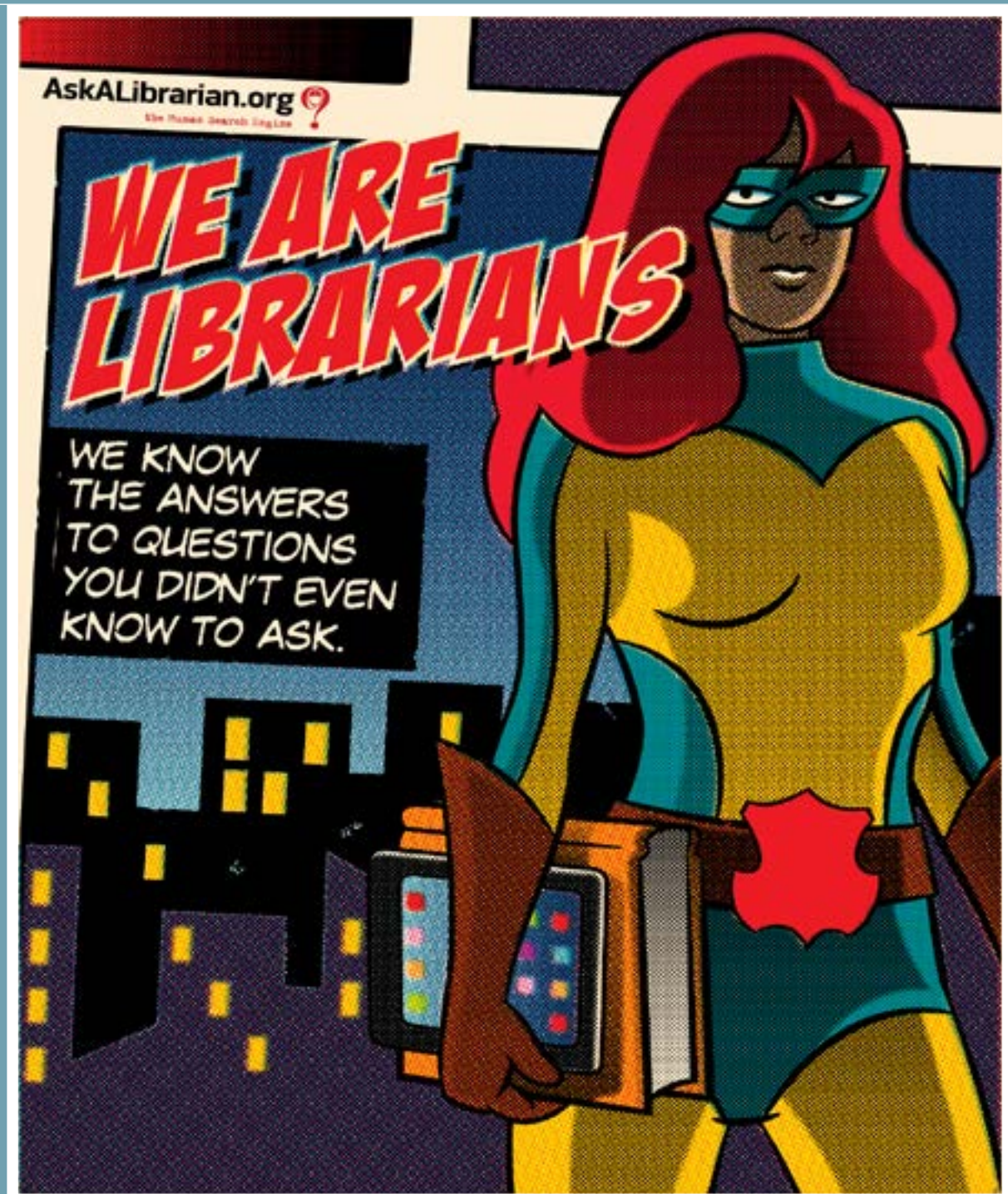


Ask A Librarian

the Human Search Engine



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, State Library and Archives of Florida. Ask a Librarian is a service of the Florida Electronic Library.

Total Use



The total reference sessions jumped to 83,400
9% increase from 10-11

Live Chat

57,293 a 6% increase over 10-11

Email Messages

19,160 a 13% increase over 10-11

Text messages

6,947 a 22% increase over 10-11

Top 10 Chat Users

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

Top 10 Text Message Users



1. JACKSONVILLE PUBLIC LIBRARY
2. UNIVERSITY OF CENTRAL FLORIDA LIBRARY
3. UNIVERSITY OF SOUTH FLORIDA LIBRARIES
4. FLORIDA STATE UNIVERSITY LIBRARIES
5. ORANGE COUNTY PUBLIC LIBRARY SYSTEM
6. TAMPA HILLSBOROUGH PUBLIC LIBRARY SYSTEM
7. BROWARD COUNTY PUBLIC LIBRARY SYSTEM
8. FLORIDA ATLANTIC UNIVERSITY LIBRARY
9. MIAMI DADE PUBLIC LIBRARY SYSTEM
10. ST. PETERSBURG COLLEGE LIBRARIES

Ask a Librarian provides Florida residents with virtual reference service via live chat and text messaging from 10 a.m. to midnight Sunday through Thursday (ET), and from 10 a.m. to 5 p.m. Friday and Saturday (ET).

Participating Libraries

Open 84 hours a week, the service is staffed by over 1,000 librarians from 128 public, academic, special and school library systems. Two new libraries, Cambridge Institute of Allied Health & Yechnology and Eustis Memorial Library, joined the Ask a Librarian Program this year.

A huge thanks to everyone for all their hard work on Ask a Librarian. This program is a success because we have a strong group dedicated to collaboration and serving our patrons and students!



Training

Ask a Librarian provides software training taught by Ask a Librarian staff, mainly the Virtual Reference Coordinator and reference training, mainly taught by librarians working in Ask a Librarian. A total of 60 training sessions for 1,335 attendees were provided to the Ask a Librarian community.

The software training curriculum consisted of 30 classes this past year, all taught online using GotoWebinar. The Virtual Reference Coordinator provides these sessions live and also provides recorded access to some training.

Ask A Librarian Staff

Beth Farmer, *AAL Manager*

Traci Avet, *Virtual Coordinator*

Jessica Riggins, *Member Coordinator*

Matt Smith, *Technical Assistant*

Doug Furiato, *Web Programmer*

Jamie Goldman, Intern

Diana Rojas, Intern

Kira Smith, Intern

Bronwyn Main, Intern

Renee Patterson, Intern



AskALibrarian.org

the Human Search Engine



Local Desk

Assisting.
Your patrons.



This year we launched several new enhancements for local desk use.

Dedicated texting phone numbers allows your library to have individual numbers and your patrons no longer have to enter a keyword.

An extra-step, texting can now be directed right to your local desk so your staff is answering every text message coming from your patrons and students.

Custom Chat Interface options, integrating your library colors, themes and logos. Making the customization options visible when your library's local desk is being staffed.

Widgets

Open Chat.
Evolving.



The new generation widget opens a text box for your patrons to chat, keeping them right on your library's website.

Widgets developed by webmaster, Doug Furia-to, track statistics like entrance location, browser and mobile use.

This year over 30 libraries added widgets to their website.

Tallahassee Community College deployed a widget this year and saw a 71% increase in their total number of sessions compared to last year.

Widgets bring in about 34% of chats.

Top Entrance by Widgets:

1. Florida State University
2. University of Florida
3. Jacksonville Public
4. Brevard Community College
5. St. Petersburg College

Instant Invite

Proactive.
Inviting Chat.



Instant Invite enables librarians to interactively chat with students and patrons. The invite gives the user the opportunity to reach out to a librarian or decline.

New College of Florida customized an instant invite for their site and saw a 131% increase in total sessions compared to last year.

Top Instant Invite Libraries

1. Brevard Community College
2. Gulf Coast State College
3. St. Petersburg College
4. Daytona State College
5. State College of Florida

Social Media

Twitter.
Facebook.



Social Media has taken storm this year with Libraries. Ask a Librarian has an app that you can add to your libraries page on Facebook too.

It will allow your users to chat, email and text right from within the Facebook interface.

Ask a Librarian is on Twitter. We update our followers with the newest classes, changes, and updates for Ask a Librarian.

Follow us @AALFlorida

Use hashtag #AALFlorida

Come check out all the photos on Instagram too!

Follow us @AskALibrarian

Mobile

Instant.
Access.



In February we launched an enhanced mobile site that allows you to chat directly with a librarian.

Use of Ask a Librarian by users with mobile devices (both iOS and Android) was up 163% in 2011-12 over the previous year.

The top 5 mobile devices used on AAL:

1. SonyEricsson
2. Apple iPad
3. Apple iPhone
4. HTC EVO
5. Samsung Admire

Top Libraries with Mobile Use:

1. Tampa Hillsborough
2. Jacksonville
3. Orange County
4. Miami-Dade Public
5. Seminole County



Quality Assurance

Exemplary Reference

AAL Mentors

Motivational Minute

SuperStar

Reference. Inspire.

Nominate. Awards.

Dedication. Leadership.

Rewarding. Success.

Outstanding. Exceptional.



The QA workgroup consists of 8 Members who have 2 main functions

One: reading and selecting transcripts that give recognition to the hard working librarians

Two: highlighting the winners reference service to provide excellent examples for others

Members

- Joyce Ward, Co-Chair
- Pat Barbier, Co-Chair
- Andy Todd
- Sandra Crosby
- Eric Dillalogue
- Judi Tidwell
- Katie Tyler
- Rhonda Kitchens
- Lora Glass
- Laurie Bates

Exemplary Reference Awards are highlighted every month in 3 categories, best brief, detailed and teaching chat.

AAL Mentors Mentors are librarians who have experience working with virtual chat reference.

They provide live help during practice and training sessions with Traci Avet, Virtual Coordinator.

They also provide occasional emails of reassurance, feedback and support.

- Susan Livingston
- Paul McDonough
- Cindy Jewett
- Mindy Rose

Have you ever felt rewarded after helping a patron or student with a chat?

Did you get that feeling that you truly helped someone learn a new skill?

The Motivational Minutes highlight those special stories and share those special moments with your statewide colleagues.

Each video highlights unique chats about guinea pigs, diversity, and even haircut styles.

These videos remind us that you can truly Ask A Librarian ANYTHING!

Each month the AAL team picks an enthusiastic librarian who has shown exemplary service to the statewide program.

Whether they have picked up extra shifts on the statewide desk.

Or helped promote the program to their patrons and beyond.

These SuperStar Librarians are inspiring us with their dedication to the program.

Their hard work never goes unnoticed and we want their colleagues to see it!

Superheros Feedback

“Students really seem to like “Lucy”! I’m ordering these for the library and also to promote the service to students taking a new Themes in HUM course - Superheroes... Thanks!” - *Joanne Connell, Brevard Community College*

Superheros Feedback

“OMG--the kids LOVE these! We even had a mother who came in and said that her son was dreaming about superhero librarians after he got the bookmarks. This is the best promotional idea you’ve had! We need more stuff with superhero librarians on it! - *Elisabeth Clark, West Florida Public Library*

Superheros Feedback

“Love the superhero bookmarks... maybe our library can make its own costume. :)” - *Sabrina Smith, Osceola County Library System*



The Sheild Feedback

“The children REALLY enjoyed the Ask A Librarian badge decals.” - *Sarah P. Thogode, Clay County Public Library*

Just got a batch of the new posters and i love it! oh my! you did such a fantastic job - very empowering, every librarian has asked for one for their office, our student workers and even our tech support have taken them. Thank you!
- *Judith Tidwell, Broward College*

Mobile Chat Feedback

“This is wonderful news. Such great improvements to Ask A Librarian.”
-*Caroline Reed, New College of Florida*

AAL Feedback

THANK YOU VERY MUCH! KEEP UP THE GOOD WORK! - *Juan Lopez, Ana G. Mendez University System*



