



# Annual Report

FY18 (July 1, 2017 – June 30, 2018)

Updated 8/10/2018

## Contents

About Answerland .....	2
Activities.....	3
Advisory Committee .....	3
Assessment .....	3
Quality Team.....	3
Reference Summit.....	3
Usage.....	4
Why patrons use Answerland .....	5
How patrons get to Answerland .....	5
When patrons use Answerland.....	6
Patron satisfaction with Answerland.....	6
Staffing.....	7
Volunteers.....	7
Partner Libraries.....	7
Patron Questions by Library.....	8
Public Libraries.....	8
Academic Libraries .....	10
Schools (K-12).....	11



## About Answerland

Answerland ([answerland.org](http://answerland.org)) is a statewide collaborative information service that connects Oregon residents with library information professionals 24/7. It has two goals:

- To provide quality online reference service to all Oregonians.
- To provide workers in Oregon libraries the skills and tools to deliver online reference service.

It is operated by the State Library of Oregon, and supported with Library Services and Technology Act (LSTA) funds from the Institute of Museum and Library Services (IMLS) as well as the contributions of staff at partner libraries. Leadership for the program is bolstered by an advisory committee comprised of information professionals from around Oregon.

Answerland lets anyone connect to a librarian by live chat, email or text messaging. Live chat is available 24/7 in partnership with OCLC's 24/7 Reference Cooperative, which employs librarians from all over the world (though primarily in the U.S.) to deliver continuous service to people all over the world.

Oregon libraries work together to provide the service to everyone who lives, works or goes to school in Oregon. Answerland librarians will answer almost anything, but typical topics include homework, using the library, finding a great book to read, and anything that patrons are interested in finding out more about. For people outside of Oregon, Answerland librarians are happy to answer questions about Oregon, including local history.



## Activities

### Advisory Committee

The Answerland Advisory Committee met three times and continued work on assessment of Answerland, quality improvements, and the Oregon Reference Summit. Members, minutes, and more can be viewed on the [Answerland website](#).

### Assessment

A subgroup of the Answerland Advisory Committee, which included the Answerland Coordinator, administered a year-long assessment project to gather feedback from the Oregon library community. The [final report](#) recommends adoption of a new mission and vision, as well as an action plan for the next two years.

### Quality Team

The four members of the Quality Team worked on improving the [mentoring program](#), updating the [quality rubrics](#), creating a [best practices document](#) to support new and experienced staff, and updating [quality communications](#).

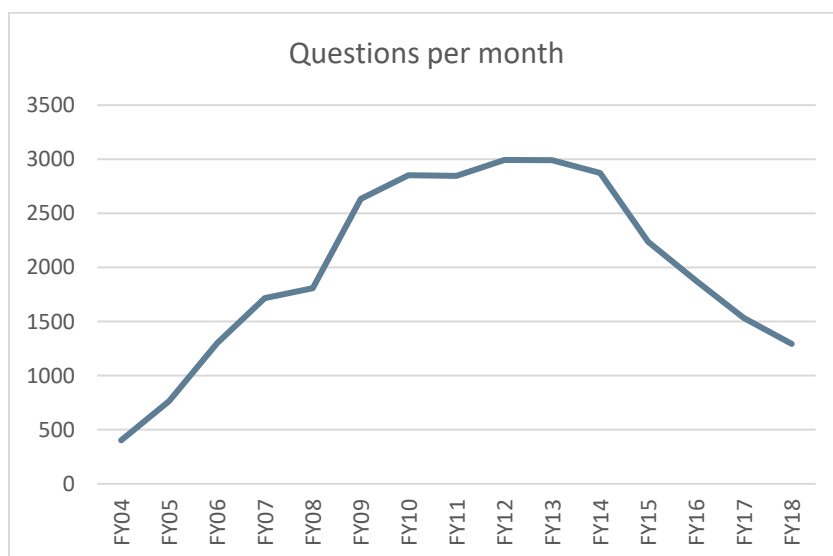
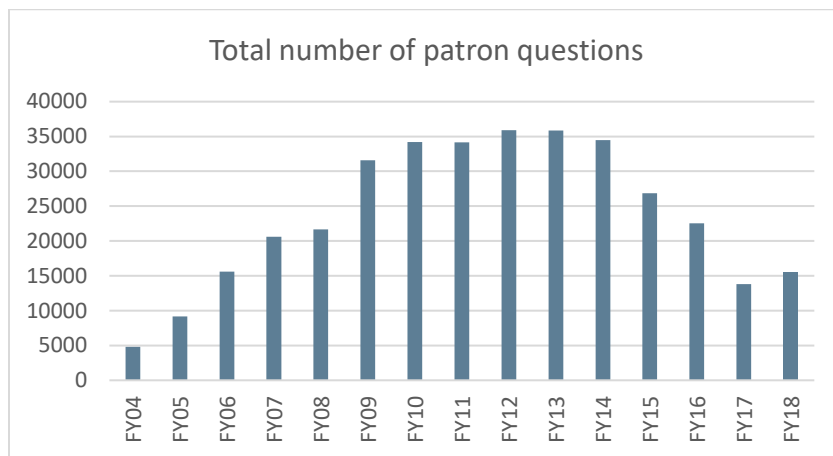
### Reference Summit

A subgroup of the Answerland Advisory Committee, led by the Answerland Coordinator, held the [Oregon Reference Summit](#), a one-day event with reference-focused content appropriate for all skill levels, library types, and experiences. It was an adaption of the Oregon Virtual Reference Summit (OVRS), which was held annually from 2008-2015. Over 100 reference staff from around the state attended, met others from around the state face-to-face, and exchanged ideas.



## Usage

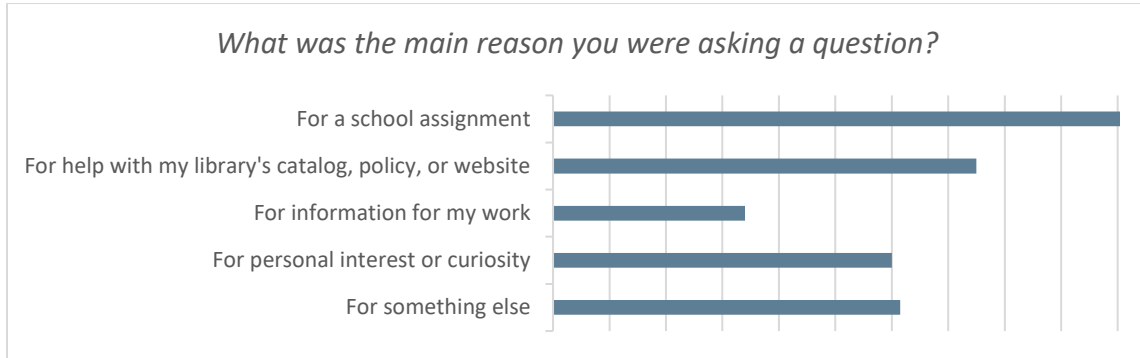
The number of questions from patrons in 2017-2018 increased 12% from the previous year. However, the service was closed for three months in the fall of 2016. When questions per month are compared, it becomes apparent that usage continues to decline. Possible contributing factors include the loss of 4 partner libraries due to lack of staffing and/or dissatisfaction with the software, and to a handful of other partner libraries who have opted to utilize different software during open hours to manage their patron questions.





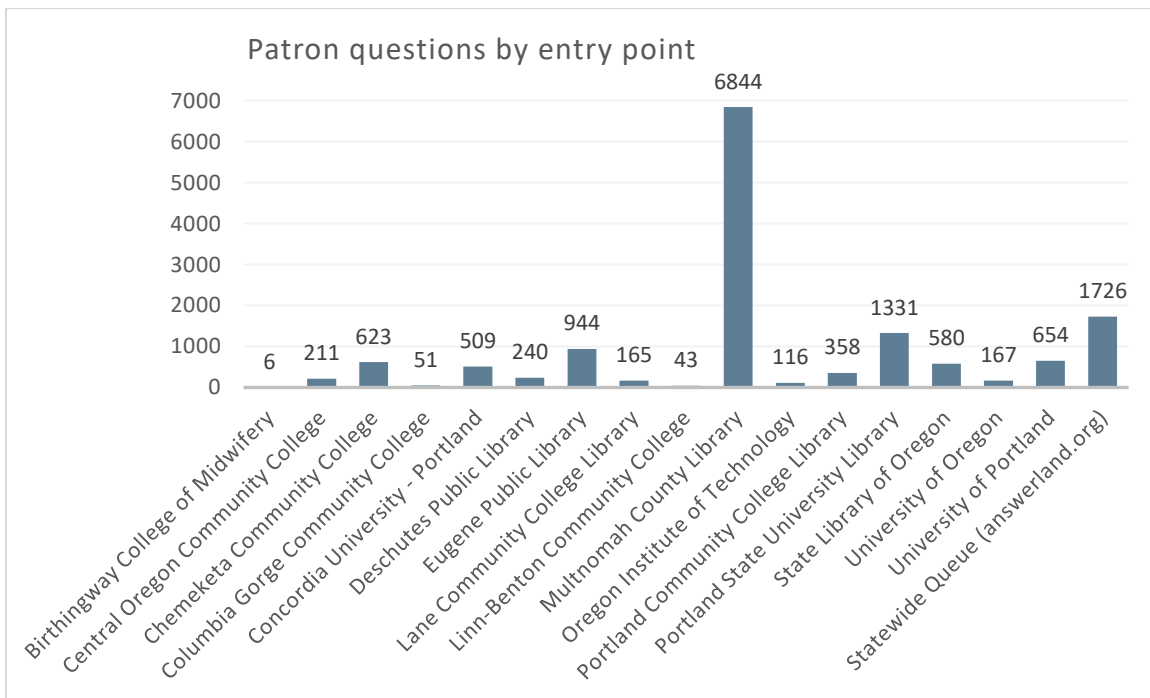
### Why patrons use Answerland

According to feedback from the optional survey given at the end of a chat session or email response, patrons come to Answerland for a variety of reasons.



### How patrons get to Answerland

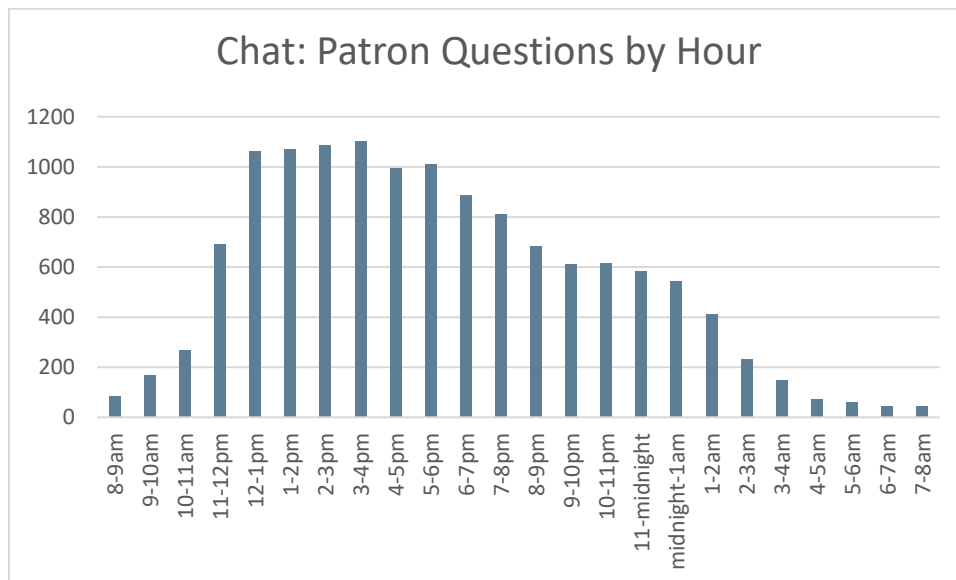
Patrons can either enter Answerland through the statewide portal ([answerland.org](http://answerland.org)) or through local options set up by partner libraries. While the [answerland.org](http://answerland.org) site only gets a small portion the overall Answerland traffic, having a statewide portal is vital to serving under- and unserved populations, including K-12.





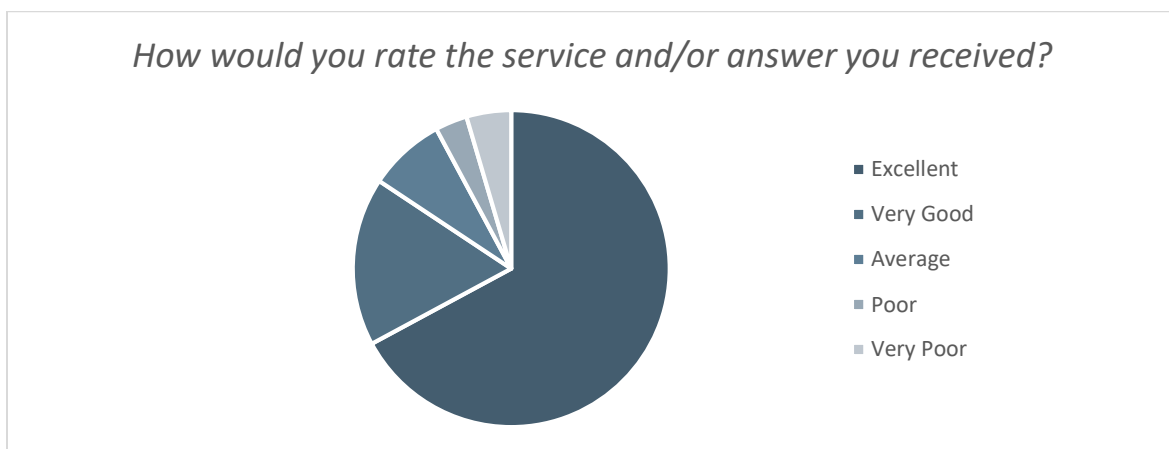
### When patrons use Answerland

Chat is available 24/7/365 due to our participation in the QuestionPoint 24/7 Reference Cooperative. Librarians from Oregon are generally staffing chat between 8am and 8pm PT Monday through Thursday, and limited hours on Fridays and weekends. As seen below, Oregon patrons take advantage of round-the-clock service.



### Patron satisfaction with Answerland

Satisfaction with the service remains high. Of 861 people who responded to the optional survey given at the end of a session, over 87% said they would use the service again.





## Staffing

There are over 250 librarians contributing over 65 hours per week of their time to Answerland. Answerland librarians answer questions from 24/7 Reference Cooperative as well as from Oregon patrons.

### Volunteers

Answerland had 17 volunteers staffing the statewide portal – 8 on the academic queue, and 9 on the public & schools queue. This year, volunteers staffed 22% of chat shifts and responded to over 2,000 patron questions.

### Partner Libraries

This year, Answerland had 36 partner libraries – 18 academic libraries, 14 public libraries, and 4 special libraries. 20 partner libraries were full partners, which means their staff participate in the live chat service. The rest of the partner libraries were referral partners, which means their staff respond to questions sent to them via email. The partner libraries responded to over 12,500 questions in FY18.





## Patron Questions by Library

### Public Libraries

Patron's library is identified either from the queue, or, for questions entered via the statewide portal, from the chat/email form or from within the transcript.

	Chat	Email	Text	Total
<b>Albany Public Library</b>	2	0	0	<b>2</b>
<b>Aloha Community Library</b>	1	2	0	<b>3</b>
<b>Astoria Public Library</b>	1	3	0	<b>4</b>
<b>Beaverton City Library</b>	58	10	0	<b>68</b>
<b>Cedar Mill Community Library</b>	24	1	0	<b>25</b>
<b>Chemeketa Cooperative Regional Library Service</b>	10	1	7	<b>18</b>
<b>Chetco Community Public Library</b>	1	0	0	<b>1</b>
<b>Clatskanie Library District</b>	2	0	0	<b>2</b>
<b>Coos Bay Public Library</b>	2	1	0	<b>3</b>
<b>Coos County Library Service District</b>	3	0	0	<b>3</b>
<b>Cornelius Public Library</b>	2	0	0	<b>2</b>
<b>Corvallis-Benton County Public Library</b>	8	1	0	<b>9</b>
<b>Cottage Grove Public Library</b>	3	3	0	<b>6</b>
<b>Curry Public Library District</b>	0	1	0	<b>1</b>
<b>Dallas Public Library</b>	2	0	0	<b>2</b>
<b>Deschutes Public Library</b>	241	0	0	<b>241</b>
<b>Driftwood Public Library</b>	1	1	0	<b>2</b>
<b>Estacada Public Library</b>	1	0	0	<b>1</b>
<b>Eugene Public Library</b>	942	0	9	<b>951</b>
<b>Forest Grove City Library</b>	9	0	0	<b>9</b>
<b>Garden Home Community Library</b>	2	0	0	<b>2</b>
<b>Gladstone Public Library</b>	1	0	0	<b>1</b>
<b>Harney County Library</b>	0	1	0	<b>1</b>
<b>Hillsboro Public Library</b>	43	1	0	<b>44</b>
<b>Hood River County Library District</b>	3	0	0	<b>3</b>
<b>Independence Public Library</b>	1	0	0	<b>1</b>
<b>Jackson County Library System</b>	12	8	0	<b>20</b>
<b>Josephine County Library System</b>	3	2	0	<b>5</b>



<b>Klamath County Library</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>
<b>Lake County Library</b>	0	1	0	1
<b>Lake Oswego Public Library</b>	2	1	0	3
<b>Lane Library District</b>	1	0	0	1
<b>Lebanon Public Library</b>	2	0	0	2
<b>Lyons Public Library</b>	1	0	0	1
<b>McMinnville Public Library</b>	6	1	0	7
<b>Molalla Public Library</b>	0	1	0	1
<b>Monmouth Public Library</b>	3	1	0	4
<b>Mount Angel Public Library</b>	0	1	0	1
<b>Multnomah County Library</b>	6056	11	820	<b>6887</b>
<b>Newberg Public Library</b>	23	9	0	<b>32</b>
<b>Newport Public Library</b>	1	0	0	1
<b>North Bend Public Library</b>	1	1	0	2
<b>Oregon City Public Library</b>	2	0	0	2
<b>Oregon Trail Library District</b>	0	1	0	1
<b>Salem Public Library</b>	47	12	0	<b>59</b>
<b>Sandy Public Library</b>	4	0	0	4
<b>Scappoose Public Library</b>	1	0	0	1
<b>Seaside Public Library</b>	1	0	0	1
<b>Sherwood Public Library</b>	9	0	0	9
<b>Silver Falls Library District</b>	4	1	0	5
<b>Siuslaw Public Library District</b>	2	2	0	4
<b>Springfield Public Library</b>	7	3	0	10
<b>Stayton Public Library</b>	3	0	0	3
<b>The Dalles-Wasco County Library</b>	1	0	0	1
<b>Tigard Public Library</b>	15	0	0	15
<b>Tualatin Public Library</b>	4	0	0	4
<b>Vernonia Public Library</b>	1	0	0	1
<b>Waldport Public Library</b>	2	0	0	2
<b>Washington County Cooperative Library Services</b>	42	3	5	<b>50</b>
<b>West Linn Public Library</b>	1	0	0	1
<b>West Slope Community Library</b>	3	1	0	4
<b>Wilsonville Public Library</b>	1	0	0	1
<b>Woodburn Public Library</b>	4	1	0	5
<b>Unknown (via answerland.org)</b>	70	0	71	<b>141</b>



### Academic Libraries

Patron's library is identified either from the queue, or, for questions entered via the statewide portal, from the chat/email form or from within the transcript.

	Chat	Email	Text	Total
<b>Birthingway College of Midwifery</b>	7	0	0	<b>7</b>
<b>Blue Mountain Community College</b>	9	0	0	<b>9</b>
<b>Central Oregon Community College</b>	211	0	0	<b>211</b>
<b>Chemeketa Community College</b>	623	1	0	<b>624</b>
<b>Columbia Gorge Community College</b>	51	0	0	<b>51</b>
<b>Concordia University</b>	511	0	0	<b>511</b>
<b>Klamath Community College</b>	10	0	0	<b>10</b>
<b>Lane Community College</b>	165	0	0	<b>165</b>
<b>Linn-Benton Community College</b>	44	1	0	<b>45</b>
<b>Marylhurst University</b>	37	1	9	<b>47</b>
<b>Mt. Hood Community College</b>	2	0	0	<b>2</b>
<b>Northwest Christian University</b>	2	0	0	<b>2</b>
<b>Oregon Coast Community College</b>	2	0	0	<b>2</b>
<b>Oregon College of Art and Craft</b>	0	1	0	<b>1</b>
<b>Oregon Institute of Technology</b>	117	0	0	<b>117</b>
<b>Oregon State University</b>	66	2	0	<b>68</b>
<b>Pacific Northwest College of Art</b>	3	0	0	<b>3</b>
<b>Portland Community College</b>	360	0	0	<b>360</b>
<b>Portland State University</b>	1334	1	0	<b>1335</b>
<b>Southwestern Oregon Community College</b>	0	1	0	<b>1</b>
<b>Tillamook Bay Community College</b>	1	0	0	<b>1</b>
<b>Treasure Valley Community College</b>	23	1	0	<b>24</b>
<b>University of Oregon</b>	173	0	0	<b>173</b>
<b>University of Portland</b>	652	2	0	<b>654</b>
<b>Western Oregon University</b>	19	0	0	<b>19</b>
<b>Unknown (via answerland.org)</b>	15	0	0	<b>15</b>



### Schools (K-12)

This data is only from questions coming in via the statewide portal. K-12 affiliation was identified within the session transcript or from the patron's email address.

School District	Chat	Email	Text	Total
Adrian	1	0	0	1
Beaverton	57	2	0	59
Bend-La Pine	7	0	0	7
Clatskanie	3	0	0	3
Corvallis	1	0	0	1
Eugene	12	0	0	12
Hillsboro	2	0	0	2
Hood River County	11	1	0	12
Jackson	2	0	0	2
Jefferson	15	1	0	16
Josephine	1	0	0	1
Klamath County	34	0	0	34
McMinnville	1	0	0	1
Medford	1	0	0	1
North Clackamas	5	0	0	5
North Santiam	1	0	0	1
North Wasco	2	0	0	2
Pilot Rock	1	0	0	1
Portland	78	7	0	85
Powers	1	0	0	1
Roseburg	1	0	0	1
Salem-Keizer	2	1	0	3
Seaside	2	0	0	2
Silver Falls	71	0	0	71
Siuslaw	0	1	0	1
South Lane	14	0	0	14
Tigard-Tualatin	4	1	0	5
Warrenton-Hammond	1	0	0	1
Washington County	15	0	0	15
West Linn-Wilsonville	3	0	0	3
Woodburn	0	1	0	1
Unknown (via answerland.org)	135	0	0	135