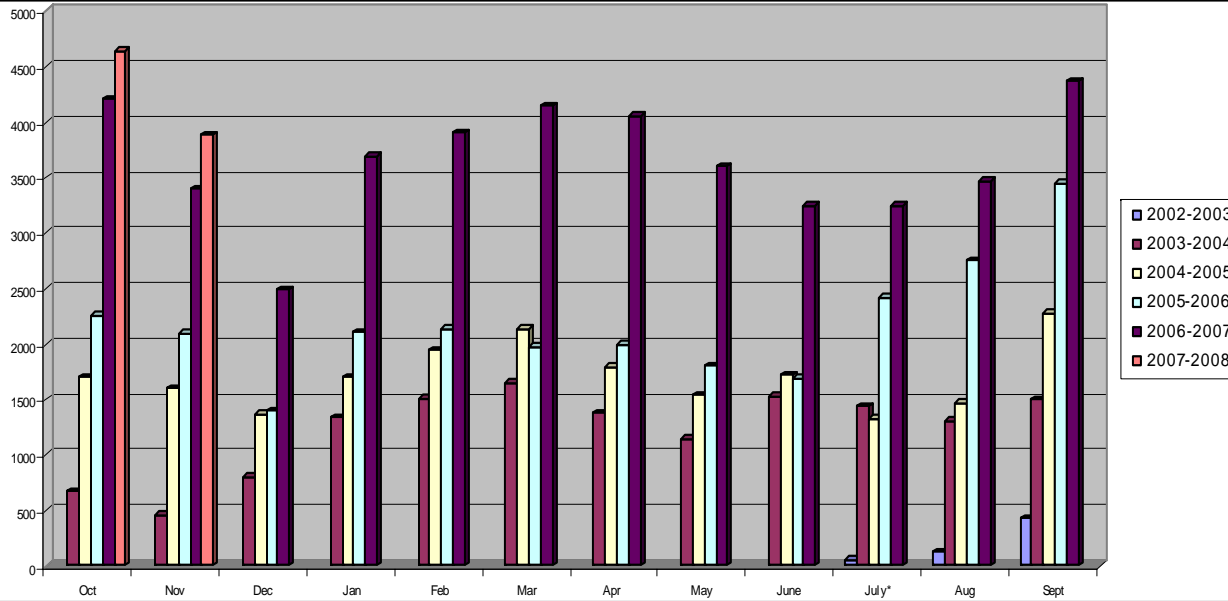


Ask a Librarian Use



Usage Summary November 2007

Total Sessions = **3,882**
 Chat Sessions Collaborative Desk = **2,239**
 Chat Sessions Academic Desk = **641**
 E-mail Sessions = **1,002**

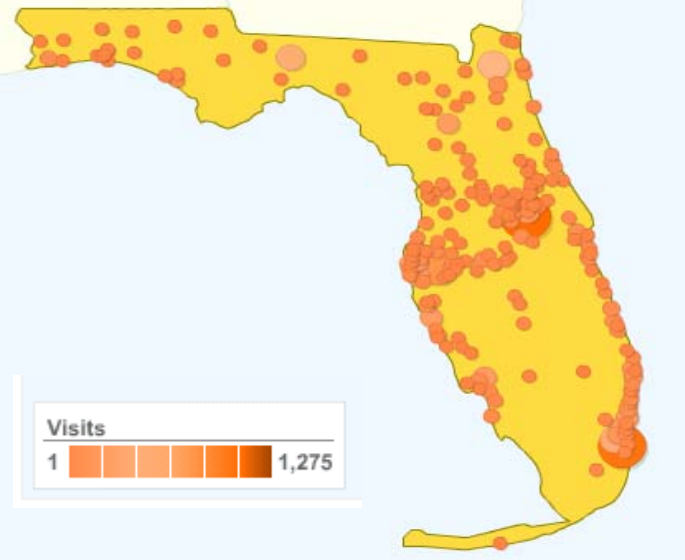
Ask a Librarian By the Numbers

Chat & Email Sessions since July 2003 = **114,368**
 Chat Sessions since July 2003 = **76,927**
 Chat & Email Sessions Year to Date = **8,524**
 Total Participating Libraries = **91**
 Total Staff Trained = **1,289**

Top Entry Points

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

Google Analytics Map of Entry Point by User IP Address



Link Placement 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. 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 641 students use the desk, a 28.9% increase over last month. Overall, we had an increase of 14.2% over last November in general, and a 22% increase in live reference.

Top Counties by Zip Code

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