



Answerland 2015-16
Statistical Report
Created July 1, 2016

This is a statistical report of the use of Answerland, Oregon's statewide reference service, for the fiscal year 2015-16.

Answerland primarily measures patrons asking questions. A patron asking a question submits a chat or email question through the Answerland website or sends a text message question to Answerland's text messaging service.

Contact the Answerland coordinator (Tamara Ottum, tamara.ottum@state.or.us) to learn more and participate.

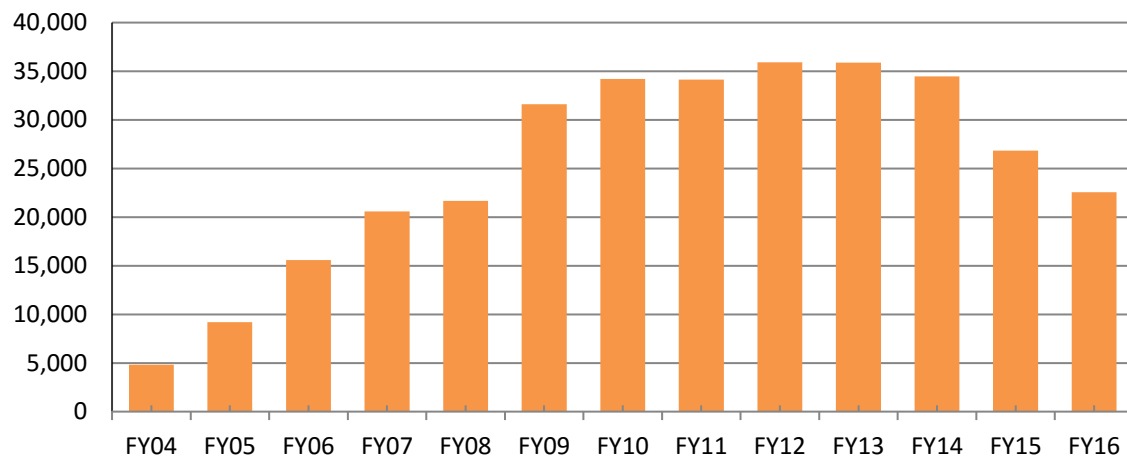
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Overall number of patrons asking questions

The overall number of patrons asking questions in 2015-16 was 22,545. This is a 16% drop from the previous year, which is not surprising considering the continued transition period and declining state of the current software. Much of this fiscal year was spent finding new software, which will be implemented in the 2016-17 fiscal year.

Answerland questions by fiscal year

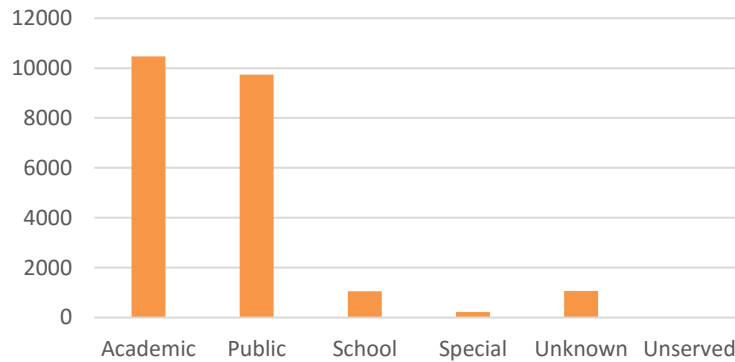


Patrons asking questions, by question medium and month, 2015-16

	Chat	Email	Text	Total
Jul	1,261	85	109	1,455
Aug	1,152	68	97	1,317
Sep	1,391	76	100	1,567
Oct	2,246	87	119	2,452
Nov	2,018	81	97	2,196
Dec	1,277	79	70	1,426
Jan	2,109	105	105	2,319
Feb	2,298	99	93	2,490
Mar	1,957	111	111	2,179
Apr	1,915	66	109	2,090
May	1,610	69	95	1,774
Jun	1,127	52	101	1,280
Total	20,361	978	1,206	22,545

Who uses Answerland?

Most patrons identify themselves as either academic or public library users.

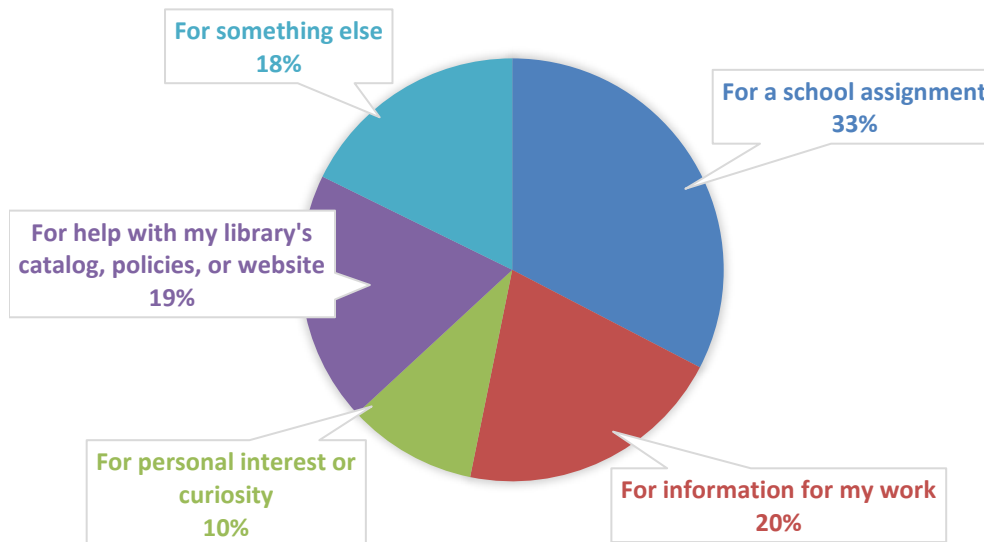


A full list of libraries and the number of patrons that identified themselves as their patrons begins on page 8 of this report.

How do patrons use Answerland?

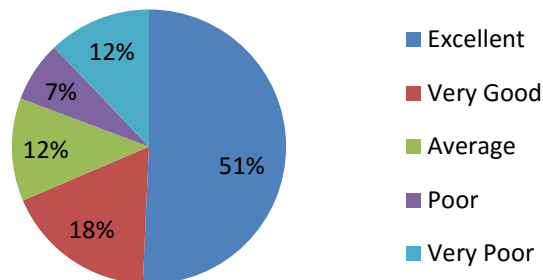
We gather data on why patrons use our service via an optional survey that patrons are prompted to click on at the end of a chat session. This survey only appears to patrons who chat with the statewide service via Answerland.org – patrons chatting with the local queue or after hours are not prompted to fill out the survey.

The chart below shows how survey respondents answered the question “what was the main reason you were asking a question?” Over one-third indicated it was for a school assignment.



How do patrons like using Answerland?

Responses to our chat exit survey show that the majority of survey respondents are satisfied with our Answerland, with 69% rating the service they received 'Excellent' or 'Very Good.' Since most survey responses are linked to individual chats, the dissatisfied ones help us continually improve our service.



Here are some selected comments:

- *"[The librarian] was a great help in my speech research for my philosophy of religion course. She was so fast with explaining research do's and dont's, and was easy to talk to. Thank you for this great service. I will definitely tell all my classmates how much fun it is to do research this way."*
- *"Great service to reach a librarian other than phone or personal visit. Got my questions answered promptly. Will use it again."*
- *"The chat feature was especially useful because I didn't have to wait for an email to be returned. The librarian quickly understood my problem and helped me take steps to find the information I needed."*
- *"I was having trouble using my library's catalog for a specific search, and this extraordinary librarian walked me through a complex search process. This was especially amazing since the librarian is from a different library system with a different catalog. Yea for librarians! Yeah for Library Chat!"*

Who staffs the statewide service?

The statewide queue serves all of Oregon, and the partner libraries work together to staff that queue. Patrons can come into the statewide queue through Answerland.org, through a widget that is designed to always go to the statewide queue, or through a widget with a local queue that 'rolls over' to the statewide service when no local librarian is available. Many partner libraries contribute weekly shifts to the statewide queue. Some partner libraries make contributions in alternate ways; for example, by answering email questions that require a subject specialist, or by mentoring volunteers.

Volunteers staff about 25% of all statewide shifts. Our volunteer program is one of the cores of Answerland's success. Volunteers are often freshly-graduated MLIS recipients. Volunteering for Answerland provides these new librarians with excellent experience, provides Answerland with high-quality staff, and often leads to new partner libraries when a volunteer is hired by a library that was not previously involved in Answerland.

The table below shows how many hours each partner library staffed the statewide service in FY2015-16, and how many email questions they each answered. The table includes volunteers, but not the after-hours service nor the Answerland coordinator.

Library	Chat Hours	Email questions
Beaverton City Library	147	78
Cedar Mill Community Library	155	37
Central Oregon Community College	86	4
Chemeketa Community College	11	3
Columbia Gorge Community College	62	0
Concordia University	68	56
Coos Bay Public Library	0	7
Corvallis-Benton County Library	49	6
Deschutes Public Library	202	18
Driftwood Public Library	34	6
Eugene Public Library	250	63
Garden Home Community Library	95	1
Hillsboro Public Library	142	63
Jefferson County Library District	105	5
Klamath County Library	78	13
Lane Community College	0	0
Linn-Benton Community College	63	0
Marylhurst University	0	0
McMinnville Public Library	18	7
Mt. Hood Community College	0	1
Multnomah County Library	1,309	122
Newberg Public Library	9	21
Newport Public Library	103	5
Oregon College of Art and Craft	0	1
Oregon Institute of Technology	241	2
Oregon State Library	89	21
Oregon State University	0	20
Pacific University	0	23
Portland Community College	34	3
Portland State University	82	9
Salem Public Library	0	58
State of Oregon Law Library	0	17
The Dalles-Wasco County Public Library	79	0
Tigard Public Library	91	18
Tualatin Public Library	0	2
University of Oregon Libraries	0	7
University of Portland	0	1
Volunteers	1,288	14
Washington County (Oregon) Law Library	0	22
Washington County Cooperative Library Services	0	16
Western Oregon University	0	0

How do libraries use Answerland to serve their patrons?

Answerland Local allows participating Oregon libraries to make use of Answerland'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 a staff person is not online, many libraries choose to send patrons directly to the statewide Answerland service. This model allows libraries to directly serve their patrons when their staff is available, while also benefitting from the statewide collaborative and giving the communities access to 24x7 service.

In 2015-16, 46% of chats were answered through Answerland Local. This is up 8% from the previous year. The chart below shows how many local chats were answered by the local queue's own librarian.

Answerland Local Libraries	2015-16	2014-15	2013-14
Central Oregon Community College	103	206	482
Chemeketa Community College	275	206	196
Columbia Gorge Community College	43	79	55
Concordia University	944	860	41
Corvallis-Benton County Library	753	279	778
Eugene Public Library	1,280	1,415	1,825
Lane Community College	132	221	264
Linn-Benton Community College	38	26	264
Mt. Hood Community College	147	181	387
Multnomah County Library (Circulation only)	625	459	659
Oregon Institute of Technology	137	151	155
Oregon State Library	172	211	201
Portland State University	3,906	3,629	4,536
University of Portland	847	1,047	1,523
Total	9,402	8,970	11,366

Several libraries have their own widgets. These are chat windows that are embedded in the library's website and allow the librarian on the other end to see what library the patron came to them through. Widgets reduce the number of times a patron needs to click to initiate a chat, and keeps the patron on the library's site rather than sending them to answerland.org. Many, but not all, widgets are associated with local queues. Some libraries have multiple widgets for different needs. In 2015-16, 73% of chats were sent by patrons through library widgets.

Widget	Chats received
Central Oregon Community College Library widget	642
Chemeketa Community College widget	410
Columbia Gorge Community College widget	71
Concordia University widget	1,669
Corvallis Benton County Public Library widget	944
CRITFC StreamNet widget	2
Eugene Public Library widget	1,433
Lane Community College Library widget	209
Linn-Benton Community College widget	38
Mt. Hood Community College widget	281

Widget (cont.)	Chats received
Multnomah County Library Cyberclerks widget	626
Multnomah County Library widget	2,409
Oregon Institute of Technology Ebsco widget	58
Oregon Institute of Technology widget	192
Portland State University D2L widget	291
Portland State University widget	4,701
University of Portland Moodle widget	35
University of Portland widget	931
Total chats via widget	14,942

What is the wait time and length of Answerland chats?

Wait times have three main factors: chat volume, staffing levels, and how many chats each librarian works with at a time. We discourage librarians in the statewide queue from picking up more than one chat at a time. Our philosophy is that it is much more difficult to deliver quality service when attention is divided between the needs of multiple patrons. In the 2015-16 fiscal year, the wait time increased on the statewide chat queue. This is not surprising considering the limited staffing due to lack of recruiting and training for new partner libraries and volunteers.

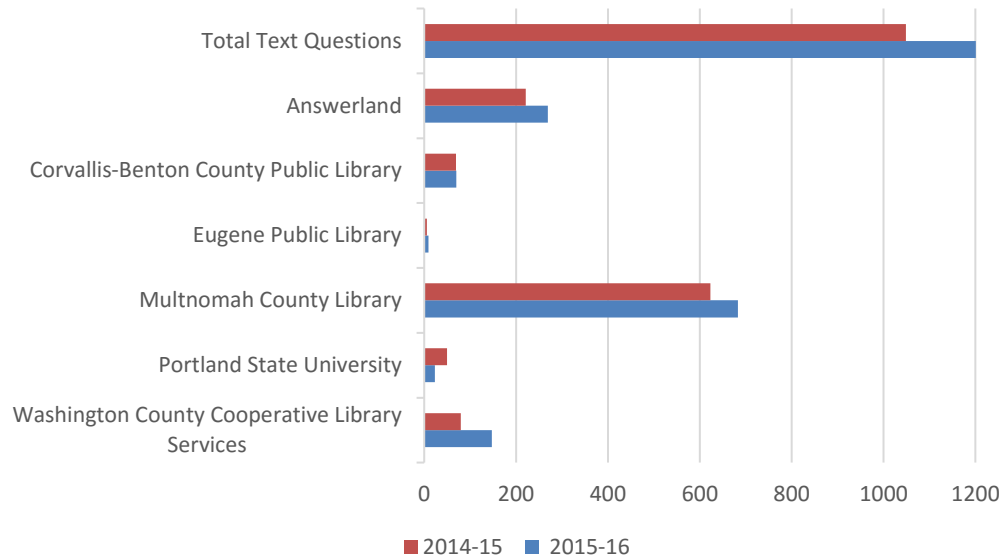
Average wait time by service	2015-16	2014-15
Answerland Local queues	0:26	0:31
Statewide chat queue	1:10	1:03
After hours service (OCLC QuestionPoint)	1:06	1:14
Average wait for all queues	0:54	0:56

Answerland local academic queues have historically had longer chat lengths than the public or statewide queues. In the 2015-16 fiscal year, academic queue chats were nearly 6 minutes longer, on average, than public queue chats. This could be because of longer instruction conversations, or because some of our academic library local chat services have a policy of keeping the chat active in case the patron needs to come back for more help.

Average chat length by service	2015-16	2014-15
Academic local queues	22:56	19:35
Public local queues	17:07	8:57
Statewide chat queue	14:23	12:52
After hours service (OCLC QuestionPoint)	16:14	15:27
Average for all queues	17:40	14:12

How often do patron use the text messaging service?

Answerland provides text messaging through Mosio's Text-A-Librarian product. Patrons text to 66746 with a keyword and then their question. The keyword for Answerland is 'answers' but individual libraries can purchase their own keywords and their patrons' texts are routed through the statewide service. An alert of the text message is sent to whoever is online with Answerland. For an individual library's keyword, it can be sent to their Answerland Local queue.



Our software is able to count text 'conversations,' so the numbers in this chart represent questions rather than individual messages.

Statistics by patron library

The charts on the pages below show how many patrons from each Oregon library used Answerland services.

Answerland identifies a patron's library in a number of ways. If a patron connects to Answerland by way of a library website, or through a library-specific chat widget, the patron is identified as being associated with that library. For example, a patron visiting Portland State University and following a link to chat with a librarian on Answerland will be identified as a PSU patron.

If Answerland cannot infer a patron's library, we asked for a library name, but it is not always provided. Kids overwhelmingly identify their public library as the library they use even when they are connecting to Answerland through a school library. Some patrons cannot be associated with any Oregon library.

Note that the charts include the local, statewide, and after-hours queues.

Academic Libraries	2015-16	2014-15	2013-14
Blue Mountain Community College	3	5	0
Central Oregon Community College	669	692	900
Chemeketa Community College	436	233	284
Clackamas Community College	4	15	23
Clatsop Community College	1	2	21
Columbia Gorge Community College	77	114	67
Concordia University	1887	1570	49
Eastern Oregon University	9	14	12
Everest College Library	1	2	2
Klamath Community College	55	45	43
Lane Community College	213	308	428
Lewis & Clark College	0	0	2
Linn-Benton Community College	43	29	26
Marylhurst University	74	110	150
Mt. Hood Community College	305	330	522
National College of Natural Medicine	2	0	4
Northwest Christian University	1	5	4
Oregon Coast Community College	0	0	4
Oregon College of Art & Craft	4	3	2
Oregon College of Oriental Medicine	1	0	0
Oregon Health & Science University	4	11	86
Oregon Institute of Technology	260	281	245
Oregon State University	166	219	121
Pacific Northwest College of Art	0	2	0
Pacific University	11	13	2
Portland Community College	231	311	233
Portland State University	5271	4944	6199
Southern Oregon University	11	209	356
Southwestern Oregon Community College	14	6	4
Treasure Valley Community College	17	45	50
Tillamook Bay Community College Library	0	3	0
Umpqua Community College Library	0	2	1
University of Oregon	73	89	47
University of Portland	1002	1250	1660
University of Western States	0	0	1
Warner Pacific	0	1	2
Western Oregon University	16	19	14
Willamette University	1	0	0

Public Libraries	2015-16	2014-15	2013-14
Adams Public Library	86	199	170
Agness Community Library	13	38	56
Albany Public Library	41	194	76
Aloha Community Library Association	2	3	2
Amity Public Library	3	6	7
Arlington Public Library	15	28	14
Astoria Public Library	13	38	24
Baker County Library District	2	8	9
Bandon Public Library	5	5	12
Banks Public Library	4	14	9
Beaverton City Library	323	483	430
Brownsville Community Library	2	12	11
Canby Public Library	0	2	5
Cedar Mill Community Library	97	138	159
Chemeketa Cooperative Regional Library Service	15	215	267
Chetco Community Public Library	3	13	4
Clackamas County Library	13	18	18
Clatskanie Library District	3	4	0
Coos County Library Service District	16	67	38
Coquille Public Library	3	5	3
Cornelius Public Library	12	5	15
Corvallis-Benton County Public library	1541	550	1,032
Cottage Grove Public Library	8	1	4
Cove Public Library	0	0	0
Crook County Library	4	3	10
Curry Public Library District	3	5	7
Dallas Public Library	11	27	24
Deschutes Public Library District	161	168	151
Dora Public Library	0	2	3
Douglas County Library System	11	17	16
Driftwood Public Library	148	30	25
Dufur School/Community Library	0	0	0
Echo Public Library	0	3	0
Elgin Public Library	0	0	5
Emma Humphrey Library	0	0	0
Enterprise City Library	0	2	0
Estacada Public Library	2	6	5
Eugene Public Library	1746	1741	2089
Fern Ridge Library District	4	1	12
Forest Grove City Library	32	60	28
Fossil Public Library	0	0	2
Garden Home Community Library	48	45	22
Gilliam County Library	3	0	2

Public Libraries (cont.)	2015-16	2014-15	2013-14
Gladstone Public Library	2	2	2
Grant County Library	1	2	7
Harney County Library	0	3	2
Harrisburg Public Library	0	1	3
Helix Public Library	0	1	2
Hermiston Public Library	33	24	23
Hillsboro Public Library	172	213	208
Hood River County Library	68	3	11
Independence Public Library	4	7	12
Ione Public Library	0	0	0
Jackson County Library System	118	122	50
Jefferson Public Library	31	46	5
Jefferson County Library District	138	33	6
Joseph City Library	0	1	2
Josephine County Library System	2	19	14
Junction City Public Library	1	6	3
Keizer Community Library	3	0	0
Klamath County Library	33	24	12
La Grande Public Library	3	0	4
Lake County Library District	0	6	3
Lake Oswego Public Library	17	46	49
Lakeside Public Library	0	0	0
Lane Library District	15	11	4
Langlois Public Library	0	4	3
Lebanon Public Library	5	3	3
Ledding Library	1	4	4
Lincoln County Library District	14	3	1
Lyons Public Library	1	0	1
Malheur County Library	0	1	2
Mary Gilkey Public Library	0	0	4
McMinnville Public Library	26	64	111
Milton-Freewater Public Library	1	4	2
Molalla Public Library	3	20	8
Monmouth Public Library	9	18	15
Mt. Angel Public Library	0	8	3
Multnomah County Library	5950	6393	7909
Newberg Public Library	57	51	34
Newport Public Library	9	37	13
North Plains Public Library	3	3	2
North Powder City Library	1	1	2
Nyssa Public Library	0	2	0
Oakridge Public Library	0	0	0
Ontario Community Library	0	5	3
Oregon City Public Library	2	15	14

Public Libraries (cont.)	2015-16	2014-15	2013-14
Oregon Trail Library District	23	8	2
Pendleton Public Library	8	7	5
Pilot Rock Public Library	1	0	6
Port Orford Public Library	1	2	0
Rainier City Library	1	2	3
Sage Library System	2	3	3
Salem Public Library	216	363	365
Sandy Public Library	15	17	4
Scappoose Public Library	1	4	2
Scio Public Library	0	0	2
Seaside Public Library	8	11	8
Sheridan Public Library	2	26	8
Sherman County Public/School Library	4	0	17
Sherwood Public Library	13	22	28
Silver Falls Library District	0	0	19
Siuslaw Public Library District	8	48	11
Southern Wasco County Library	0	0	2
Springfield Public Library	16	10	5
St. Helens Public Library	51	5	12
Stanfield Public Library	0	0	3
Stayton Public Library	9	12	11
Sweet Home Public Library	1	4	4
The Dalles-Wasco County Library	6	8	4
Tigard Public Library	72	103	104
Tillamook County Library	2	5	6
Toledo Public Library	0	3	0
Tualatin Public Library	42	76	36
Ukiah Public Library	0	0	0
Umatilla Public Library	0	0	5
Union Carnegie Public Library	3	1	2
Vernonia Public Library	0	0	0
Wagner Community Library	0	2	4
Waldport Public Library	2	1	3
Washington County Cooperative Library Services	731	307	358
West Linn Public Library	34	103	141
West Slope Community Library	3	11	9
Willamina Public Library	1	1	8
Wilsonville Public Library	13	11	34
Woodburn Public Library	13	20	28
Yachats Public Library	1	0	0

School Libraries	2015-16	2014-15	2013-14
Arlington School District	0	2	22
Astoria School District	0	0	0
Baker School District	3	0	8
Beaverton School District	187	280	281
Bend-La Pine School District	26	4	15
Bethel School District	0	0	1
Blanchet Catholic School	1	2	0
Canby School District	1	0	2
Centennial School District	7	3	7
Central Curry School District	35	2	0
Central Point School District	0	2	2
Corvallis School District	2	5	4
Crook County School District	0	1	3
Crow-Applegate-Lorane School District	0	9	0
Dallas School District	6	2	2
Eugene School District	9	51	19
Falls City School District	0	0	0
Gervais School District	1	0	3
Grants Pass School District	0	2	6
Greater Albany Public Schools	7	10	11
Harney County School District	0	2	6
Harrisburg School District	0	0	2
Hermiston School District	62	36	46
Hillsboro School District	9	2	10
Hood River County School District	6	2	7
Jesuit High School Library	5	11	10
Klamath County School District	1	10	1
Lake County Schools	0	4	0
Lake Oswego School District	4	60	2
Lebanon School District	0	3	0
Lincoln County School District	2	13	0
Marist High School	0	2	0
McMinnville School District	4	25	3
Medford School District	0	4	0
Molalla River Academy	0	8	0
New Hope Christian School	0	3	5
North Bend Oregon School District	12	0	6
North Clackamas School District	1	4	0
North Marion School District	0	1	2
North Wasco County School District	0	0	2
Oakland School District	1	3	21
Oregon City School District	1	0	2
Parkrose School District	0	0	2
Pendleton School District	1	4	0

School Libraries (cont.)	2015-16	2014-15	2013-14
Phoenix - Talent Schools	1	7	3
Pilot Rock School District	0	2	5
Portland Jewish Academy	2	0	4
Portland Public Schools	208	255	93
Redmond School District	3	3	15
Riverdale School District	3	2	0
Roseburg School District	0	2	7
Saint Helens High	0	7	0
Salem-Keizer Public Schools	108	166	38
Santiam Christian School	0	1	0
Sherman County School District	0	3	2
Sherwood School District	5	4	7
Siuslaw School District	3	9	2
South Lane School District	3	6	0
Springfield School District	2	9	2
Sutherlin School District	0	0	10
Three Rivers School District	0	10	16
Tigard-Tualatin School District	0	27	22
Umatilla School District	0	0	2
Vale School District	0	0	0
Valley Catholic School	0	1	2
West Linn-Wilsonville School District	22	111	108
Westside Christian High School	0	2	0
Woodburn School District	3	24	4

Note: Most school library patrons identify their local public library as their home library.

Special And Tribal Libraries	2015-16	2014-15	2013-14
CRITFC StreamNet	2	4	10
Grand Ronde Tribal Library	0	0	2
Oregon County Law Libraries	8	8	16
Oregon Encyclopedia	2	1	5
Oregon State Library	217	264	239
State of Oregon Law Library	4	1	0

Unserved Areas	2015-16	2014-15	2013-14
Unserved Clatsop County	0	0	0
Unserved Columbia County	0	0	2
Unserved Curry County	0	0	0
Unserved Josephine County	2	4	1
Unserved Lane County	0	0	1
Unserved Linn County	0	0	0
Unserved Morrow County	0	0	0