



L-net statistics

3rd Quarterly report,
January 1- March 31, 2005.

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April 29, 2005

Introduction

This report covers use and staffing of, as well as patron satisfaction with L-net, Oregon's statewide digital reference service, for the period of January 1-March 31, 2005. Starting in October 2004, this service has been offered 24 hours a day, 7 days a week. Our evening and weekend hours are staffed by librarians from Tutor.com.

Use of our service continues to grow, thanks to increased marketing efforts, word of mouth and repeat users. We have seen a sharp increase in use from K-12 students.

This is the first report that all data from our e-mail service have been available.

This and other statistical reports are posted online at www.oregonlibraries.net/stats.

Data collection and conventions

Data in this report is collected from web forms used to initiate chat and e-mail sessions with L-net. For a full description, see the *L-net 2004 First Quarter report* (www.oregonlibraries.net/stats/l-net-2004-q1.doc).

1st Quarter: The period from July 1, 2004 to September 30, 2004.

2nd Quarter: The period from October 1, 2004 to December 31, 2004.

3rd Quarter: The period from January 1, 2005 to March 31, 2005.

YTD: Year To Date, the period from July 1, 2004 to December 31, 2004.

Sessions: Chat reference service is counted in sessions. A session may be a new question, continuation of an old question, or may contain several questions.

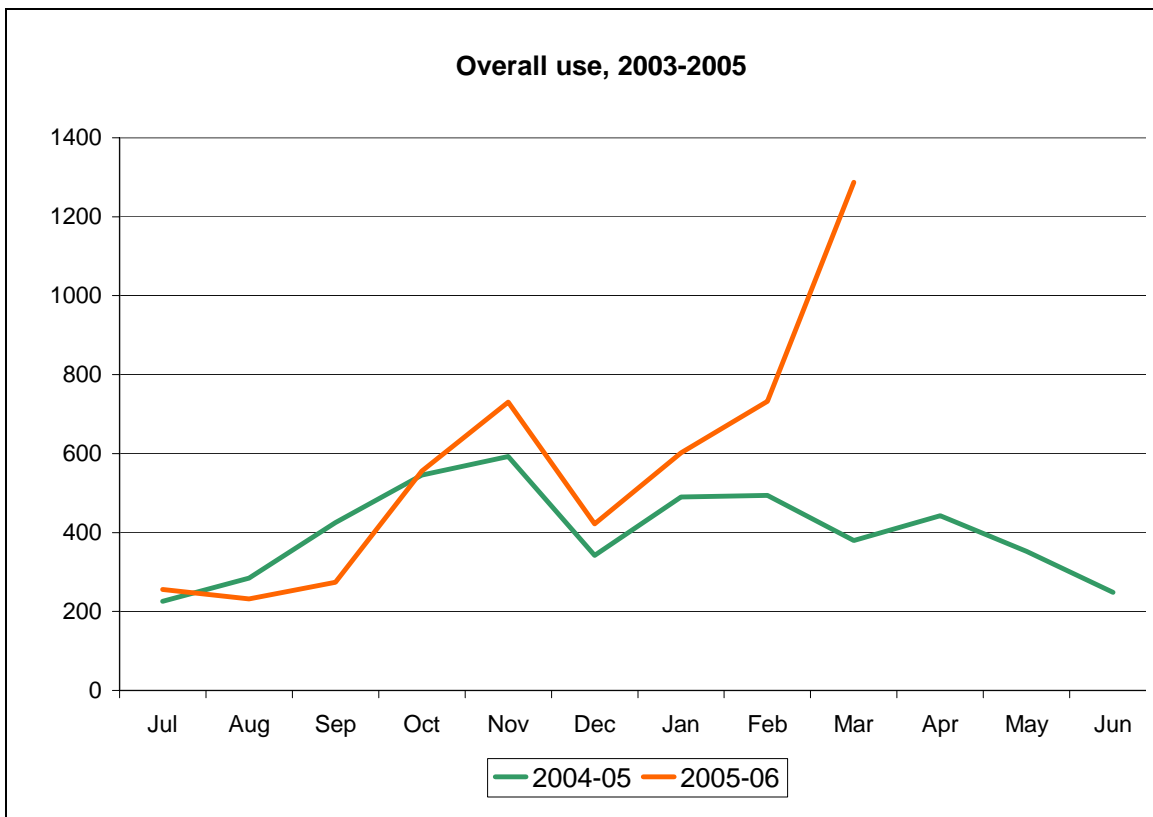
Questions: E-mail reference service is counted in questions. A question may represent several e-mails going back and forth between the patron and librarian.

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Summary Statistics

2005	Chat sessions	E-mail questions	Total
January	527	75	602
February	638	116	754
March	1045	241	1286
Total 3rd Quarter	2210	432	2642
Year to Date	4088	1022	5110



Questions and sessions by Response Level

We ask patrons, “What level of information do you need?” and give them 5 choices: *General Interest, Elementary/Middle School, High School, College/Research* and *Professional*. This is the patron’s *response level*.

The queues which are set up for working with schools ask for students to select a specific grade. Grades K-8 are included in the *Elementary / Middle School category* and grades 9-12 are included in *High School* category.

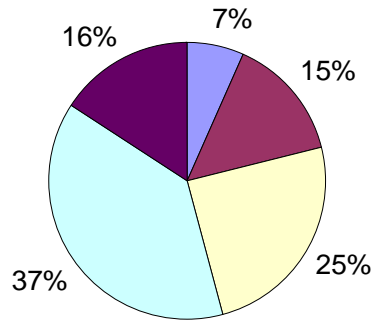
Use of e-mail and chat services varies by response level. *Elementary/Middle School* and *High School* students combine for 53% of chat users, but only 7% of e-mail users.

College/Research students’ behavior varies less, being 15% of chat users and 12% of users.

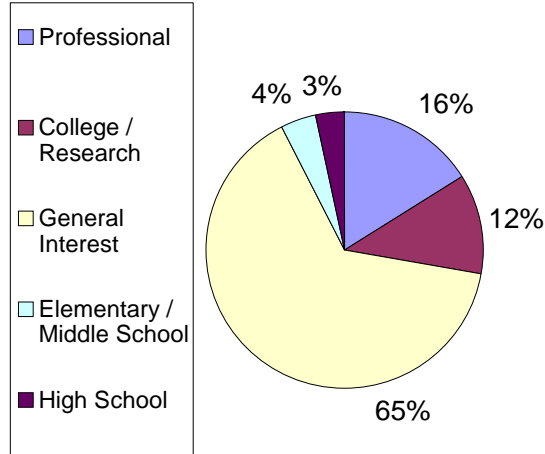
Professional users are just the opposite, making up 7% of chat and 16% of e-mail users.

Remembering that chat sessions take up over 80% of our total use, we can see that users represented by each of the five response levels are more often using chat than they are e-mail services.

Response level in chat sessions

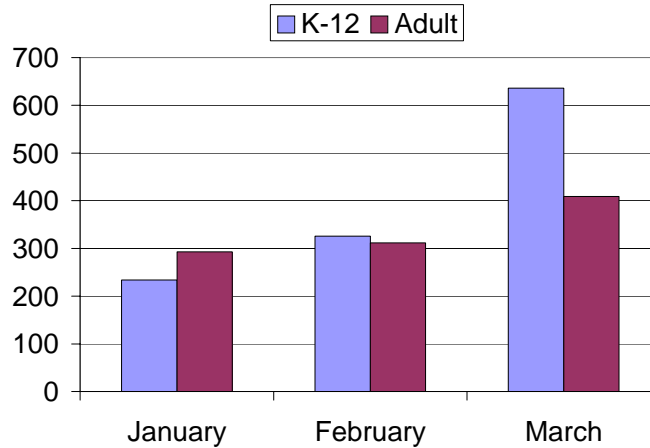


Response level in e-mail sessions



Response Level	Chat	E-mail	Total
General Interest	544	280	824
Elementary / Middle School	849	18	867
High School	350	14	364
College / Research	323	50	373
Professional	147	70	217
Total	2213	432	2645

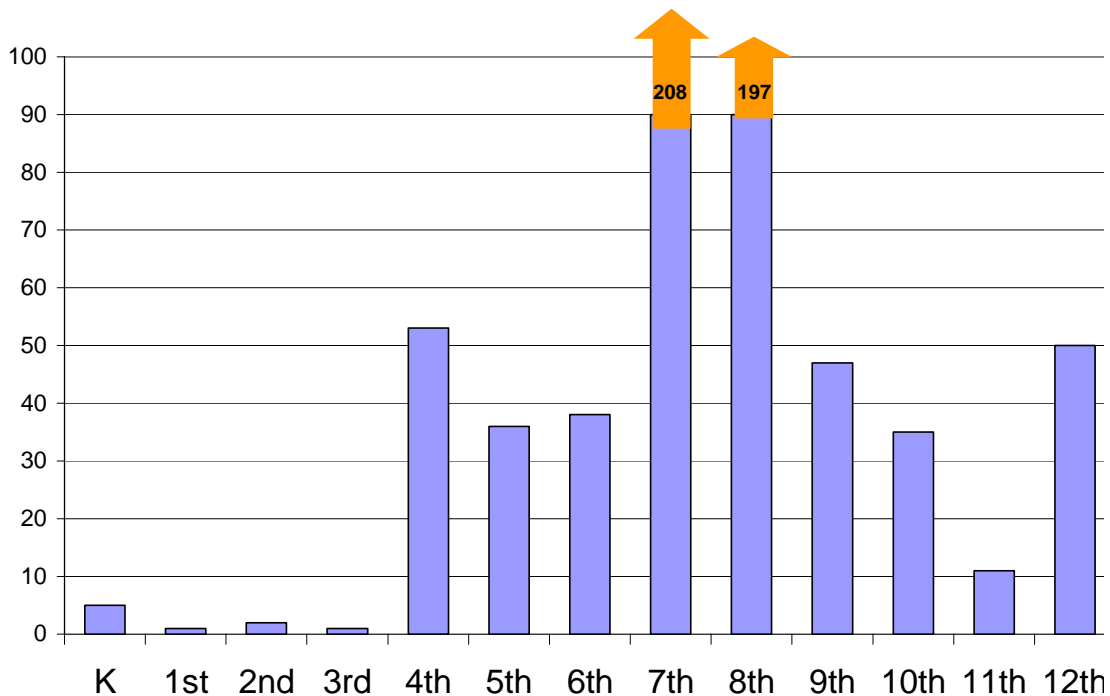
Overall use, K-12 and Adult user groups



Based on these response levels, use of L-net has grown in both K-12 students and adult user populations. Use from K-12 students has grown more dramatically. Our sense is that this is due to L-net’s popularity at a few individual schools. This data does not yet reflect a statewide trend. The data do reflect the types of users we are serving, now.

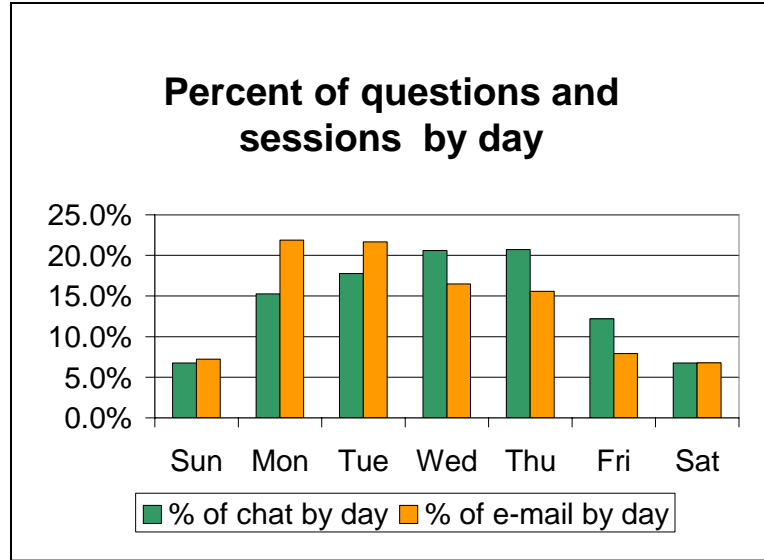
Students using live chat in one of our queues set up for schools are asked for a specific grade. Grades 4-12 are regularly chosen. Grades 7 and 8 are so popular that showing them on the same chart as the others would distort the image by scale.

Chat sessions by grade - year to date



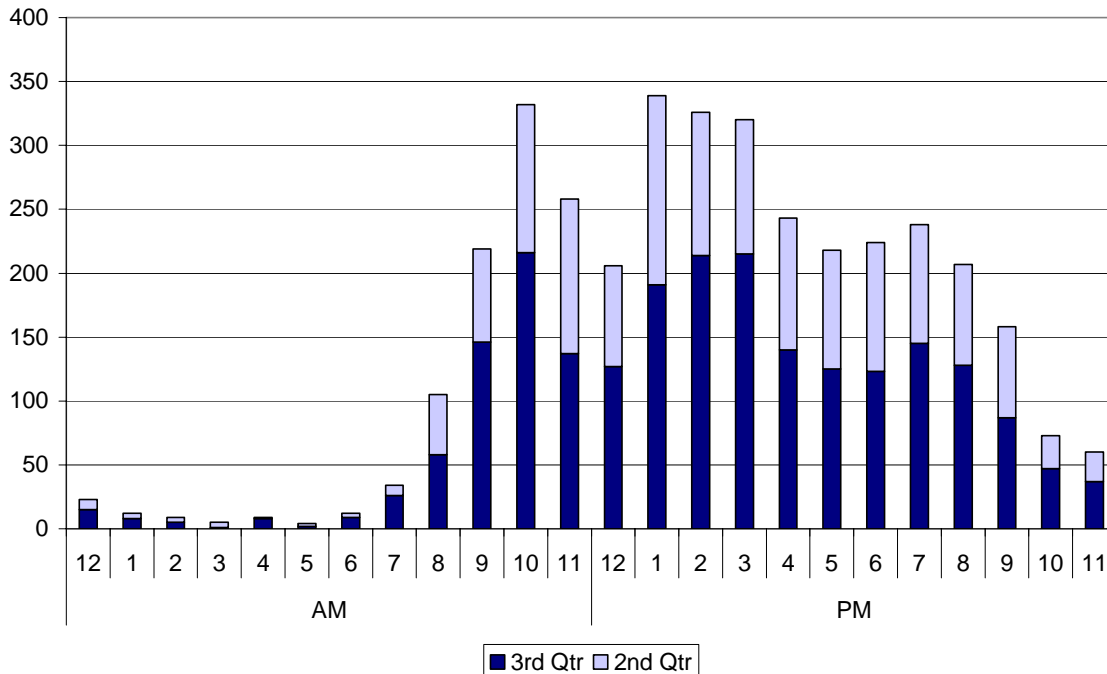
Questions and sessions by day and time

Chat sessions and e-mail questions come to L-net all seven days of the week. Chat sessions increase Monday-Thursday, while e-mail questions diminish over the same period. Both services diminish significantly Fridays, Saturdays and Sundays.



Since becoming a 24/7 live chat service, we have been interested in knowing exactly what time of day our users need library services. Demand is most significant 9am-9pm. The chart below shows data for our 3rd quarter in dark blue, and data for the 2nd quarter in light blue, with the overall trends in the combined bars.

Chat sessions by hour, 2nd and 3rd quarters



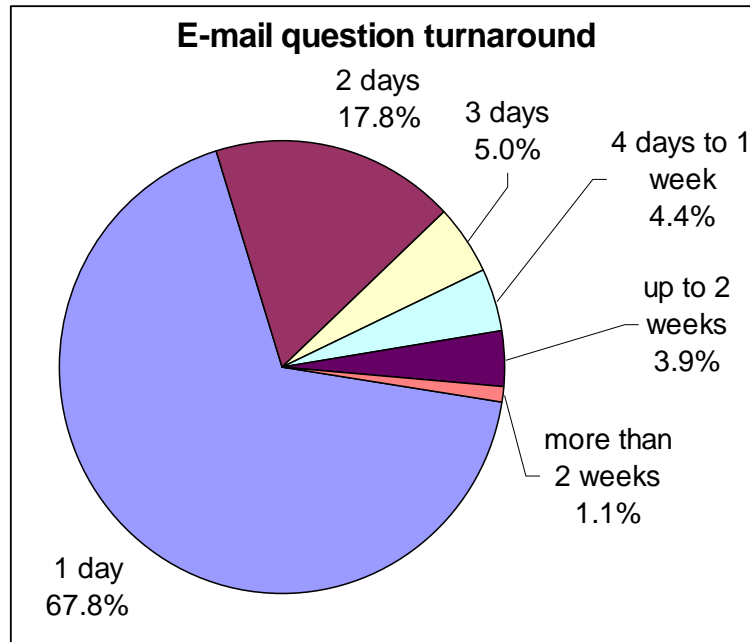
Questions and sessions by County

County	Chat		E-mail		Totals		2000 Population (census.gov)	Questions per 1000 residents, per year
	3rd Qtr	YTD	3rd Qtr	YTD	3rd Qtr	YTD		
Baker	6	9	1	6	7	15	16,741	1.19
Benton	75	141	6	15	81	156	78,153	2.66
Clackamas	471	597	44	73	515	670	338,391	2.64
Clatsop	6	10	1	3	7	13	35,630	0.49
Columbia	6	15		2	6	17	43,560	0.52
Coos	11	14	2	6	13	20	62,779	0.42
Crook	1	19	1	3	2	22	19,182	1.53
Curry	2	3	2	2	4	5	21,137	0.32
Deschutes	170	216	8	27	178	243	115,367	2.81
Douglas	41	75	6	14	47	89	100,399	1.18
Gilliam	15	18		1	15	19	1,915	13.23
Grant		1	1	1	1	2	7,935	0.34
Harney		1	1	2	1	3	7,609	0.53
Hood River	4	10	10	15	14	25	20,411	1.63
Jackson	110	347	17	52	127	399	181,269	2.93
Jefferson	5	8	1	3	6	11	19,009	0.77
Josephine	6	16	13	38	19	54	75,726	0.95
Klamath	17	30	13	23	30	53	63,775	1.11
Lake	2	2	1	3	3	5	7,422	0.90
Lane	133	333	41	190	174	523	322,959	2.16
Lincoln	31	134	2	13	33	147	44,479	4.41
Linn	10	22	5	13	15	35	103,069	0.45
Malheur	8	21	2	7	10	28	31,615	1.18
Marion	57	118	12	23	69	141	284,834	0.66
Morrow		1		1		2	10,995	0.24
Multnomah	680	1,110	57	128	737	1,238	660,486	2.50
Polk	9	16	1	4	10	20	62,380	0.43
Sherman	4	4		1	4	5	1,934	3.45
Tillamook	1	4	7	9	8	13	24,262	0.71
Umatilla	6	12	2	11	8	23	70,548	0.43
Union	6	9	1	1	7	10	24,530	0.54
Wallowa	1	2		1	1	3	7,226	0.55
Wasco	7	15	11	32	18	47	23,791	2.63
Washington	280	513	35	90	315	603	445,342	1.81
Wheeler	4	4	1	1	5	5	1,547	4.31
Yamhill	12	42	2	10	14	52	84,992	0.82
Unknown	13	196	125	274	138	470		
Totals	2,210	4,088	432	1,098	2,642	5,186	3,421,399	2.02

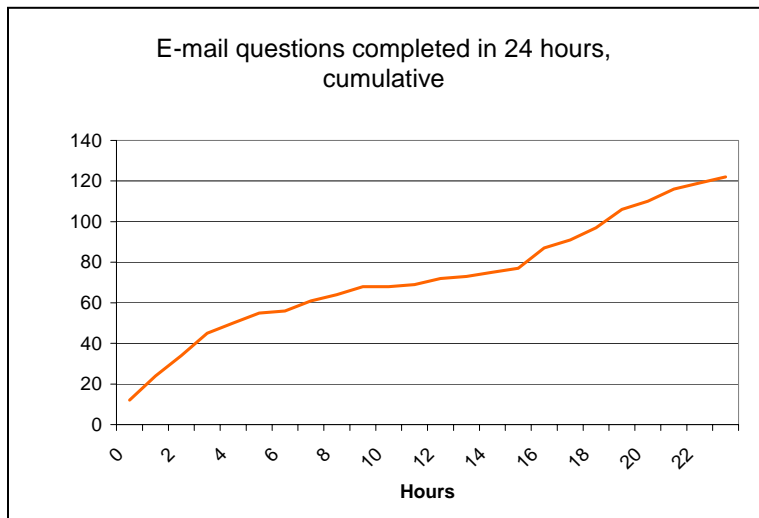
For the first time, we are able to show use of e-mail services by county. Significantly, Josephine, Tillamook and Wasco counties are making more use of our e-mail service than they are of our live chat services.

E-mail response time

We have promised users to respond to their e-mail questions within two working days. While our reporting tools are not yet sophisticated enough to distinguish working days from weekends and holidays, we find that 85% of all answers to e-mail questions fulfill the promise of a 48-hour turnaround.



67.8% are answered within one day, and over one third are answered within 8 hours of receipt. We have begun to advertise our speedy response time on our website.



Data here represents questions received between March 6, 2005 and March 31, 2005. March 6 is the date we upgraded our RefTracker system and were able to generate these reports. We will be able to generate retrospective reports soon.

Patron satisfaction

At the end of each chat session, the user is sent a pop-up exit survey with six questions. The survey is posted at www.oregonlibraries.net/staff/wiki/SurveyInstruments.

We have only recently begun using an identical survey to measure patron satisfaction with our e-mail service and results from that survey will be tabulated later.

Survey replies

	January	February	March	3rd Qtr	YTD
Chat sessions	527	638	1045	2210	4088
Survey replies	48	71	73	192	454
%	9.1%	11.1%	7.0%	8.7%	11.1%

The percentage of replies to our survey is decreasing, perhaps due to pop-up blockers and use in classroom and school situations where students do not have time to fill out a survey.

1. Were you satisfied with the answer you received?

	January	February	March	3rd Qtr	YTD
Yes	36	53	54	143	354
No	11	17	17	45	87
Blank	1	1	2	4	13
Total	48	71	73	192	454
% Yes	75.0%	74.6%	74.0%	74.5%	78.0%

The percentage of satisfied answers is decreasing decimally.

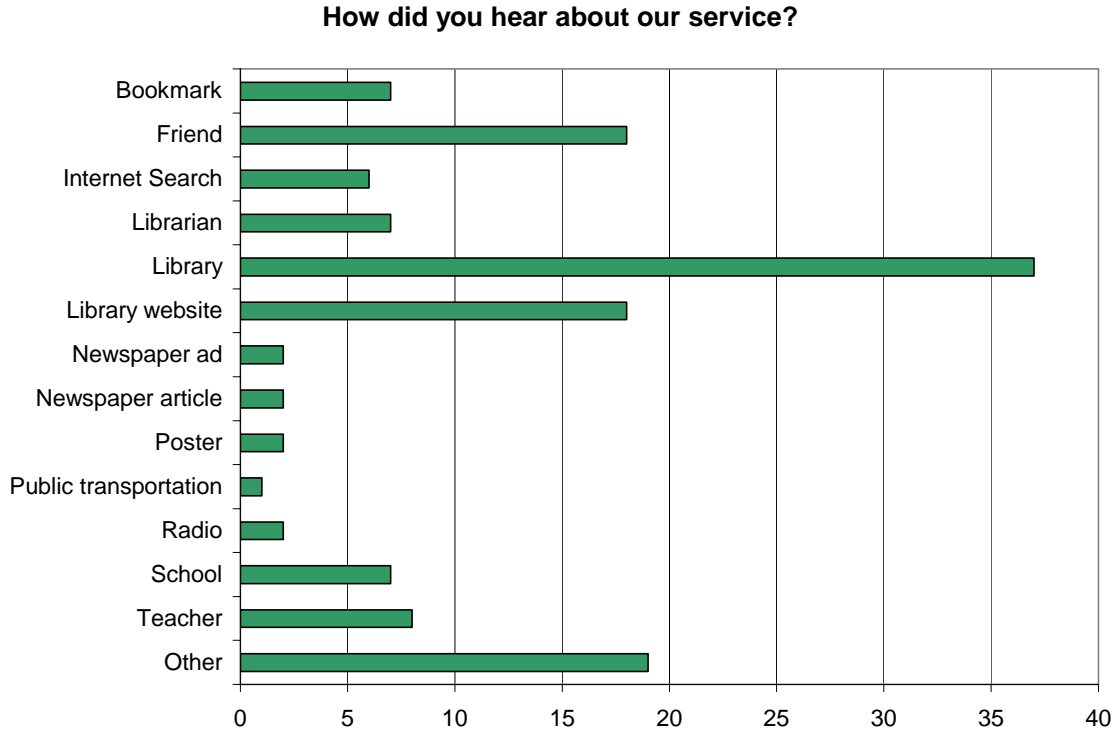
2. Was this the first time you used this service?

	January	February	March	3rd Qtr	YTD
Yes	35	48	47	130	303
No	13	22	24	59	145
Blank		1	2	3	6
Total	48	71	73	192	454
% No	27.1%	32.4%	35.6%	32.3%	33.3%

The percentage of repeat users is increasing slightly. Repeat users are a sign of satisfaction. Repeat users also have a better idea of what to expect from our service, which is good for both patrons and librarians.

3. How did you hear about this service?

We gave survey respondents a list of choices, plus the option to write in their own. Libraries, websites and word-of-mouth sources like librarians, friends and teachers are the most common.



Those that entered something for *other* wrote:

co-worker at the Multnomah County Library

RCC

i just saw it and thought i should try it

State of OR website

lady from library talked to my class about feature

Teacher Tech Training

used before.

library volunteer training

Used Regional Library Web site and found it there

L-Net rep came to a BvtnSchlDstrct MediaSpec. Mtg

web site (unspecific, 5)

logged onto site on your web page and found chat

your web site

Looked at website and found it while searching

4. Would you use this service again in the future?

	January	February	March	3rd Qtr	YTD
Yes	41	61	60	162	384
No	2	4	6	12	21
Maybe	4	6	6	16	46
Blank	1	0	1	2	3
Total	48	71	73	192	454
% Yes	85.4%	85.9%	82.2%	84.4%	84.6%

It is significant to note that a positive response to this question is consistently higher than the positive responses to question 1, *Were you satisfied with the answer you received?*

5. Do you have any additional comments/suggestions to help us improve this service?

Patron comments are too numerous to list here. Most are thankful or helpful. Some are clearly angry, often owing to high traffic periods when librarians cannot respond right away.

In March 2005, we began to distribute patron comments in *L-net goings ons*, a bi-weekly newsletter. The newsletter is sent to the L-net e-mail distribution list (<http://listsmart.osl.state.or.us/mailman/listinfo/l-net>).

6. Can we contact you about your experience?

We may send you a follow-up survey, reply to your comments, or invite you to participate in a focus group or other activity.

We ask patrons to enter their e-mail address so that we may reply to their comments if they wish. We also distribute a more in-depth follow-up survey. So far, 32 of 104 people have completed this survey. Results will be discussed in our annual report.

Staffing

Most libraries staffing our live chat service contribute two hours per week. Deschutes County Public Library, Eugene Public Library, Jackson County Library Services, Multnomah County Library, Portland State University and Salem Public Library all regularly contribute 4 hours per week or more. Corvallis-Benton County Library contributes two hours every other week. Lake Oswego Public Library is not longer providing chat service with L-net.

Partner	Chat session		E-mail Questions		Total Questions		Average Chat Session Length	
	3rd Qtr	YTD	3rd Qtr	YTD	3rd Qtr	YTD	3rd Qtr	YTD
Central Oregon Community College	34	54		0	34	54	14:54	16:12
Corvallis-Benton County Library	14	38	95	196	109	234	15:00	22:29
Deschutes Public Library	77	143	4	58	81	201	21:15	18:22
Eastern Oregon University	n/a	n/a	57	95	57	95	n/a	n/a
Eugene Public Library	111	190	31	80	142	270	10:11	12:03
Hillsboro Public Library	6	6		0	6	6	9:51	9:51
Jackson County Library System	133	194	58	115	191	309	9:50	10:22
Lake Oswego Public Library	17	69			17	69	11:00	11:24
Multnomah County Library	117	379	72	218	189	597	16:11	16:47
Oregon Health Sciences University	n/a	n/a	2	9	2	9	n/a	n/a
Oregon Institute of Technology	83	143	8	10	91	153	9:54	12:49
Oregon State University	42	89	42	68	84	157	17:19	16:13
Portland Community College	51	67	2	11	53	78	13:30	16:38
Portland State University	73	148	3	6	76	154	14:52	17:45
Project Coordinator	12	44	27	40	39	84	3:53	14:32
Salem Public Library	74	185	10	19	84	204	49:13	42:11
University of Oregon	32	77	8	54	40	131	43:23	30:54
Washington County Cooperative Library Services	28	79	13	42	41	121	13:12	12:20
West Linn Public Library	64	123			64	123	15:43	18:01
Oregon Libraries Total	968	2028	432	1021	1400	3049	17:10	18:12
Tutor.com	1242	2060			1242	2060	14:48	15:39
<i>Total</i>	<i>2210</i>	<i>4088</i>	<i>432</i>	<i>1021</i>	<i>2642</i>	<i>5109</i>	<i>15:50</i>	<i>16:55</i>

In-kind contributions

Partner libraries with L-net contribute staff hours to our chat and e-mail reference services. Our scheduling software tells us how many hours each partner contributes. We estimate the value of that contribution at \$37.08 per hour. This figure represents the average salary, with benefits, of a librarian at Multnomah County Library, the fiscal agent for the project. While this number may not represent the partner library's actual cost, it does represent the value of their contributions to the service.

We have not yet found a way to quantify time spent answering e-mail questions.

Partner	Chat Hours covered		In-kind chat contribution	
	3rd Qtr	YTD	3rd QTR	In-Kind YTD
Central Oregon Community College	18	38	\$667.44	\$1,409.04
Corvallis-Benton County Library	10	34	\$370.80	\$1,260.72
Deschutes Public Library	40	114	\$1,483.20	\$4,227.12
Eastern Oregon University	n/a	n/a	n/a	n/a
Eugene Public Library	42	116	\$1,557.36	\$4,301.28
Hillsboro Public Library	8	8	\$296.64	\$296.64
Jackson County Library System	40	112	\$1,483.20	\$4,152.96
Lake Oswego Public Library	14	64	\$519.12	\$2,373.12
Multnomah County Library	56	422	\$2,076.48	\$15,647.76
Oregon Health Sciences University	n/a	n/a	n/a	n/a
Oregon Institute of Technology	22	64	\$815.76	\$2,373.12
Oregon State University	22	74	\$815.76	\$2,743.92
Portland Community College	22	36	\$815.76	\$1,334.88
Portland State University	34	116	\$1,260.72	\$4,301.28
Salem Public Library	38	124	\$1,409.04	\$4,597.92
University of Oregon	18	66	\$667.44	\$2,447.28
Washington County Cooperative Library Services	16	44	\$593.28	\$1,631.52
West Linn Public Library	22	66	\$815.76	\$2,447.28
Winston Churchill High School		2	\$0.00	\$74.16
Total	422	1500	\$15,647.76	\$55,620.00