



## L-net 2010-11 Statistical report

8/31/2011

July 1 2010 – June 30 2011

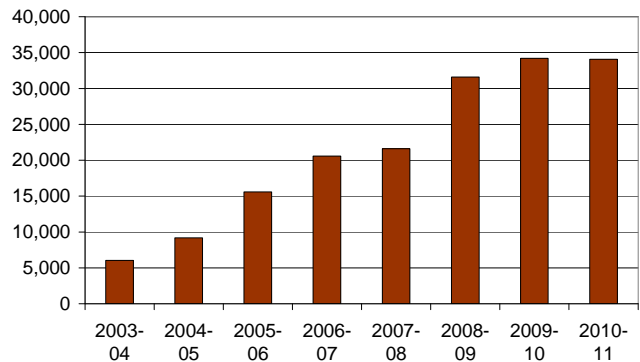
[www.oregonlibraries.net/stats](http://www.oregonlibraries.net/stats)

### Summary

The overall number of visitors asking questions in 2010-11 is about the same as it was for 2009-10.

	2010-11	2009-10
Chat	31,523	32,428
Email	1,491	1,774
Text Messaging	1,061	n/a
<b>Total</b>	<b>34,075</b>	<b>34,202</b>

L-net traffic 2003-2011



### L-net Local is growing

L-net Local allows Oregon libraries use L-net's software to offer a local chat reference service. Currently 11 libraries take advantage of this program. The number of questions initiated with L-net Local grew by 57% in 2010-11.

	2010-11	2009-10	2008-09
All chats	31,523	32,428	29,309
L-net Local chats	9,627	6,138	274
% L-net Local	31%	19%	1%

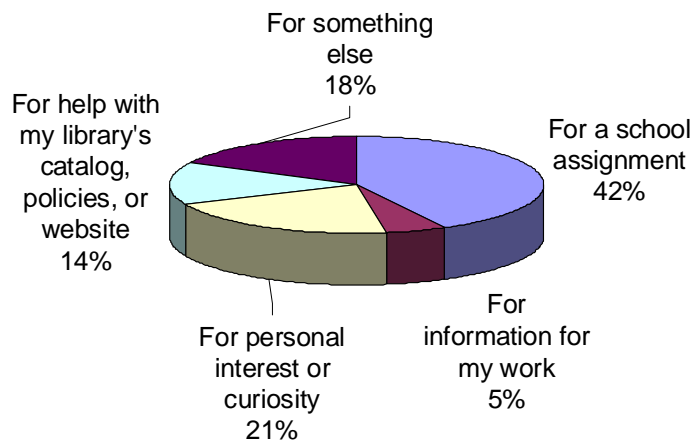
### Kids use L-net a lot

In exit surveys, patrons using the L-net statewide chat service said that the primary reason they were asking a question was for a school assignment 42% of the time.

### Learn More

Contact Emily Papagni, [emilyp@multco.us](mailto:emilyp@multco.us), or Caleb Tucker-Raymond, [calebt@multco.us](mailto:calebt@multco.us), to learn more and participate.

### What is the main reason you were asking a question?



## Academic library usage is increasing

Statistical categories are identified for each chat and email question. Often a question will fit into multiple categories, or into no category. In large part due to L-net Local, Academic library patrons are using L-net more often.

Email and chat only	2010-11	2010-11 %	2009-10	2009-10 %
Academic	7,527	23%	6,819	20%
Public	23,291	71%	26,102	76%
School	2,273	7%	3,401	10%
All email and chat	33,014		34,202	

*Questions are not necessarily exclusive to one category. Not all categories are included in this summary.*

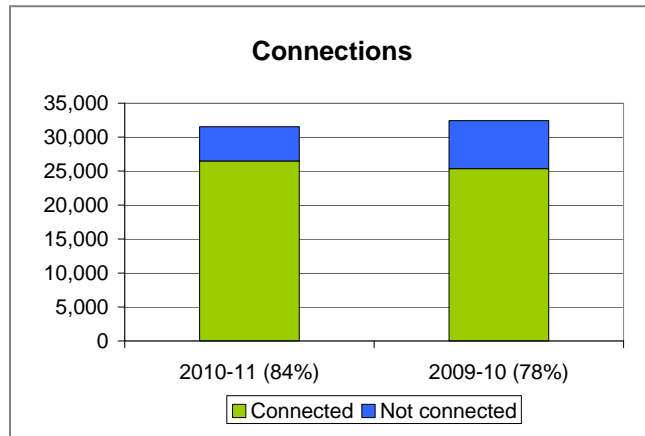
## Oregon libraries contribute to L-net

Oregon libraries do the work of delivering L-net's service. In 2010-11, both unpaid volunteers and Oregon library staff contributed more time than ever before.

In-kind staffing contributions	2010-11	2009-10
Oregon library contributions	\$ 237,989	\$ 195,506
Oregon library chat hours	4,486	3,505
Volunteer hours	906	800

## More people are getting connected

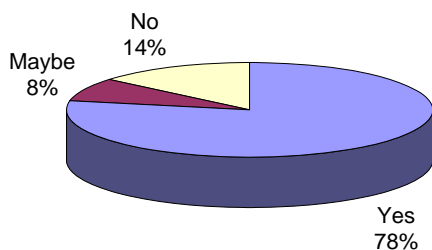
Not every patron who comes to L-net to chat with a librarian gets connected with us. Some patrons give up after waiting too long. Some patrons have technical problems. The good news is that we're improving.



## Patrons like L-net

Our chat exit survey tells us we do a good job but also that we can do better.

### Would you use this service again?



## Selected comments

*"The women i got to assist me was welcoming, kind, and very helpful. I would definitely use the ask a librarian service again!"*

*"I chatted with Jeff. He not only sent me helpful links, but also gave me tips on how to search for credible sources on my own!"*

*"This was fast, easy and very courteous. Our library is a treasure and a very valuable asset to our community.!"*

## About this report

This is a statistical report of the use of L-net, Oregon's statewide reference service, for the fiscal year 2010-11.

L-net measures *visitors asking questions*. A visitor asking a question submits a chat or e-mail question through the L-net website or sends a text message question to L-net's text messaging service. An individual patron may submit her question several times. When it is possible to determine that a duplicate question was submitted because of a technical issue, the duplicate question is ignored for statistical purposes.

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## L-net goals and objectives

In 2010-11, L-net had two goals, each with two related objectives:

1. Provide quality online reference service to all Oregonians.

Objective A: Serve 83 people asking questions per day, or 30,295 for the year, a 10% increase over the goal for 2009-10.

Result: In 2010-11, L-net served 34,075 people, or an average of 93.3 per day.

Objective B: Receive an 80% or higher satisfaction rate from patrons using L-net

Result: 85% of patrons rated our service 'Excellent', 'Very Good' or 'Average'. 78% said they would use our service again, 8% said they maybe would, and 14% said they would not.

2. Provide workers in Oregon libraries with skills and tools to deliver online reference service.

Objective C: Increase service provided by partnerships with Oregon libraries to 85 hours per week.

Result: Oregon libraries contributed 4,486 hours to L-net's chat service in 2010-11, and as many as 137 in a single week.

Objective D: Deliver training on virtual reference and related topics to 150 Oregon library staff.

Result: 235 people attended an L-net training or event, including 105 at the 2011 Oregon Virtual Reference Summit June 10<sup>th</sup> in The Dalles.

Each objective was met.

## Visitors asking questions, by question type and month

	2010						2011						FY11
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Chat	1,843	1,312	1,880	3,367	3,429	1,897	3,307	3,309	3,013	3,068	3,090	2,008	31,523
Email	116	132	142	148	133	129	148	131	100	119	114	79	1,491
SMS	-	-	-	29	34	85	126	113	217	164	159	134	1,061
Total	1,959	1,444	2,022	3,544	3,596	2,111	3,581	3,553	3,330	3,351	3,363	2,221	34,075

## Who uses L-net?

L-net identifies a patron's library in a number of ways. If a patron connects to L-net by way of a library website, or through an L-net Local library, the patron is identified as being associated with that library. For example, a patron visiting Oregon State University and following a link to chat with a librarian on L-net will be identified as an OSU patron.

If L-net cannot infer a patron's library, we ask for both a library name and a zip code. Often this leads to a patron identifying multiple libraries, for example "Cedar Mill or Beaverton". Kids overwhelmingly identify their public library as the library they use even when they are connecting to L-net through a school library. Some patrons cannot be associated with any Oregon library.

Overall traffic on L-net is not growing, but use by academic library patrons is. Because the total number of questions is stable, use by K-12 patrons is almost certainly decreasing.

<b>Email and chat only</b>	<b>2010-11</b>	<b>2010-11 %</b>	<b>2009-10</b>	<b>2009-10 %</b>
Academic	7,527	23%	6,819	20%
Public	23,291	71%	26,102	76%
School	2,273	7%	3,401	10%
<b>All email and chat</b>	<b>33,014</b>		<b>34,202</b>	

*Questions are not necessarily exclusive to one category.*

A full list of libraries and the number of patrons that identified themselves as their patrons begins on page 11 of this report.

### Kids

We believe in making it as easy as possible to ask a question and in the patron's right to privacy. L-net no longer asks a patron to identify their age or purpose for using our service.

In order to gain an understanding of how many kids were using L-net, Multnomah County Library staff\* took a sample of questions from three weeks in the Fall and Winter of 2011 and found that 49% of L-net questions being asked by Multnomah County Library patrons were school assignments.

<b>Category</b>	<b>Count</b>	<b>Percent</b>
School Assignment	141	49%
General Reference Question	63	22%
Circulation	43	15%
Library information	25	9%
Readers Advisory	3	1%
Catalog question	11	4%
<b>Total</b>	<b>286</b>	

The total number of patrons visiting L-net from Multnomah County Library in 2010-11 was 7,113. We are 95% sure that this sample is accurate within 5.7 percentage points.

This sample might not be accurate for L-net as a whole, but all anecdotes and other survey data suggest that kids are still heavy users of L-net.

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\* Thank you to Stephanie Miller, Multnomah County Library

## L-net Local

L-net Local allows every Oregon library to make use of L-net's open source software to deliver a local chat reference service. Patrons are connected to the local library if a staff person is online. If not, libraries can choose whether or not to pass patrons to the statewide L-net service.

For more information about L-net Local, please see [www.oregonlibraries.net/local](http://www.oregonlibraries.net/local).

L-net Local vs. Statewide	2010-11	2009-10	2008-09
All chats	31,523	32,428	29,309
L-net Local chats	9,627	6,138	274
% L-net Local	31%	19%	1%

The number of patrons connecting to L-net by way of L-net Local increased by 57% in 2010-11. About half of this increase is due to Multnomah County Library trialing the service in Winter 2011.

L-net Local Libraries	Chats 2010-11	Chats 2009-10
Central Oregon Community College	674	617
Corvallis-Benton County Library	1,015	980
Eugene Public Library	835	364
Southern Oregon University	426	394
Marylhurst University	167	214
Multnomah County Library	1,625	-
Oregon Health & Science University	130	89
Lane Community College	603	368
Oregon Institute of Technology	329	375
Oregon State Library	149	154
Portland State University	3,674	2,583
Total	9,627	6,138

The most successful L-net Local libraries make the chat service ubiquitous by placing a link to their chat service on every page of the library website, library catalog, and when possible, licensed resources and course management systems. This strategy unobtrusively places a service point at every point a patron might use the library online.

Example:



Portland State University's website uses a banner on every page that directs patrons to several options for help. <http://library.pdx.edu/>

## Text messaging

L-net provides text messaging through Mosio's Text-A-Librarian product. Patrons text to 66746 with a keyword and then their answer. The keyword for L-net is 'answers' but individual libraries can purchase their own keywords for \$199 per year. An alert of the text message is sent to whoever is online with L-net. For an individual library's keyword, it can be sent to L-net Local.

	Keyword	Answers	AskEPL	AskHanLib	cbcpl	Multcolib	Salmon	WCCLS	
	Month	L-net	Eugene Public Library	Southern Oregon University	Corvallis-Benton County Public Library	Multnomah County Library	StreamNet	WCCLS	Total
2010	Oct	27	2						29
	Nov	20	7		1	1	5		34
	Dec	76	4		1	0	3	1	85
2011	Jan	115	2		6	0	0	3	126
	Feb	66	4	5	4	25	0	9	113
	Mar	65	6	1	1	119	1	24	217
	Apr	49	4	1	0	78	0	32	164
	May	59	5	2	1	64	2	26	159
	Jun	25	3	2	1	71	0	32	134
	Totals	502	37	11	15	358	11	127	1061

Response has not been overwhelming, but so far it is clear that patrons respond best to being able to text their own library. A high-profile launch by Multnomah County Library in March helped raise awareness of their service.

## Chat connections

Unfortunately, not every patron who comes to L-net to chat with a librarian gets connected with us. Some patrons give up after waiting too long. Some patrons have technical problems. We track how often this happens and strive to improve it by identifying technical problems and by adding staff when possible to reduce wait times, but some missed connections are inevitable.

	2010-11	2009-10
Chats attempted	31,523	32,428
Chats connected	26,498	25,370
Connected %	84%	78%

Even though the demand for chat on L-net seems to have dropped slightly, we did a better job connecting to the patrons who came

## Wait times

Patrons connecting to L-net Local or to L-net's after-hours partners in Ohio, AfterDark wait about an average of one minute before being connected. Patrons connecting to L-net's statewide service wait more than twice as long.

Service	Avg. wait
AfterDark	1:04
L-net Local	1:03
L-net Statewide	2:30
All	1:43

## Staffing

Staff contribute to L-net by giving hours to the chat service or by contributing to an answer to an e-mail or chat follow-up question. For the purposes of calculating staff in-kind contributions to L-net, an e-mail response is counted as one-third of an hour.

"Oregon library staff" are staff who work on L-net and are paid by an Oregon library. "L-net volunteers" are not paid, but volunteer formally through Multnomah County Library's Volunteer Services department.

In-kind contributions are calculated at the rate for the salary and benefits of an experienced librarian at Multnomah County Library.

<b>Library</b>	<b>2010-11</b>	<b>2009-10</b>	<b>Chats with patrons</b>	<b>2010-11</b>	<b>2009-10</b>
In-kind staffing	\$ 237,989	\$ 195,506	Oregon libraries	15,254	14,316
Staffing rate	\$ 44.43	\$ 43.52	L-net staff	119	238
Oregon library chat hours	4,459	3,505	L-net volunteers	1,393	1,523
Volunteer hours	906	800	AfterDark	9,884	9,826
E-mail responses	2,613	2,962			

<b>Library</b>	<b>Chat hours</b>	<b>Chats with patrons</b>	<b>Email responses</b>	<b>In-kind contribution</b>
Beaverton City Library	154	391	143	\$ 8,960.05
Cedar Mill Community Library	312	653	166	\$ 16,320.62
Central Oregon Community College	60	261	21	\$ 2,976.81
Chemeketa Community College	19	45	23	\$ 1,184.80
Clackamas County Law Library	-	-	0	\$ -
Corvallis-Benton County Public Library	103	771	44	\$ 5,227.93
Deschutes Public Library	201	480	79	\$ 10,100.42
Eastern Oregon University	-	-	17	\$ 251.77
Eugene Public Library	266	1,230	103	\$ 13,343.81
Everest College Library	87	149	6	\$ 3,954.27
Hillsboro Public Library	190	496	108	\$ 10,018.97
Hood River County Library District	4	7	2	\$ 207.34
Jefferson County Library	123	113	63	\$ 6,397.92
Lane Community College	-	164	2	\$ 29.62

Library	Chat hours	Chats with patrons	Email responses	In-kind contribution
Marylhurst University	-	1	6	\$ 88.86
McMinnville Public Library	27	102	61	\$ 2,103.02
Multnomah County Library	1,325	3,375	791	\$ 70,584.46
National College of Naturopathic Medicine	-	-	2	\$ 29.62
Newberg Public Library	11	16	30	\$ 910.82
Newport Public Library	140	242	16	\$ 6,457.16
North Bend Public Library	44	73	31	\$ 2,414.03
Oregon Health & Science University	2	69	42	\$ 710.88
Oregon Institute of Technology	110	455	18	\$ 5,131.67
Oregon State Library	104	391	66	\$ 5,598.18
Oregon State University	98	160	69	\$ 5,376.03
Portland Community College	25	89	25	\$ 1,481.00
Portland State University	317	3,405	33	\$ 14,573.04
Salem Public Library	48	83	189	\$ 4,931.73
Scappoose Public Library	37	53	1	\$ 1,658.72
Sherwood Public Library	86	224	13	\$ 4,013.51
Southern Oregon University	81	474	31	\$ 4,057.94
Southridge High School	-	-	2	\$ 29.62
State of Oregon Law Library	-	-	58	\$ 858.98
StreamNet	207	731	27	\$ 9,596.88
Tigard Public Library	159	253	61	\$ 7,967.78
Tualatin High School	-	-	30	\$ 444.30
Tualatin Public Library	-	-	20	\$ 296.20
University of Oregon	-	-	18	\$ 266.58
University of Portland	-	-	2	\$ 29.62
Washington County Cooperative Library Services	44	107	91	\$ 3,302.63
Washington County Law Library	-	-	87	\$ 1,288.47
Western Oregon University	103	191	16	\$ 4,813.25
<b>Total</b>	<b>4,486</b>	<b>15,254</b>	<b>2,613</b>	<b>\$ 237,989.30</b>

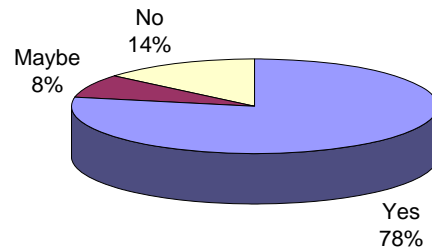
## Patron satisfaction

After a patron chats on our statewide service, they are given the opportunity to fill out an exit survey. We have not collected feedback from L-net Local patrons, from email patrons or from text messaging patrons. 7% of statewide chat patrons respond to the survey.

Year	Statewide chats	Survey responses	Response Rate
2007-08	20,533	1,224	6%
2008-09	29,036	3,599	12%
2009-10	26,290	1,128	4%
2010-11	21,896	1,564	7%

How would you rate the service and/or answer you received?		
Excellent	406	54%
Very Good	142	19%
Average	88	12%
Poor	34	5%
Very Poor	84	11%

### Would you use this service again?



Overall, patrons were satisfied with the service they received on L-net. 85% of patrons rated their service "Average" or above, and a comparable 14% said they would not use the service again.

What was the main reason you were asking a question?		
For a school assignment	501	42%
For information for my work	62	5%
For personal interest or curiosity	249	21%
For help with my library's catalog, policies, or website	167	14%
For something else	209	18%

Survey data also reveals that kids are frequent users of L-net and that the majority of them are visiting it for the first time.

Is this the first time you used our service?		
Yes	397	53%
No	357	47%

In addition to answering these questions, L-net patrons gave us valuable feedback, both positive and negative. Patrons tend to appreciate L-net most when their *reference* question is answered quickly and accurately. They tend to be disappointed when a remote librarian can't help with a local library card issue.



Amity Public Library	23	13
Arlington Public Library	42	2
Astoria Public Library	14	31
Athena Public Library	9	
Baker County Library District	62	86
Bandon Public Library	14	4
Banks Public Library	25	23
Beaverton City Library	1,901	3,144
Brownsville Community Library	2	2
Canby Public Library	11	27
Cedar Mill Community Library	1,128	1,688
Chemeketa Cooperative Regional Library System	81	57
Chetco Community Public Library	21	4
Clackamas County Law Library		5
Clackamas County Library	432	146
Clatskanie Library District	3	3
Coastal Resource Sharing Network	1	
Coos Bay Public Library		
Coos County Library Service District	56	81
Coquille Public Library		2
Cornelius Public Library	51	87
Corvallis-Benton County Public Library	1,899	1,899
Cottage Grove Public Library	9	24
Cove Public Library	38	4
Crook County Library	8	27
Curry Public Library District	11	7
Dallas Public Library	135	118
Dayton Public Library	4	
Deschutes Public Library District	912	1,251
Dora Public Library		
Douglas County Library System	58	144
Driftwood Public Library	27	18
Dufur School/Community Library	9	2
Echo Public Library	3	5
Elgin Public Library		2
Emma Humphrey Library	4	6
Enterprise City Library	1	6
Estacada Public Library	6	14
Eugene Public Library	1,272	724
Fern Ridge Library District	2	10
Flora M. Laird Memorial Library		
Forest Grove City Library	88	220
Fossil Public Library	4	14
Garden Home Community Library	13	10
Gilliam County Library	159	49
Gladstone Public Library	29	33
Grant County Library	6	12
Harney County Library	115	261
Harrisburg Public Library	2	2
Helix Public Library		2

Hermiston Public Library	29	50
Hillsboro Public Library	426	566
Hood River County Library		35
Independence Public Library	45	28
Ione Public Library		3
Irrigon Public Library	1	1
Jackson County Library Services	514	321
Jefferson County Library District	17	27
Jefferson Public Library	28	23
Joseph City Library	2	2
Josephine County Library System	8	13
Junction City Public Library	7	14
Keizer Community Library	1	1
Klamath County Library	46	57
La Grande Public Library	23	32
Lake County Library District	13	6
Lake Oswego Public Library	517	936
Lakeside Public Library	1	
Lane Library District	8	6
Lebanon Public Library	34	43
Ledding Library	5	21
Library Information Network of Clackamas County	2	4
Lincoln County Library District	362	406
Lyons Public Library	7	3
Mary Gilkey Public Library	10	3
McMinnville Public Library	254	290
Milton-Freewater Public Library	4	11
Molalla Public Library	30	16
Monmouth Public Library	97	87
Mt. Angel Public Library	16	8
Multnomah County Library	7,113	7,124
Newberg Public Library	170	136
Newport Public Library	204	101
North Plains Public Library	8	34
North Powder City Library		3
Nyssa Public Library	6	2
Oakridge Public Library	2	1
Ontario Community Library	61	40
Oregon City Public Library	35	102
Oregon State Library	225	258
Oregon Trail Library District	19	14
Pendleton Public Library	16	20
Pilot Rock Public Library	4	5
Port Orford Public Library		2
Rainier City Library	4	3
Salem Public Library	1,384	1,199
Sandy Public Library	8	18
Scappoose Public Library	19	7
Scio Public Library	2	4
Seaside Public Library	18	14



Eugene School District	2	5
Falls City School District	7	22
Fossil School District		1
Grants Pass School District		1
Greater Albany Public Schools		1
Hermiston School District	4	4
Hood River County School District	1	
Ione School District		3
Jesuit High School Library	6	5
La Grande School District		3
Lake Oswego School District	1	9
Lebanon Community Schools	1	2
McMinnville School District	3	
Morrow County School District	1	
North Clackamas School District	1	0
North Wasco County School District	1	2
Ontrario School District		2
Oregon School for the Deaf		2
OSLIS	1,102	1,141
Pendleton School District	2	
Portland Jewish Academy	5	14
Portland Public Schools	3	4
Riverdale School District		3
Roseburg School District	1	
Salem-Keizer Public Schools	50	50
Sherwood School District	6	21
Silver Falls School District		1
Siuslaw School District	9	
South Lane School District	2	1
South Wasco County School District	1	1
Spray School District		1
Springfield School District	1	136
Sutherlin School District		2
The Dalles School District		1
Three Rivers School District		1
West Linn-Wilsonville School District	4	12
West Valley Academy		5
<b>Special Library</b>	<b>2010-11</b>	<b>2009-10</b>
StreamNet	3	
<b>Tribal Library</b>	<b>2010-11</b>	<b>2009-10</b>
Tamastslit Cultural Institute		1

Data is collected also for unserved areas (eg Hood River County in 2010-11, parts of rural Columbia, Lane, Linn, Malheur and Yamhill counties) but was not available for this report.