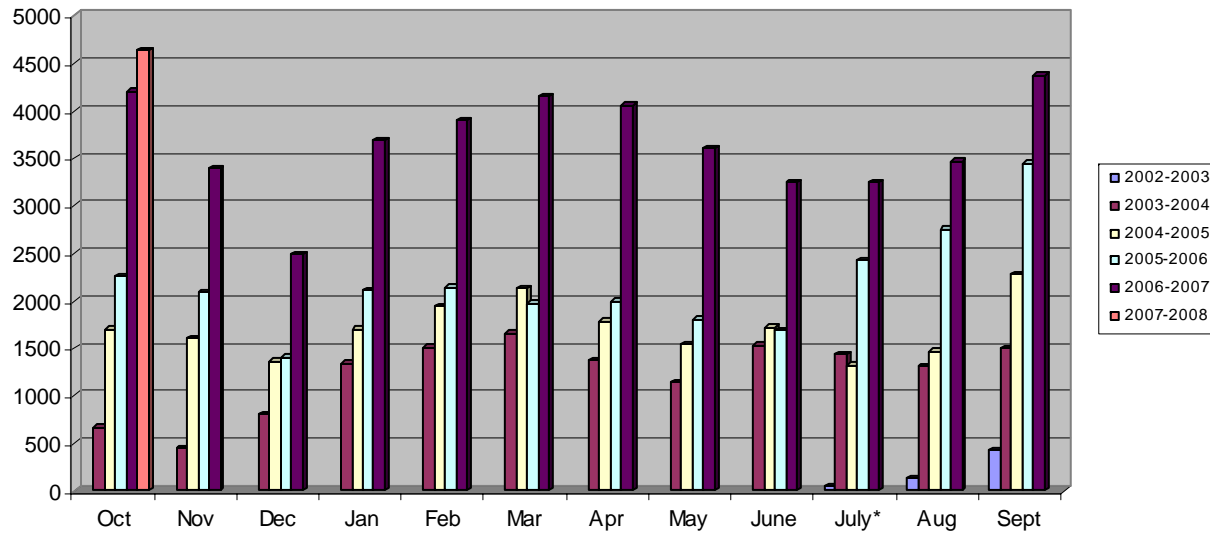


## Ask a Librarian Use



## Usage Summary October 2007

Total Sessions = **4,642**  
 Chat Sessions Collaborative Desk = **2,985**  
 Chat Sessions Academic Desk = **526**  
 E-mail Sessions = **1,130**

## Ask a Librarian By the Numbers

Chat & Email Sessions since July 2003 = **110,486**  
 Chat Sessions since July 2003 = **74,047**  
 Chat & Email Sessions Year to Date = **4,642**  
 Total Participating Libraries = **91**  
 Total Staff Trained = **1,273**

## Top Entry Points

1. Orange County Library System
2. Broward County Library
3. Tampa-Hillsborough County Public Library System
4. State Library Of Florida, Division Of Library & Info.
5. Miami-Dade Public Library
6. Jacksonville Public Library
7. St Petersburg College
8. University Of Florida
9. Florida International University
10. Valencia Community College

## Top Counties by Zip Code

- |             |                 |
|-------------|-----------------|
| 1. Broward  | 6. Hillsborough |
| 2. Dade     | 7. Palm Beach   |
| 3. Orange   | 8. Manatee      |
| 4. Duval    | 9. Pasco        |
| 5. Pinellas | 10. Volusia     |

## Link Placement Matters

Links in library catalogs, front pages and databases WORK! Statistically, we can see a libraries 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 'reference' will decrease use significantly. Logos & free promo materials are at: <http://info.askalibrarian.org/>

## Statistical Summary

What a great month! Ask a Librarian is continuing to grow and develop. Our Academic Desk had 526 students use the desk a 3% increase over last month. Overall, we had an increase of 10.3% over last October in general, and a 14% increase in live reference.

