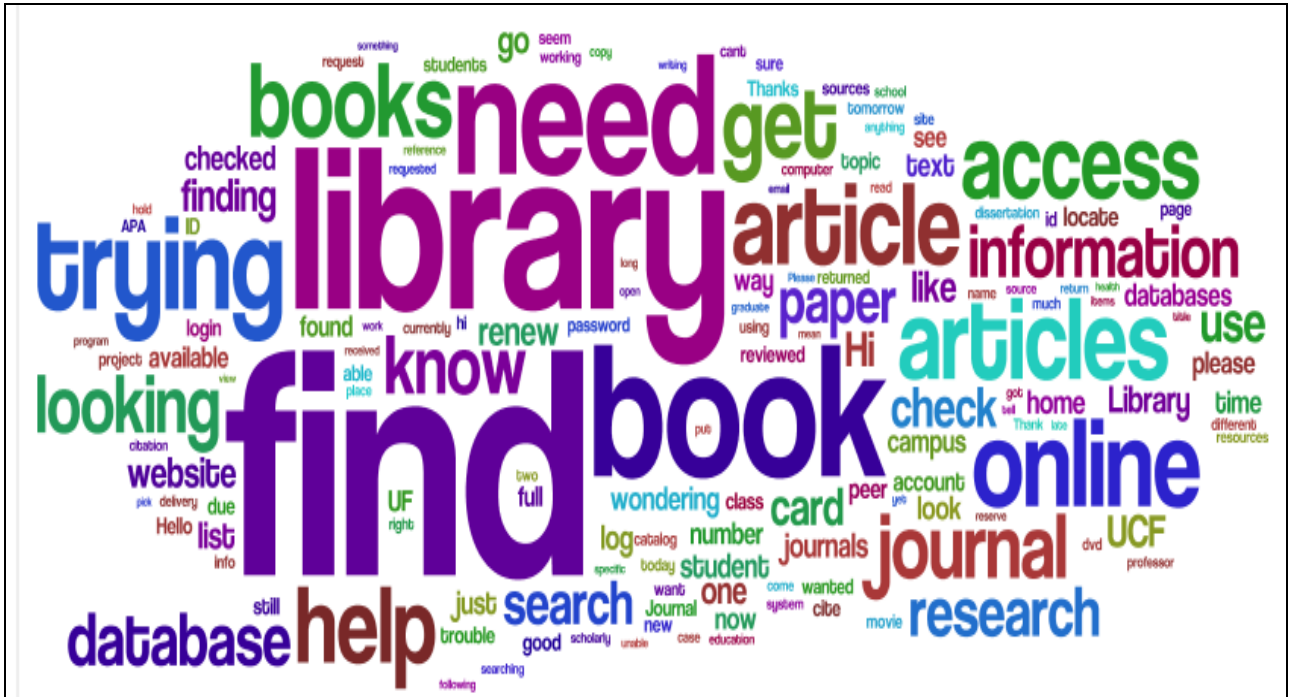
Usage Summary

Total Sessions: 5,945
E-mail Sessions: 1,271
Chat Sessions: 5,945
Year to Date: 12,733
Participating Lib: 103

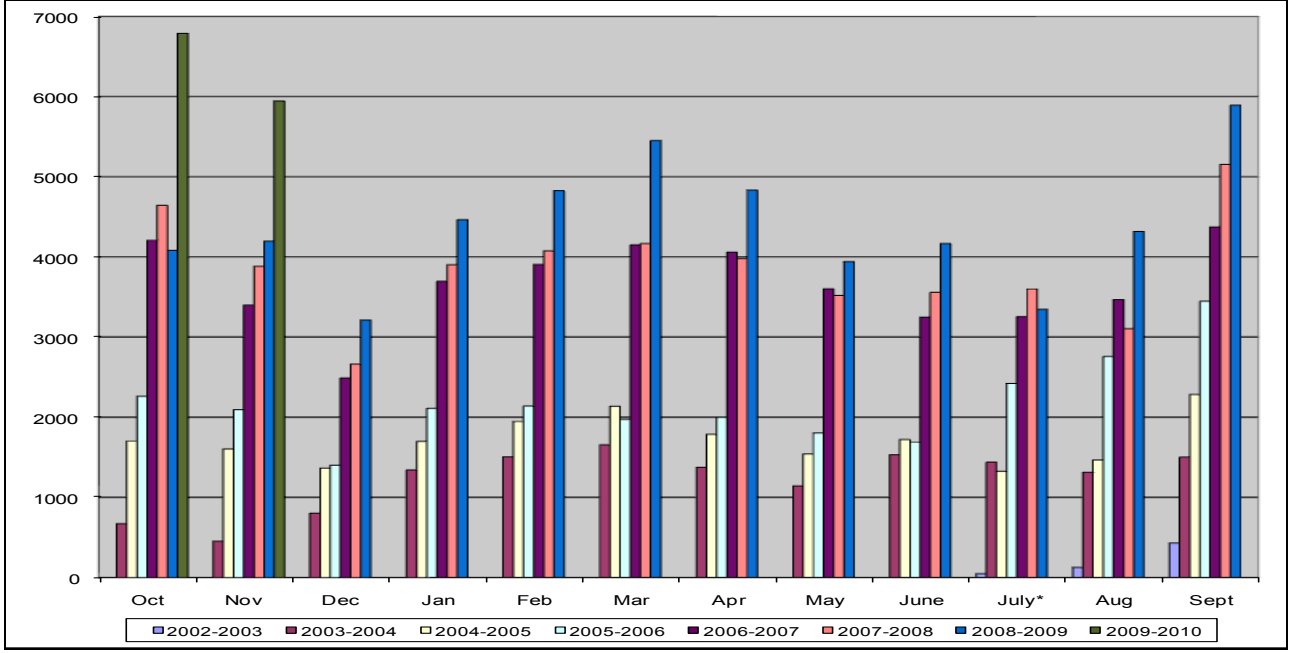
Links and Widgets Matters

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. Logos & free promo materials are at info.askalibrarian.org under promotion. Contact AAL staff for custom widgets.



Chat and Email Questions



Live Chat

Total: 5,945 Live Sessions
Desk Answered by:
Local Desks: 1,121
Academic Desk: 563
Collaborative Desk: 3,253

Training

In-person: 2 sessions, 11 attendees in Hillsborough and Lee Counties.
Online: 2 sessions & 14 attendees

Top Entry Points

1. Orange County Library
2. UCF
3. University Of Florida
4. Broward County Library
5. Tampa-Hillsborough
6. St Petersburg College
7. Sarasota County Library
8. Miami-Dade Public
9. Nova Southeastern University
10. Miami Dade College

*based on chat and email

Top Counties

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