

Annual Report 2010-2011

AskALibrarian.org



the Human Search Engine

Year at a Glance

75,712 total sessions
(8% increase from 09-10)
53,697 total chat sessions
16,617 total email sessions
5,398 total texting session

Top 10 Libraries Chat by Entry Point

1. USF Libraries
2. Orange County Library System
3. University of Florida
4. University of Central Florida
5. Tampa Hillsborough County Public Library System
6. St Petersburg College
7. Nova Southeastern University
8. Jacksonville Public Library
9. Broward County Library
10. Florida Atlantic University

Top Ten Libraries: Texting by Entry Point

1. Jacksonville Public
2. University of Central Florida
3. Orange County Library System
4. USF Libraries
5. Tampa-Hillsborough Public Library System
6. Miami-Dade Public Library
7. St. Petersburg College
8. Nova Southeastern University
9. Lee County Library System
10. Florida State College at Jacksonville

New Member Libraries

Baptist College of Florida
Florida State University
New Port Richey Public Library
Sanford Brown University
Seminole County Public Library
West Florida Public Library

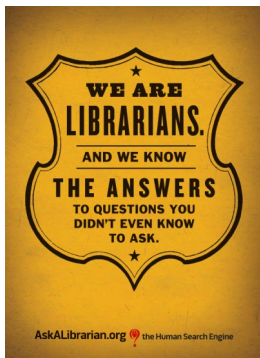
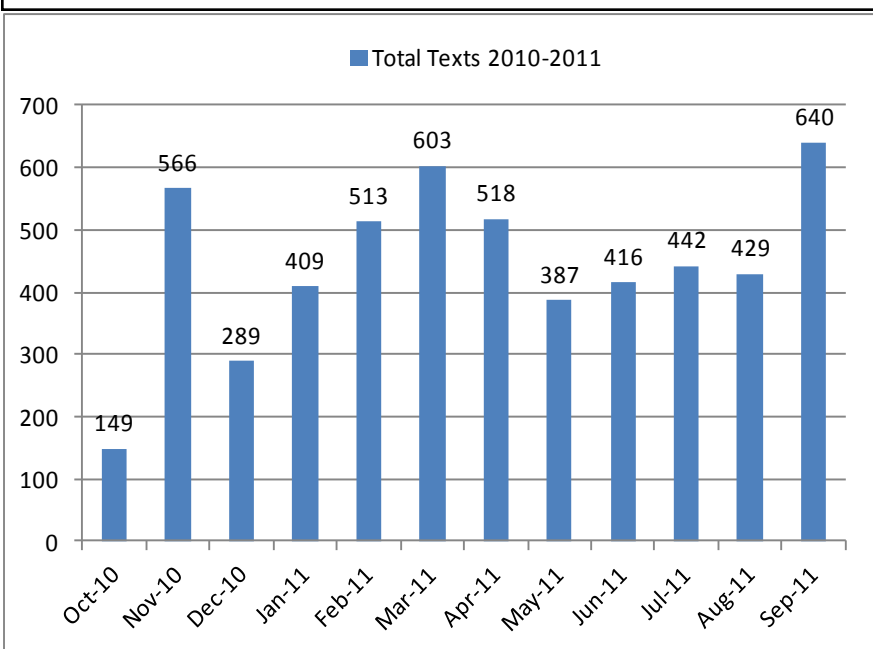
facebook



Top 10 Zip Codes By Entry Point

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

New in 2010 – Texting questions in Ask a Librarian



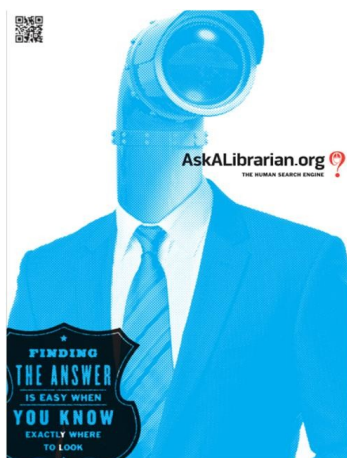
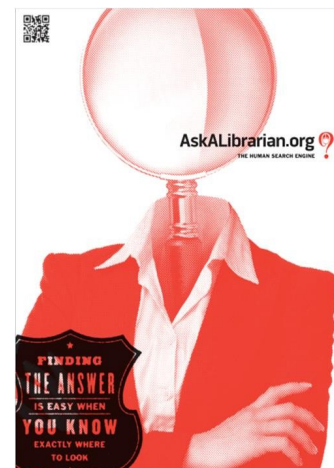
Ask a Librarian is funded under the provisions of the [Library Services and Technology Act](#), from the [Institute of Museum and Library Services](#), administered by the Florida Department of State's [Division of Library and Information Services](#). Ask a Librarian is a service of the [Florida Electronic Library](#).

Spanish Email

In 2009-10, Ask a Librarian unveiled a Spanish interface for local ques. On October 17, 2011 the Ask a Librarian program went live with Statewide Spanish email for Spanish speaking users! All participating libraries in Ask a Librarian now have an Espanol link on their local/portal pages which allows users to access a Spanish interface for submitting emails. We have a group of volunteers that answer the statewide AaL Spanish emails in the Agent Console.

Marketing

The staff at Ask a librarian has worked with LURE Designs to implement an updated logo and new design for Ask a Librarian. We are introducing a fresh look that includes QR Codes and a unique design to attract new users. The first set of designs were shipped to participating libraries in early 2012. Other designs will be implemented throughout the year.



Marketing Online

In late January, Ask a Librarian will begin a marketing campaign online through Google ads. LURE & Th!nk Creative Inc. have developed a media plan to run in two **test** markets, Orlando & Jacksonville, for 30 days. After reviewing the results from the test markets, we will share the complete report.

Instant Invite and Widgets

Instant Invite allows librarians to reach out to a patron or student who is lost in the catalog or electronic services page. We can help you easily set up a Pop-up that allows you to chat with your patron. Rhonda Kitchens was awarded with the 2011 Learning Resources Commission Exemplary Practice Award for Library Services. Her implementation with the Instant Invite at State College of Florida, Manatee-Sarasota has allowed librarians and students to connect in a moment of need!

Widgets allow students or patrons to link directly to chat, email or text. They are customized to match your library tones and images to give AaL a local look. They have driven statistics through the roof at several of our libraries who implemented them.

Hi, can we assist you?
An SCFMS librarian
is available to chat now.



Yes, let's chat.



No, thanks.

Instant Invite Statistics

Gulf Coast State College has **35%** of chats and **State College of Florida Manatee-Sarasota** has **31%** of chats coming in through Instant Invite!!

Instant Invite helps reach patrons & students that need our help!

Live Chat

Email

Text us

ASK a Librarian

ASK a Librarian
Chat Off Email Text us