askON ON demande

online research help aide à la recherche en ligne

KEEP CALM AND TEXT askON

pocket reference

Phase I of askON's TEXT Pilot Program

Partner Libraries

Original PHASE I Partners

September 9 - December 13, 2013

Brampton Library – Education | Information | Inspiration
Ottawa Public Library – Bibliothèque publique d'Ottawa
Hamilton Public Library
Lambton County Library
GPL Guelph Public Library
Centennial College
Seguin Public Libraries – Enriching our Community
Waterloo Public Library
WS Public Library
George Brown College
Georgian – Your College · Your Future
Fanshawe College
St. Clair College
Humber

New Partners added for PHASE II

January 6 - April 26, 2014

Whitby Public Library – doorway to discovery
Richmond Hill Public Library
Fleming College
Confederation College

Goals of Phase I

- To determine whether there was a need for an SMS service
- Understand Public & College SMS Information needs
- Determine support tools needed for askON TEXT staff to satisfy those Information needs

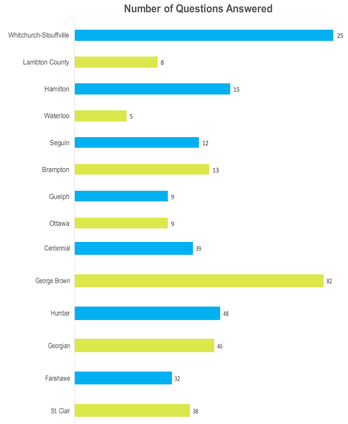
Staffing

Staffing of the TEXT service is a combination of 140 paid staff of partner libraries and a group of specifically trained askON TEXT Reference Interns working shifts on behalf of specific partners.

Shifts are an hour a piece and there are 106 shifts each week! 44 Public shifts & 62 College shifts

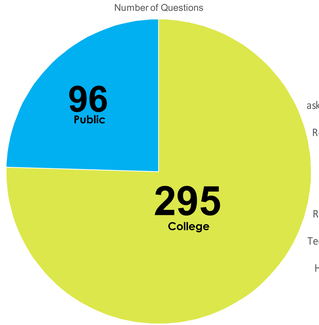
- 83/106 have 1 Operator/Shift that's 90% of Public & 69% of College
- 22/106 have 2 Operators/Shift for 9% of Public & 31% of College

Staff Participation

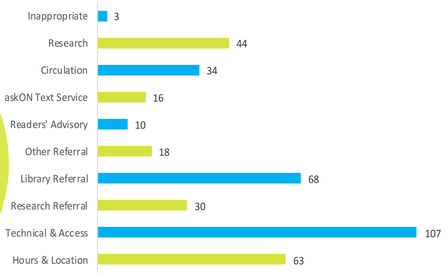


Results

Traffic = Questions asked



Breakdown of Questions



Busiest queues by traffic

Public: Hamilton (45)

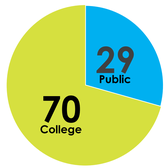
College: St. Clair (91), George Brown (90)

Busiest weeks by traffic

Public: Week 9 – November 3-9, 2013 (12)

College: Week 3 – Sept. 22-28, 2013 (38)

Repeat Visits



Marketing

Consistent social media blasts and prominence on library websites are Common attributes for those libraries that have high traffic numbers

Staff Survey

50/140 askON Operators responded

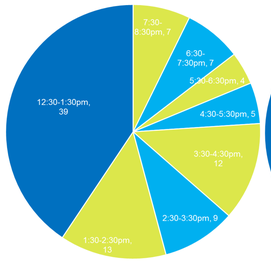
37% response rate

Respondents provided feedback on many areas such as:

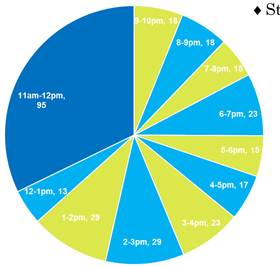
- Platform improvements
- Work flow
- Marketing
- Staffing

Busiest Shifts

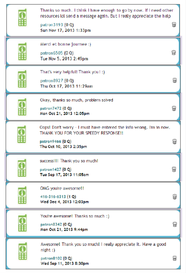
Public Stream:



College Stream:



Visitor Comments



Next Steps

Phase II of the TEXT Pilot is currently underway.

Phase II Goals

- Improve traffic levels
- Increase marketing & promotions
- Enhance staff/intern experience
- Incorporate Feedback & Findings from Phase I
- Continue collecting data from original partner libraries
- Begin collecting data on new partner libraries

Acknowledgments

A special thank you to askON Project Manager, Jan Dawson and askON TEXT Coordinator, Nonna Volodina, for their support.

Text a Librarian powered by: mosio

Thanks also to the Site Coordinators at the Partner Libraries: Jean MacGregor, Meg Forestell , Catherine Carreiro, Kelly Collard, Marcia Jackson-Friginette, Janet Seally, Arthur Taylor, Ikram Kazi, Susie Beynon, John-Edward Phillips, Marnie Kursiss-Morrow, Tony Onorato, Jen Booth, Mark Bryant, Corinne Abba, Kim Reaume, Liz Dobson

SCAN THE QR CODE TO VISIT THE askON HOME PAGE!

TAKE US FOR A TEST DRIVE NOW! Follow the QR code to the right, or grab a hand out for instructions!

Contact and Resources

For a PDF copy of this poster, please visit:

http://www.staceynordlund.com/askonposterola

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