

Learning Commons Statistics Report | 2012-2013

Prepared and submitted by Lori Barile, Learning Commons Librarian

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I. Public Desk Questions

A total of 6,661 questions were answered during the 2012-13 academic year.

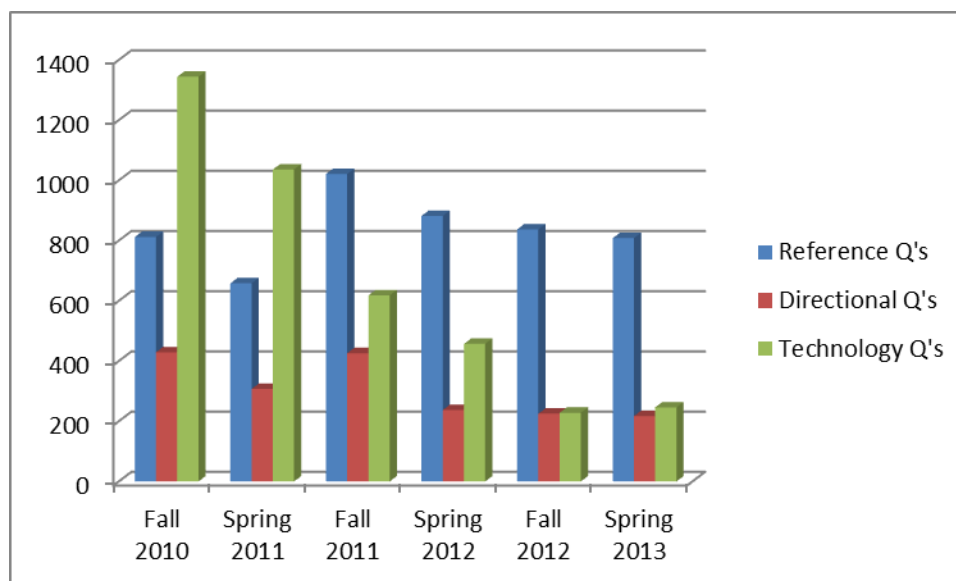
a. Information Desk

The 1st FL information desk received and answered 2,882 total questions in the Fall 2012 and Spring 2013 semesters:

- 1,645 of these questions were marked as “reference” (including in-depth consultations)
- 442 of these questions were directional
- 474 of these questions were technological (e.g. questions related to printing/scanning/copying, wireless access, and computers)

Total comparison of all semesters Fall 2010-Spring 2013

	Fall 2010	Spring 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2013
Reference Q's	812	658	1021	882	837	808
Directional Q's	429	307	426	237	225	217
Technology Q's	1344	1036	618	457	228	246



I. Public Desk Questions (continued)

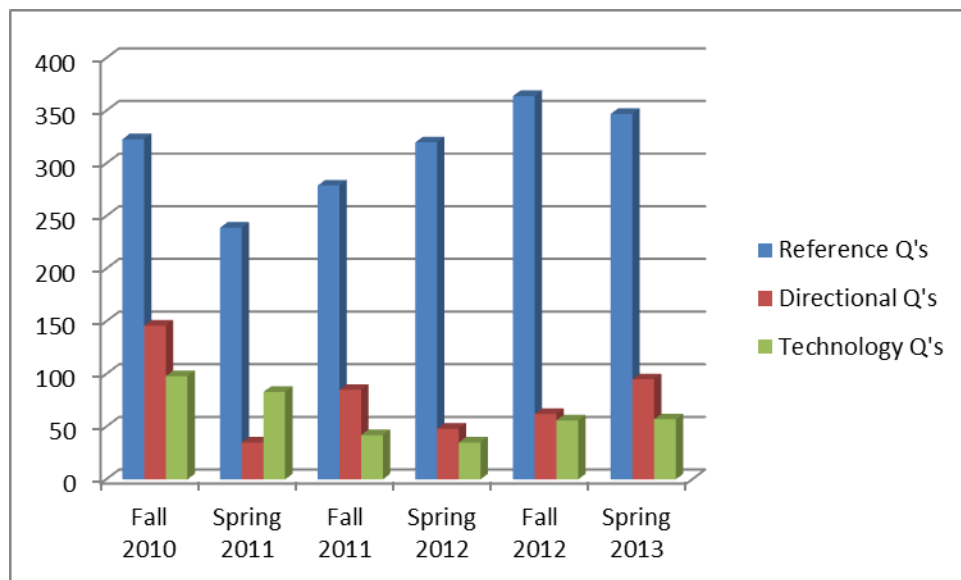
b. Curriculum Resource Center Desk

The Janet L. Robinson Curriculum Resource Center (CRC) Information desk received and answered 958 total questions in the Fall 2012 and Spring 2013 semesters.

- 711 of these questions were marked as “reference” (including in-depth consultations)
- 157 of these questions were directional
- 113 of these questions were technological

Total comparison of all semesters Fall 2010-Spring 2013

	Fall 2010	Spring 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2013
Reference Q's	323	239	279	320	364	347
Directional Q's	146	35	85	48	62	95
Technology Q's	98	83	42	35	56	57
	567	357	406	403	482	499



I. Public Desk Questions (continued)**c. Circulation Desk**

Keeping statistics at the Circulation desk is a new practice implemented in the Fall of 2012, therefore comparison data is not yet available.

The Circulation desk received and answered 2,821 total questions in the Fall 2012 and Spring 2013 semesters.

- 769 of these questions were marked as “reference”
- 218 of these questions were directional
- 433 of these questions were technological
- 415 were Guest logins
- 121 questions were referred to a librarian at the information desk

d. Office 129

Given the visibility of the Learning Commons Office, statistics were kept to gauge how many questions were asked directly through this office. Statistics have been kept starting in February of 2012.

A total of 199 questions have been asked directly to the Learning Commons Librarian from Feb. 2012 through May 2013.

	Phone	Walk-in	Went out to library to give assistance	Chat	Reference	Technology	Directional
Spring 2012	28	47	10	21	12	76	16
Fall 2012*	4	13	4	1	2	15	5
Spring 2013	6	38	1	26	24	36	13
Totals	38	98	15	48	38	127	34

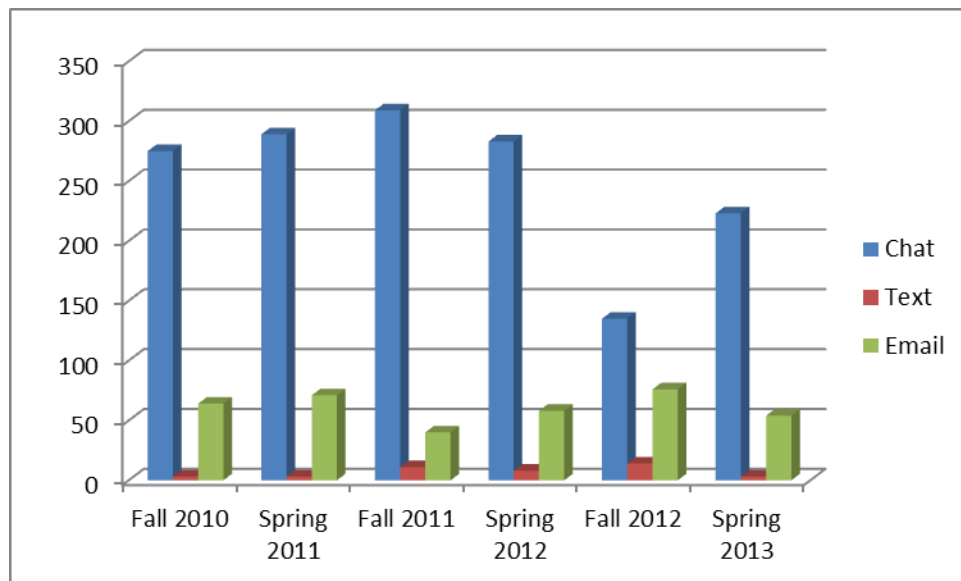
(*note that data is missing for October – December 2013).

II. Virtual Reference Questions

The library received 505 total virtual questions (chat, text and email) in the Fall 2012 and Spring 2013. Since its implementation in the Fall of 2010, the library has received a total of 1,514 questions via chat and 42 questions via text.

	Fall 2010	Spring 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2013
Chat	275	289	285	262	135	223
Text	3	3	11	8	14	17
Email	64	71	40	58	76	130
	342	363	336	328	225	280

Overwhelmingly, chat is the more popular virtual service compared to texting or email.

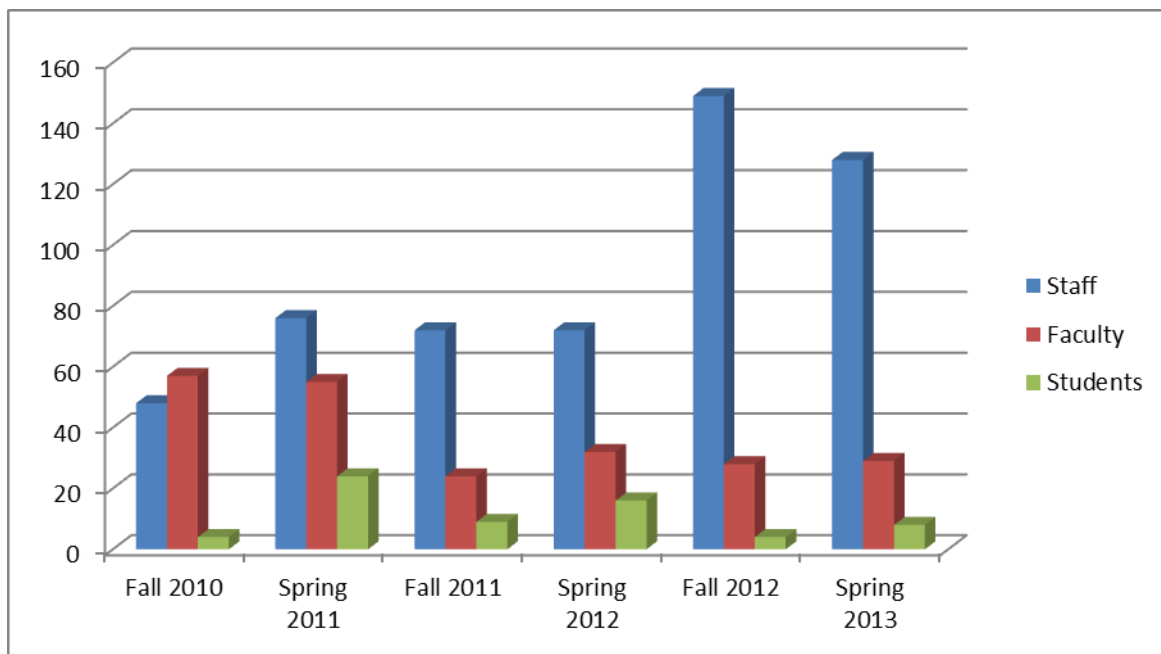


III. E-Classroom 106 Usage

Electronic Classroom 106 has been used 346 total times in Fall 2012 and Spring 2013, a significant increase from last year. Staff (including library and non-library staff) has used the room the most, followed by faculty. The classroom was opened to student use in the Fall of 2010 and it seems to be gaining popularity as a group study space for finals, particularly in the Spring semesters.

	Fall 2010	Spring 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2013
Staff	48	76	72	72	149	128
Faculty	57	55	24	32	28	29
Students	4	24	9	16	4	8
	109	155	105	120	181	165

As a whole, the usage of 106 has significantly increased since the Fall of 2010.



IV. Social Media Activity

At the time of last year's report the library had 7 social media accounts: Facebook, Twitter, MySpace, Foursquare, YouTube, Google+ and Pinterest (the latter two were the newest, having been created in the Spring of 2012). Due to lack of users and interest, the library has removed its accounts with Google+ and MySpace, deciding to focus on building a following on the more popular social networks.

Therefore, as of June 2013, the library now has 5 social media accounts: Facebook, Twitter, Pinterest, Foursquare and YouTube.

The library's Facebook page has gained 41 followers this past academic year. The library's Twitter page has gained 63 followers in the same amount of time.

A Foursquare venue was created for the library in 2010 and to date has had 1,486 total check-ins (an increase of over 400 check-ins since last year).

The library's YouTube Channel has 37 subscribers and the library's videos have a total of 23,730 views (an increase of 9.723 views since last year). The YouTube Channel is managed by Ingrid Levin, Information Literacy Librarian.

	Spring 2011	Spring 2012	Spring 2013
Facebook Likes	59	90	131
Twitter Followers	87	190	253
Foursquare Check-Ins	n/a	1042	1486
Pinterest Followers	n/a	25	90
YouTube	n/a	21	37

Facebook: <http://www.facebook.com/srulibrary>

Twitter: <http://twitter.com/#!/mckilloplibrary>

YouTube: <http://www.youtube.com/user/McKillopLibrary>

Pinterest: <http://pinterest.com/mckilloplibrary/>

FourSquare: <https://foursquare.com/v/mckillop-library--salve-regina/4bd6214f5631c9b60769a530>

The library's blog using Blogger (<http://salvelibrary.blogspot.com/>) has been retired and now resides on the University's blog network (which uses Wordpress) at <http://library.salvereginablogs.com/>.

V. Technology Series Attendees

The Web Wednesday Technology Series began in the Spring of 2011. During the first semester, attendance exceeded expectations with a total of 84 attendees (Spring 2011). Attendance has declined significantly since; the next highest total of attendees was 21 in the Spring of 2012. The series was temporarily suspended for Fall 2012 and was re-introduced as "Tech Tuesdays" in the Spring of 2013.

Semester Comparison (Total Attendees)

Spring 2011	Summer 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2013
84	17	19	21	N/A	15*

**All except 4 attendees were library staff*

Breakdown of programs per semester

