

# Increasing your Usage with Best Practices for link Placement

Annual Meeting

December 3, 2010

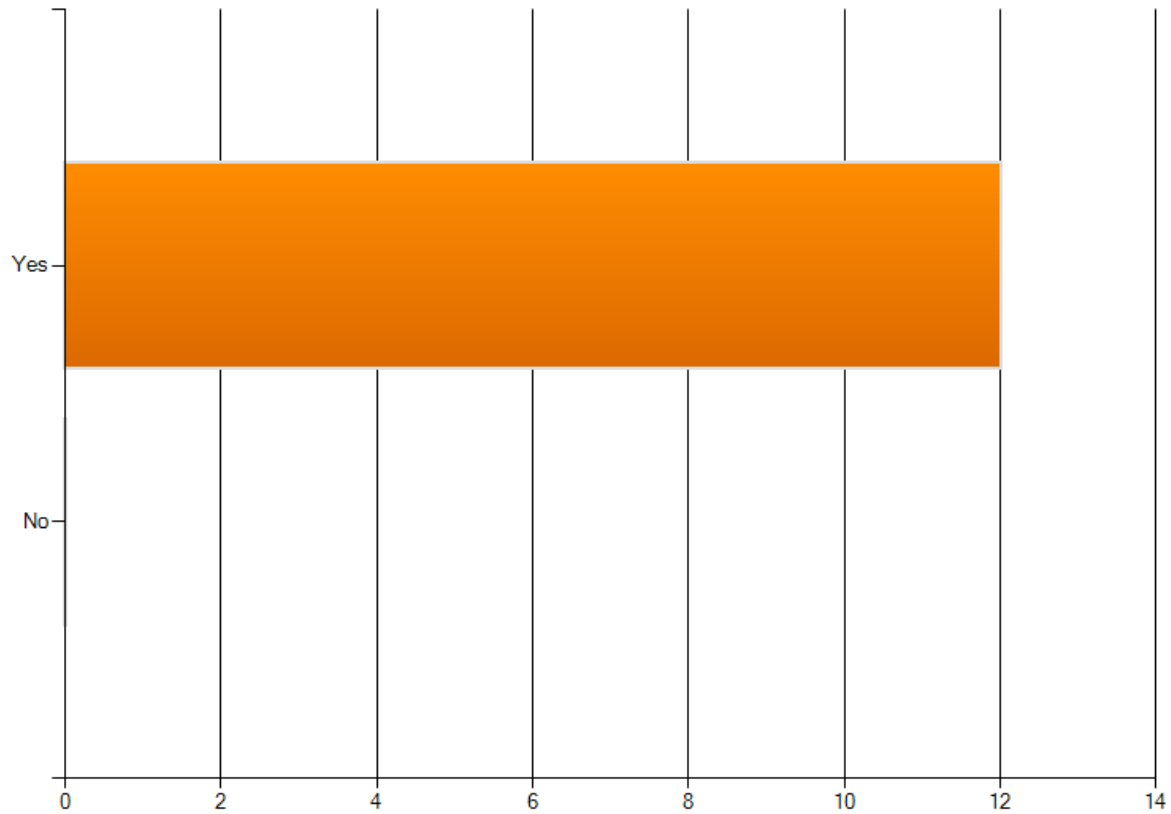
Washtenaw Community College

# Discussion

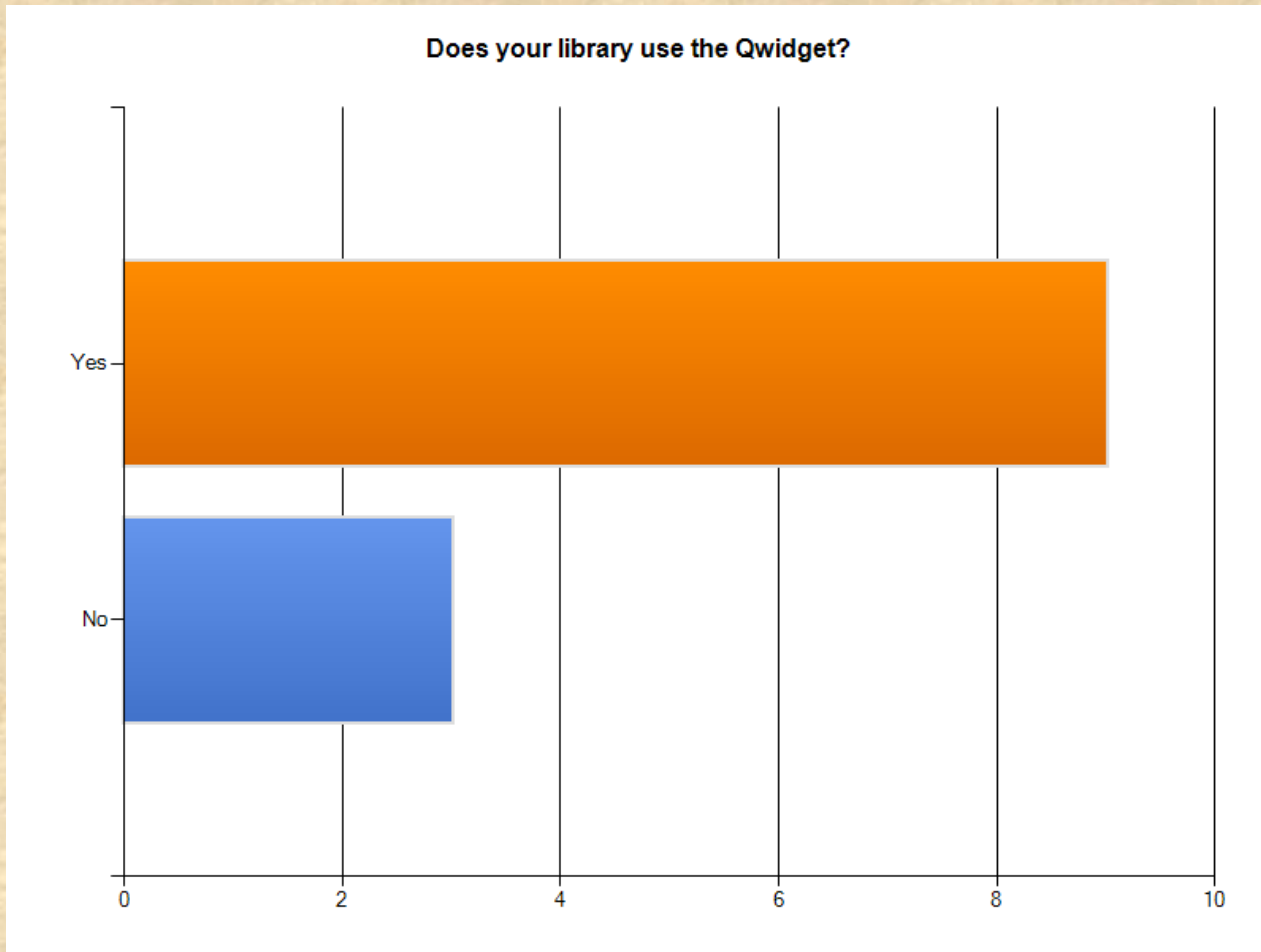
- Review Survey Monkey Results
- Review QuestionPoint “Best Practices for Link Placement” document
- Review QuestionPoint “Qwidget Tips” handout
- “Qwidget Tips” – handout
- “Adding Virtual Reference Links to Your Library Resources” – handout

# Question 2

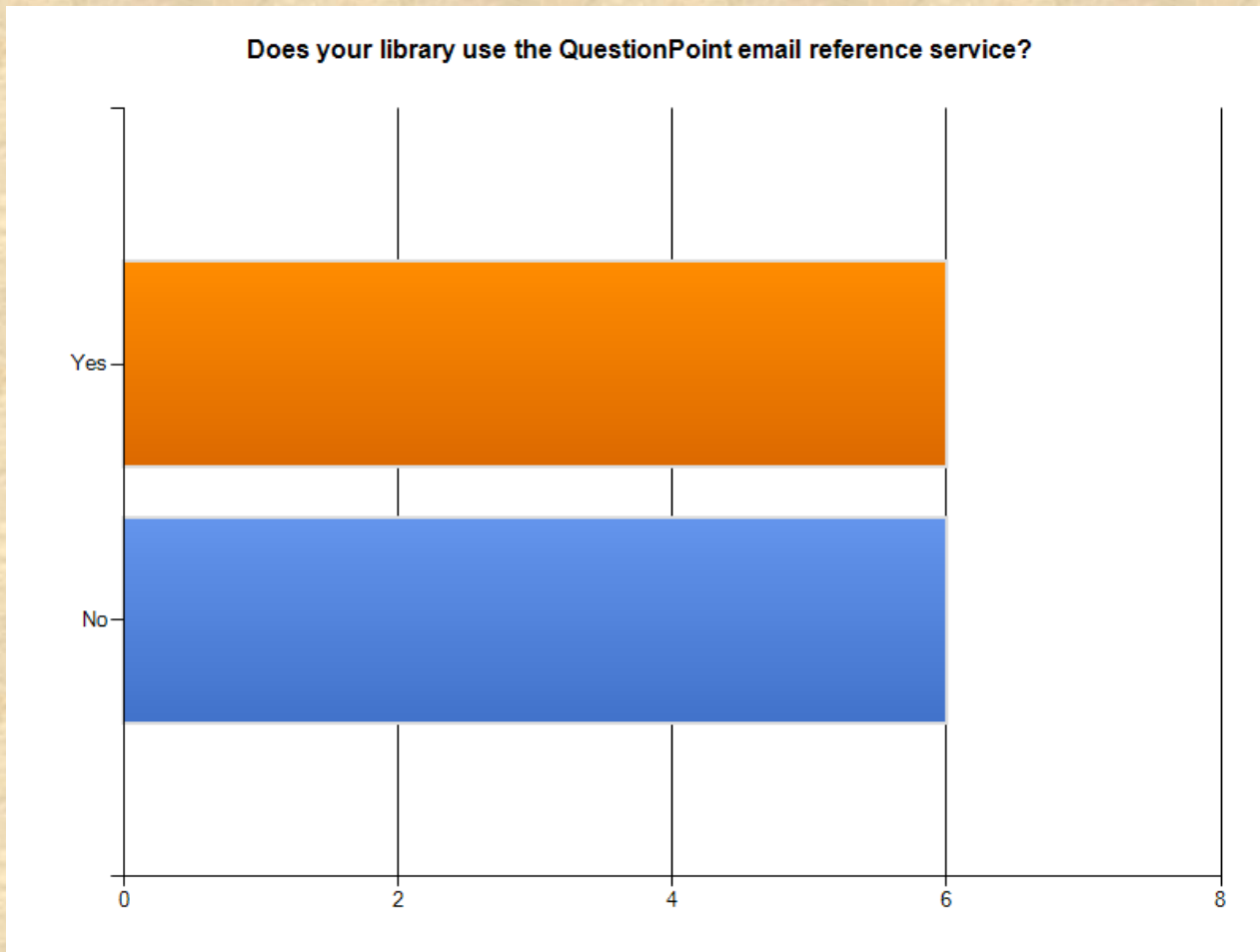
Does your library provide a link to Research Help Now? [live chat version with cobrowse]



# Question 3

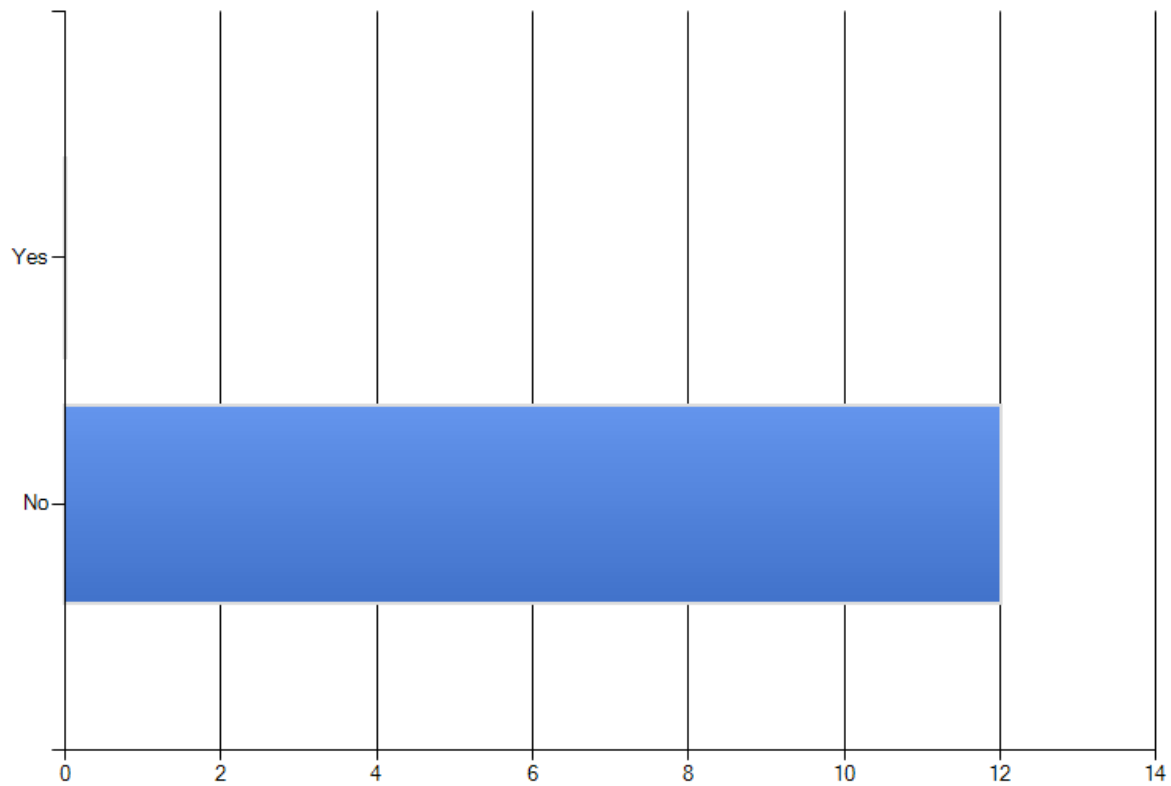


# Question 4

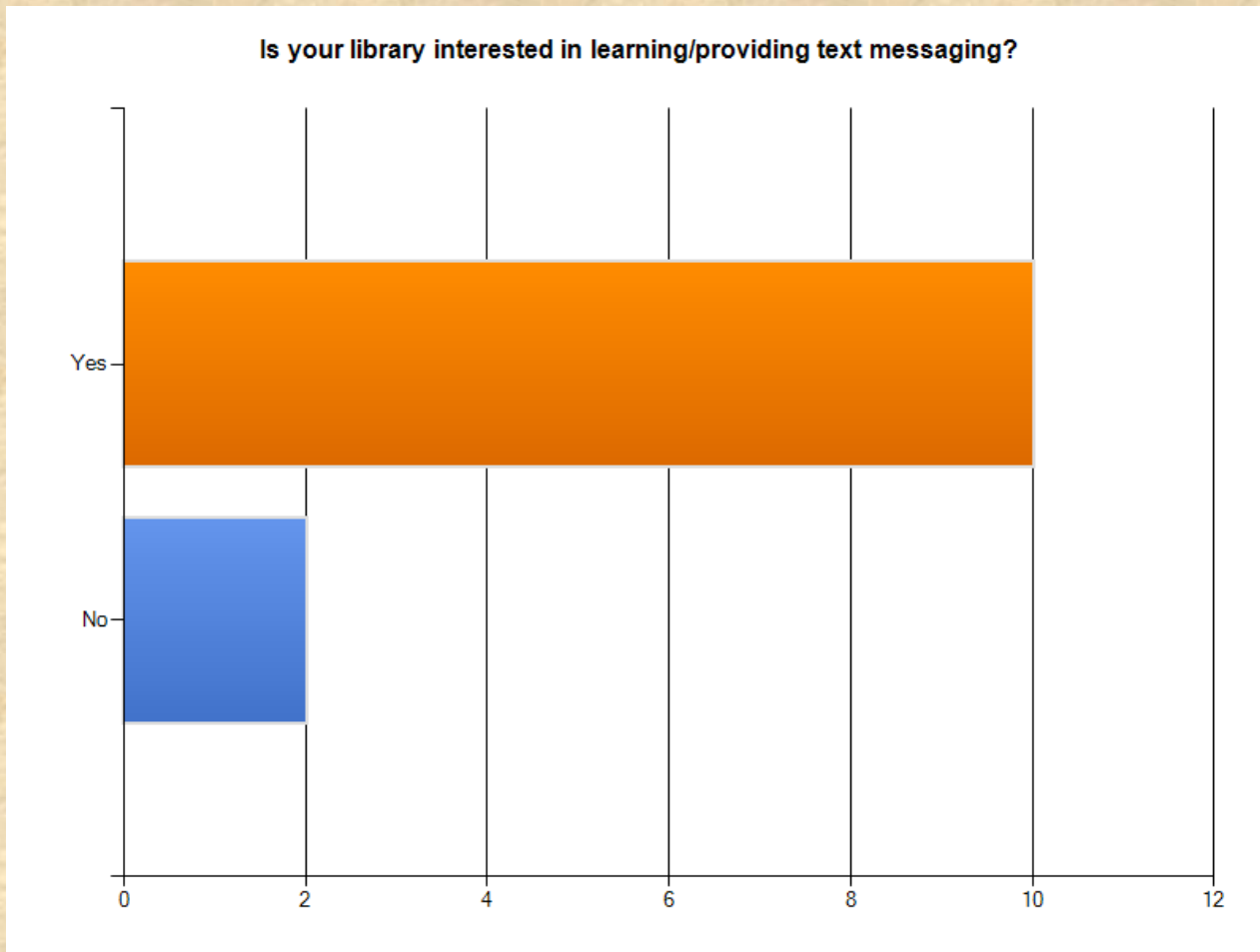


# Question 5

Does your library use the Mosio's Text a Librarian product with QuestionPoint for text messaging?

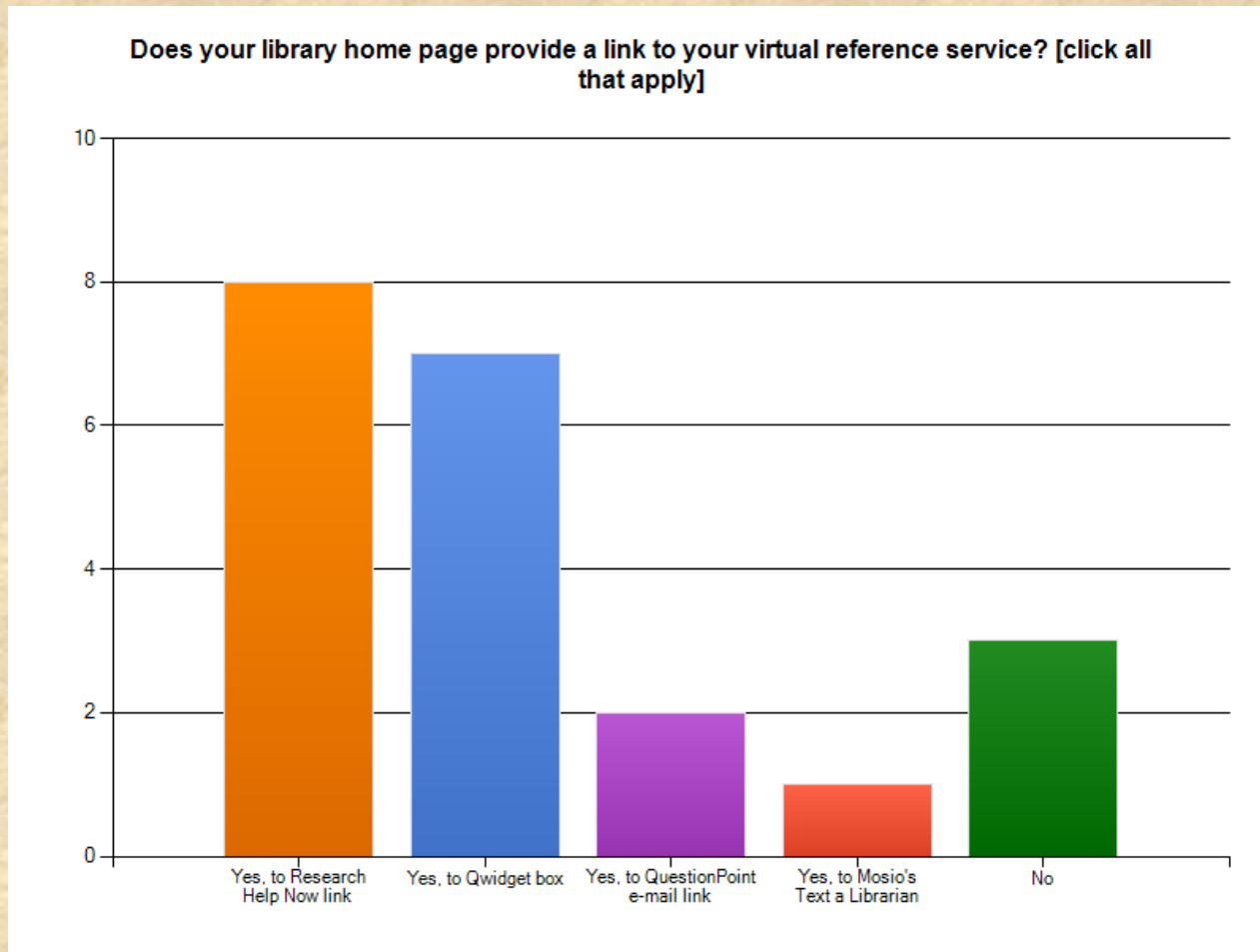


# Question 6





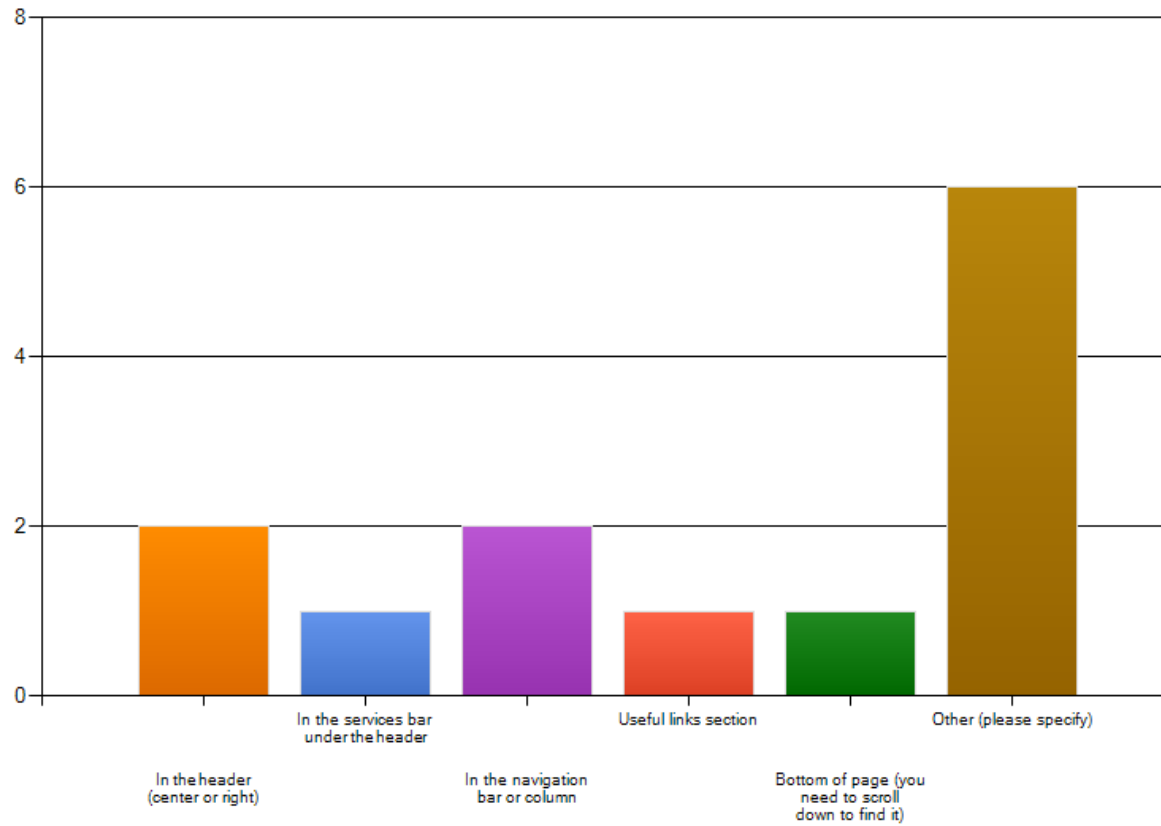
# Question 7



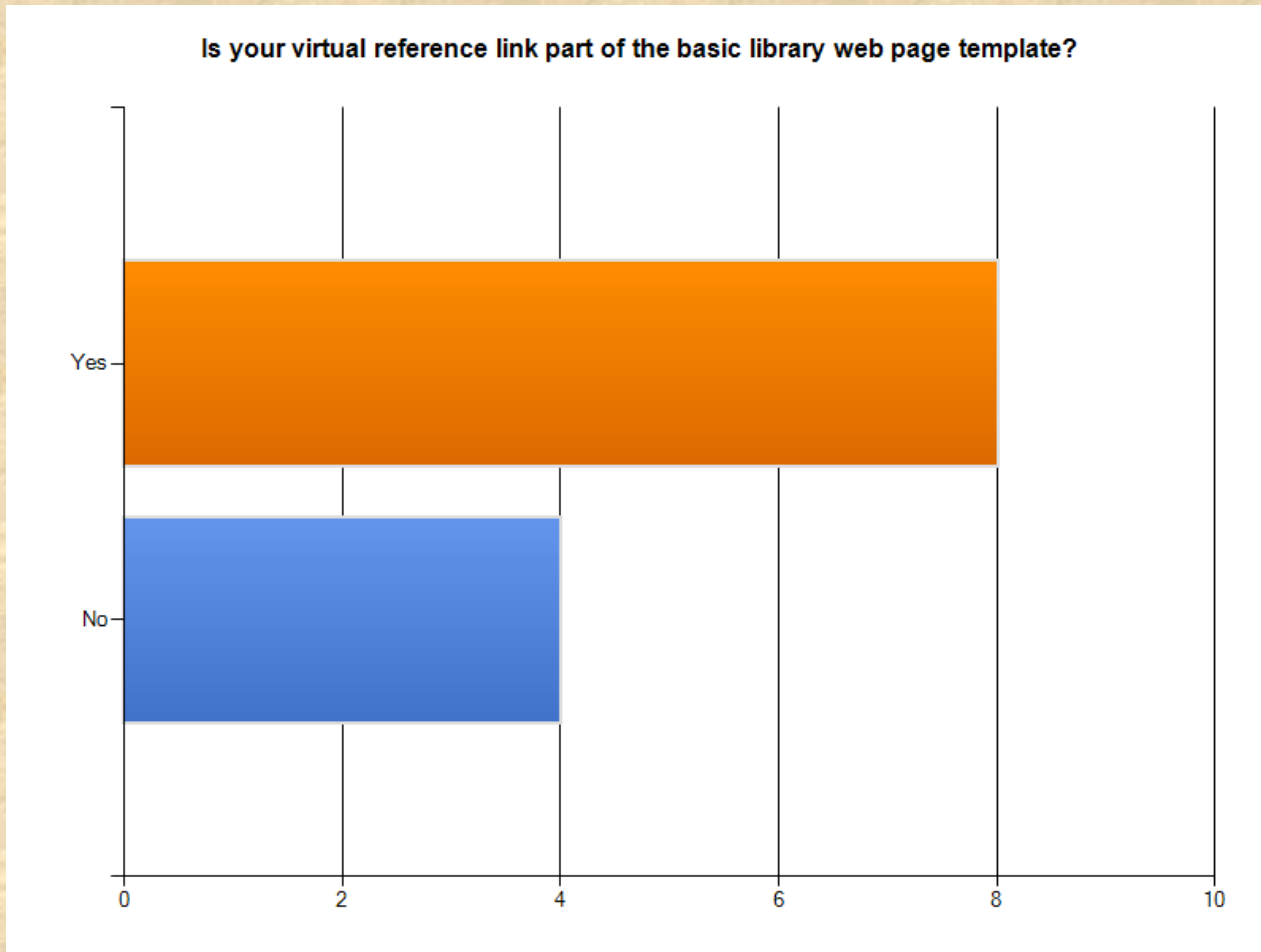


# Question 8

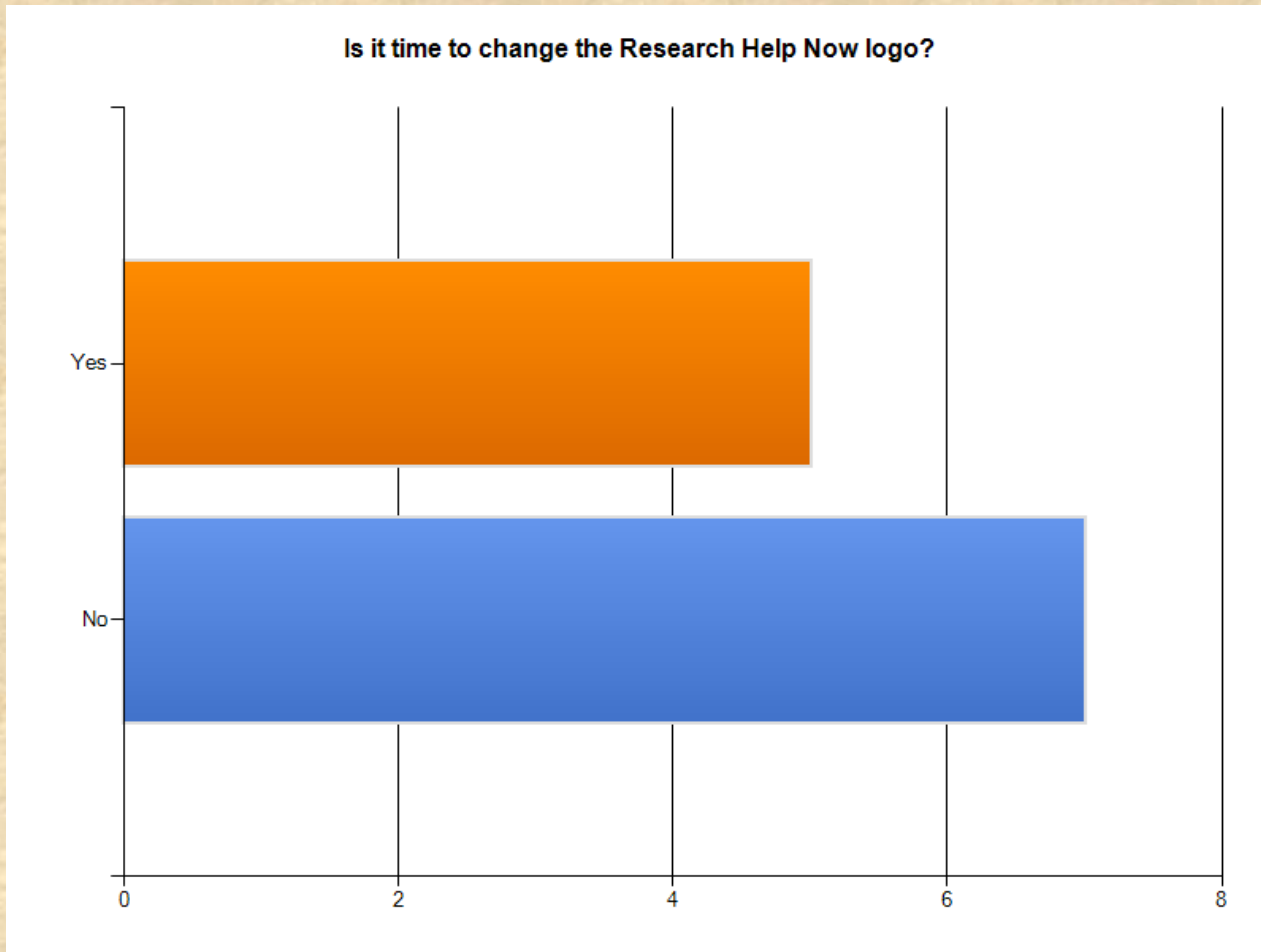
If you have a link to virtual reference in the home page, where did you place it?



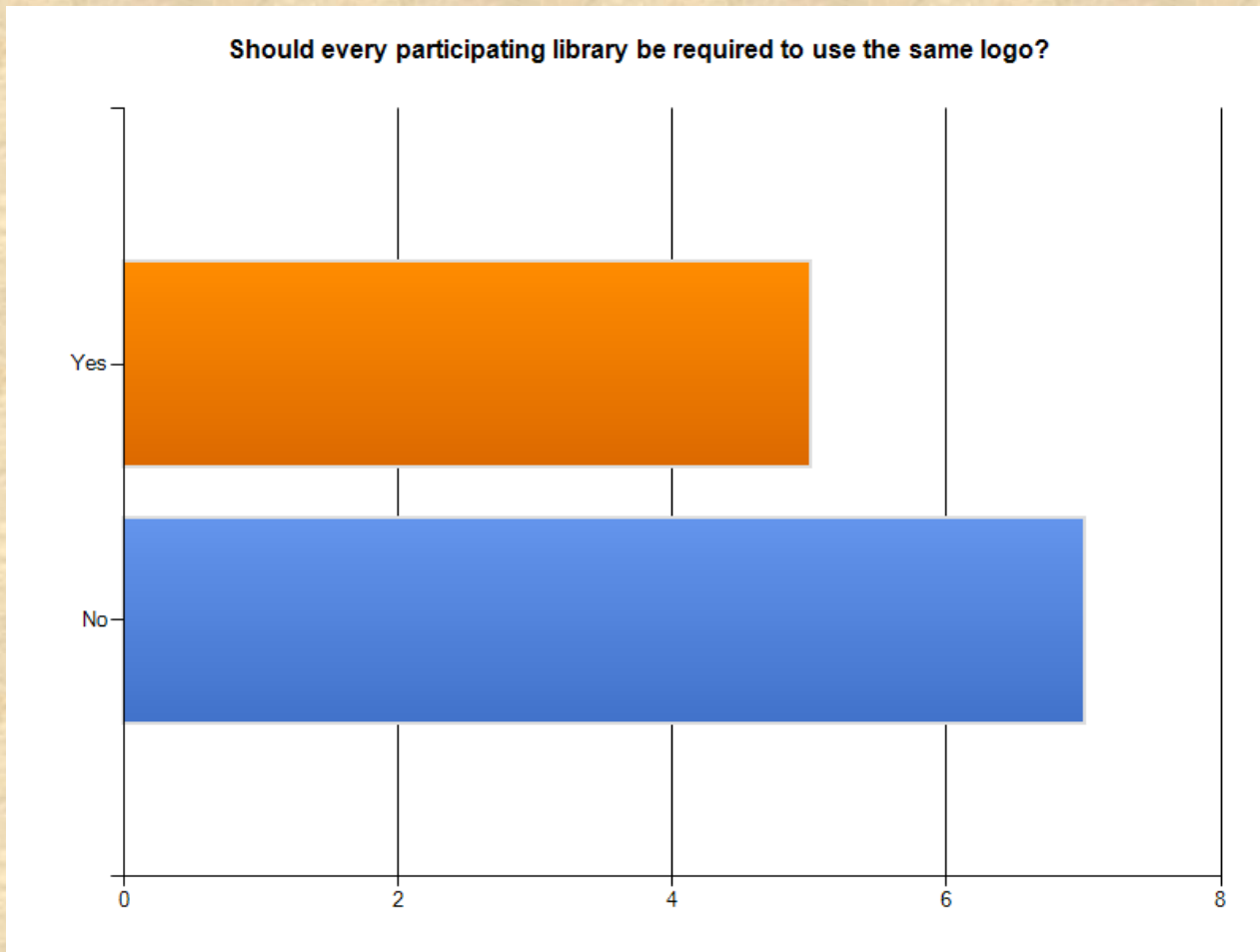
# Question 9



# Question 10

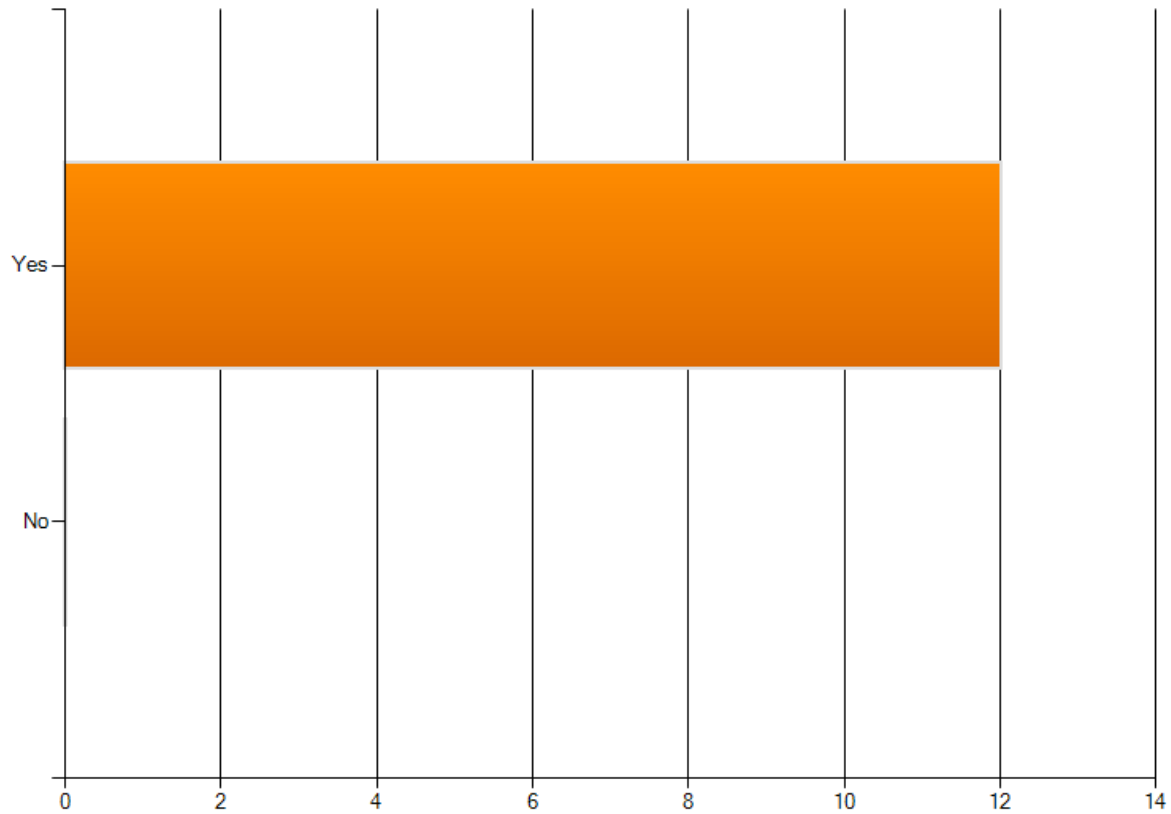


# Question 11

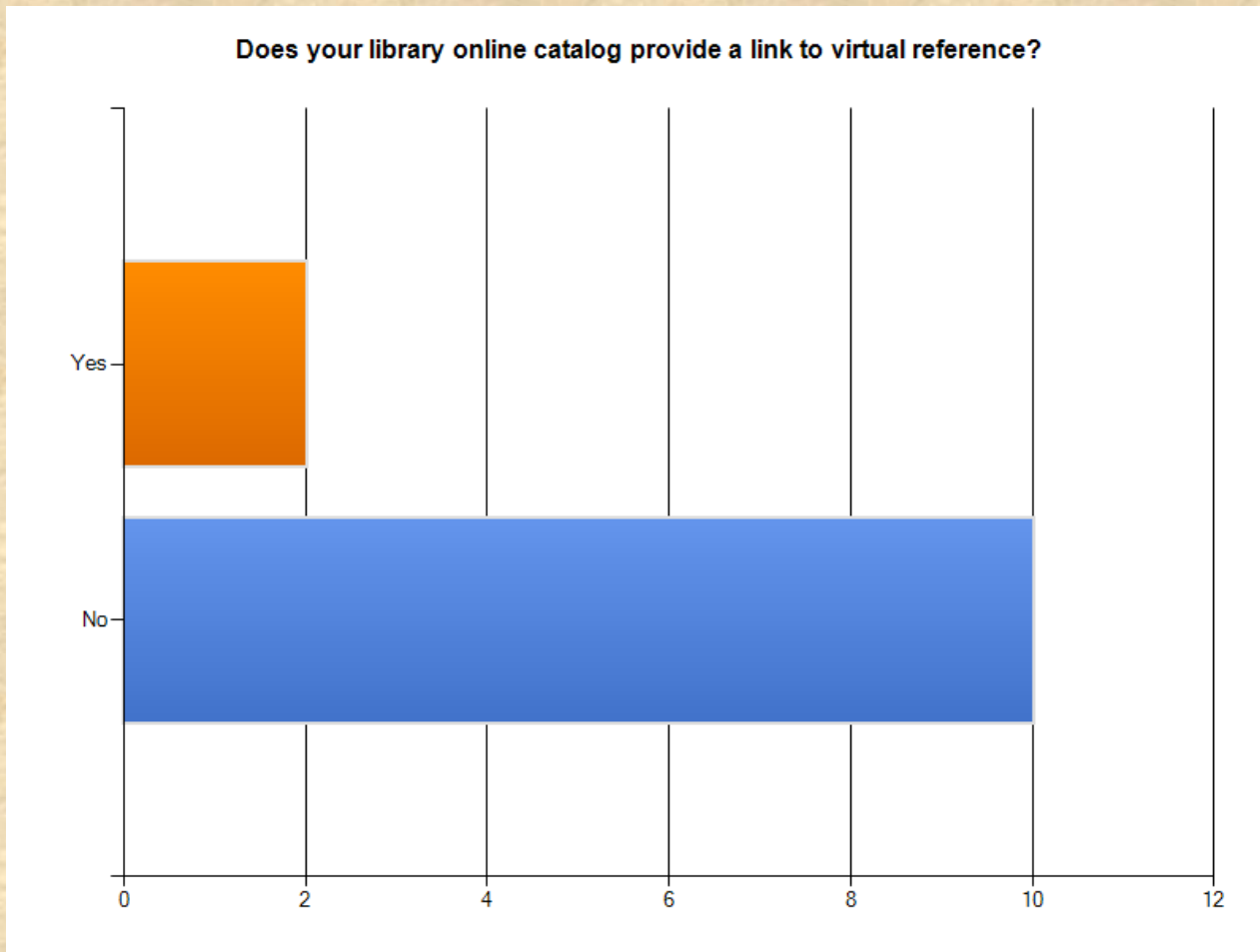


# Question 12

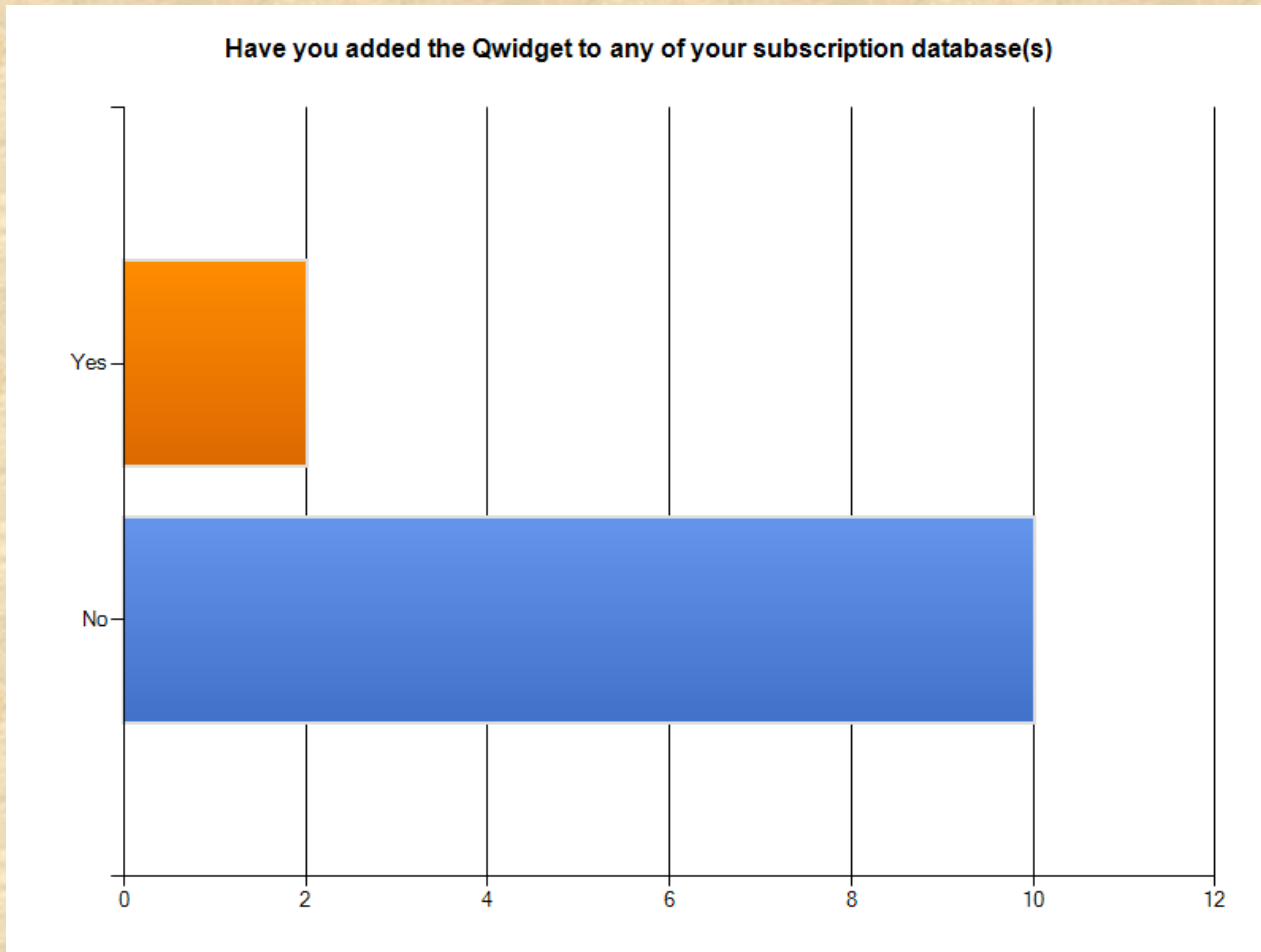
Does your library subpage(s) provide a link to virtual reference?



# Question 13



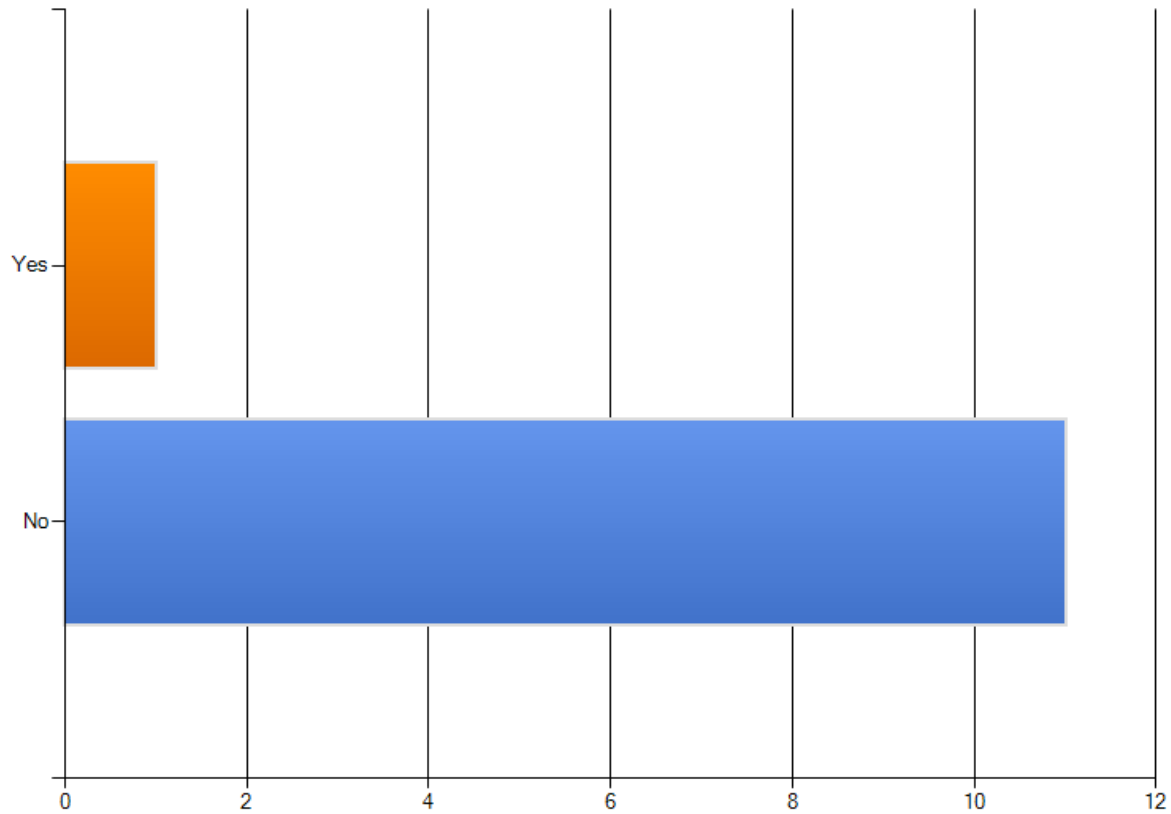
# Question 14





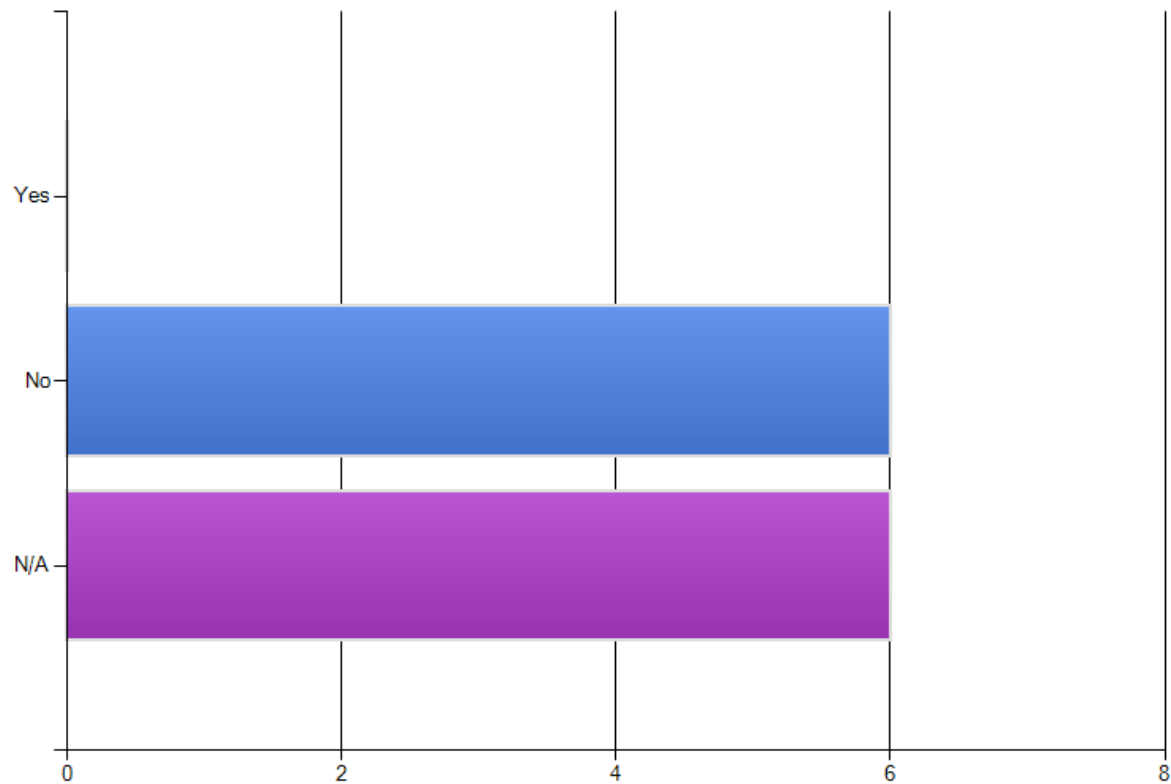
# Question 15

Have you added a link to Research Help Now to any of subscription database(s)?



# Question 16

If you have QuestionPoint Email, have you added a link to any of your subscription database(s)?



# Question 17

17. How many links do you have to the ResearchHelpNow QP service on your library home [Download](#) page and subpages in total?

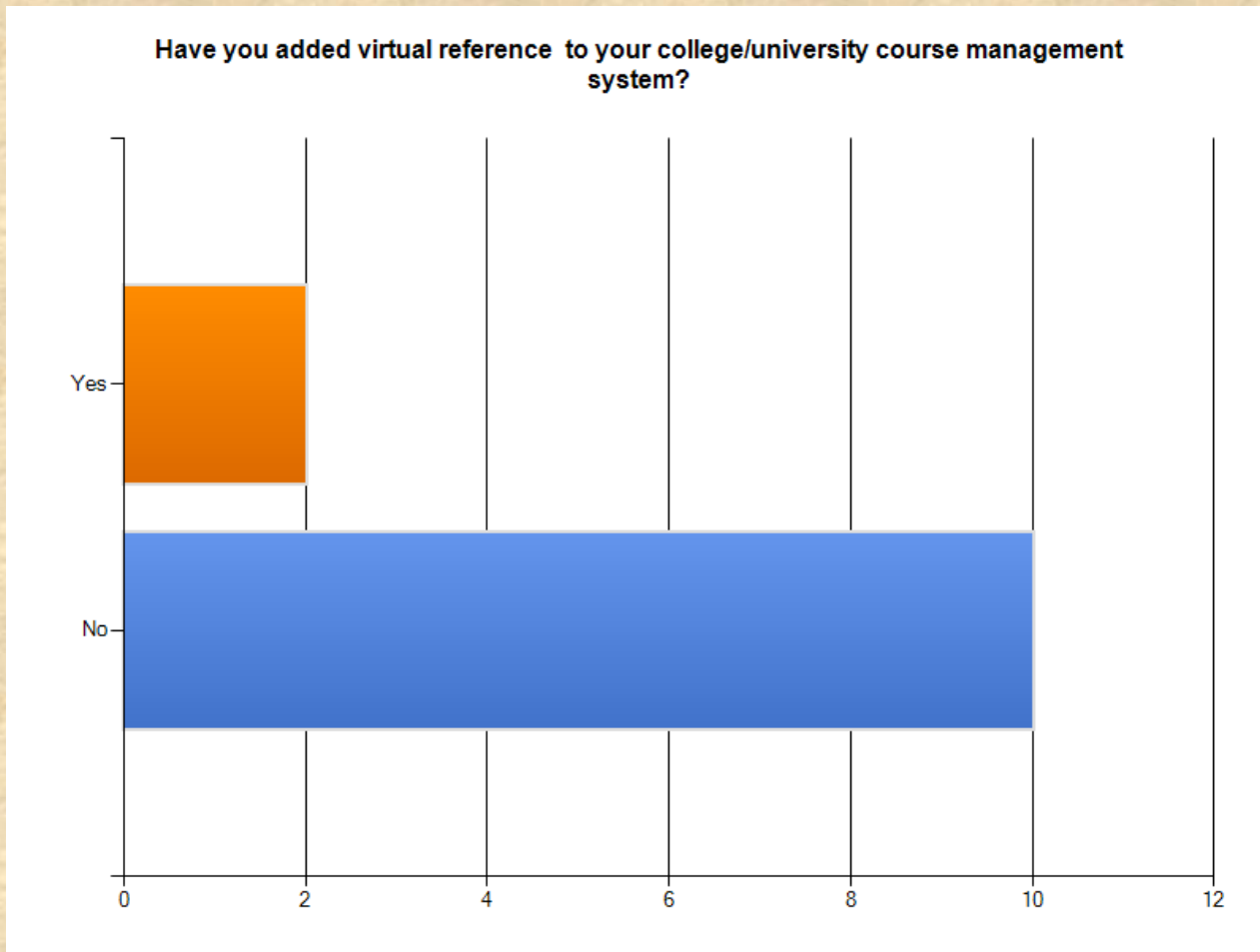
Response  
Count

 Hide replies

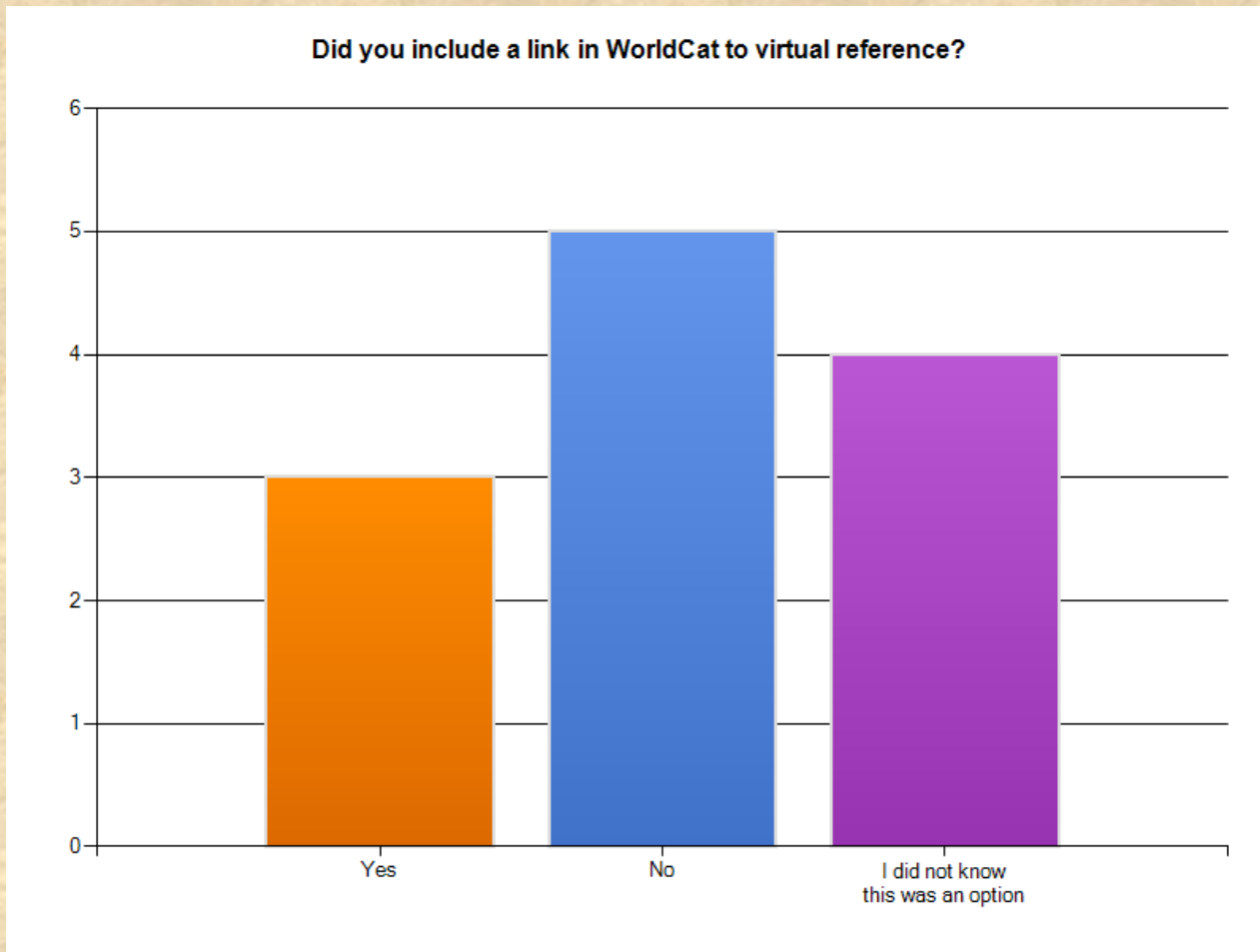
12

1. 1
2. 2
3. 6
4. 3
5. 6
6. 6
7. 5
8. 100+ on all subject guides and part of the major of our pages in the form of a navigation link to Ask a Librarian page which has VR, chat, qwidget, phone listings
9. At least one link on each page and we have MANY pages...100+
10. 40
11. 20 including LibGuides
12. Every page links to our Ask a Librarian page, which includes RHN links.

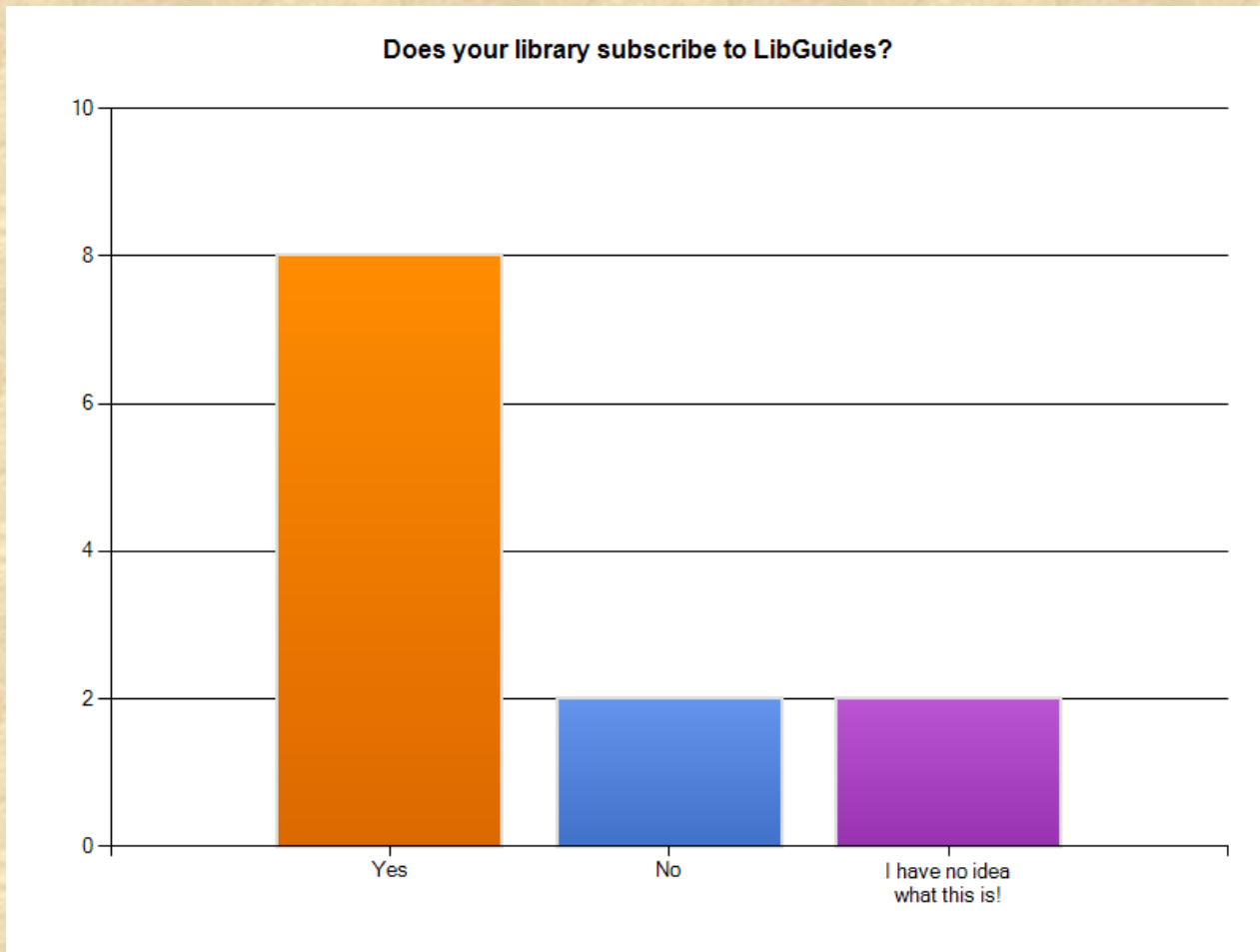
# Question 18



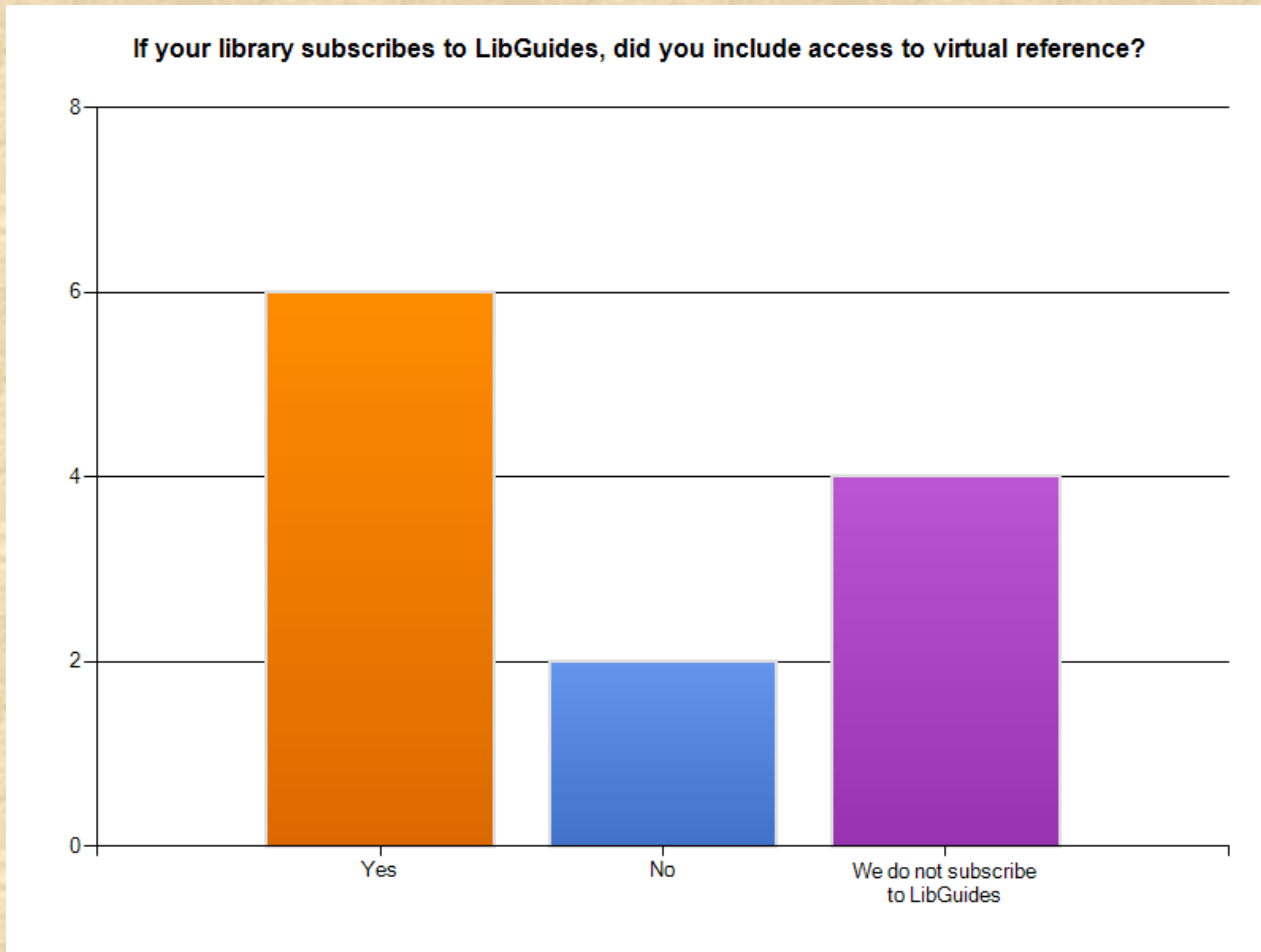
# Question 19



# Question 20



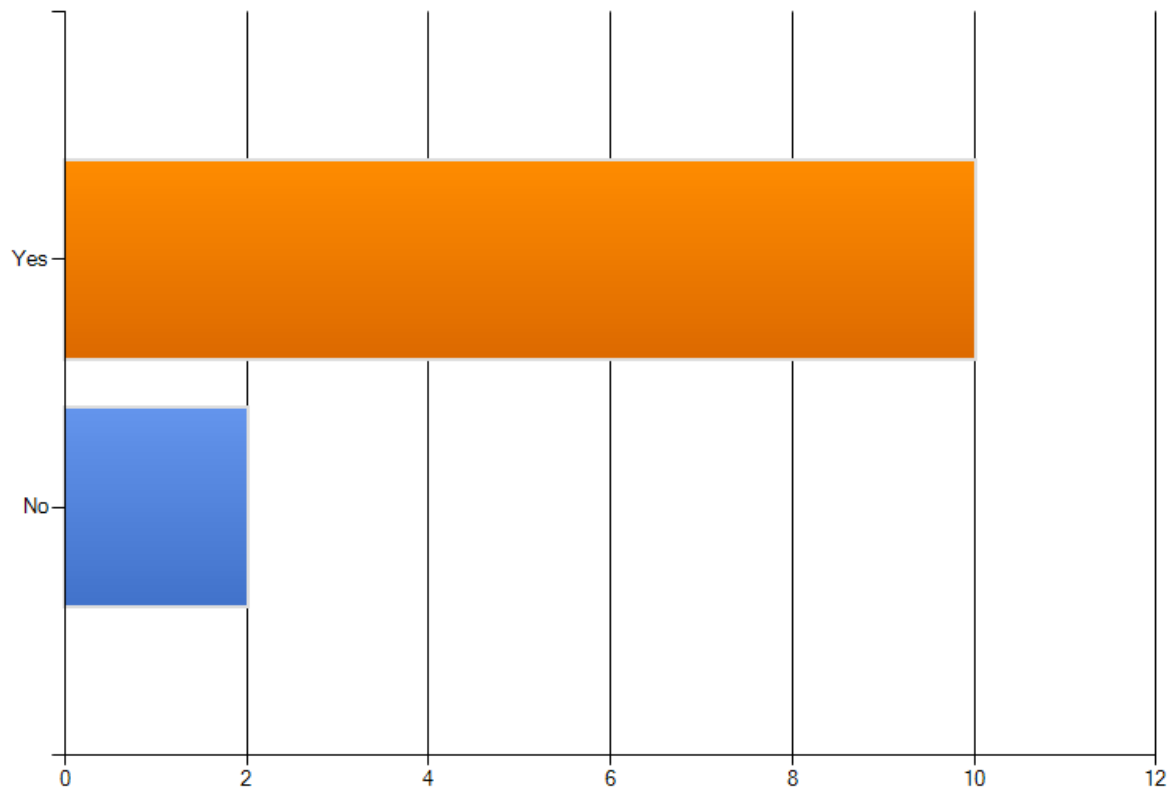
# Question 21



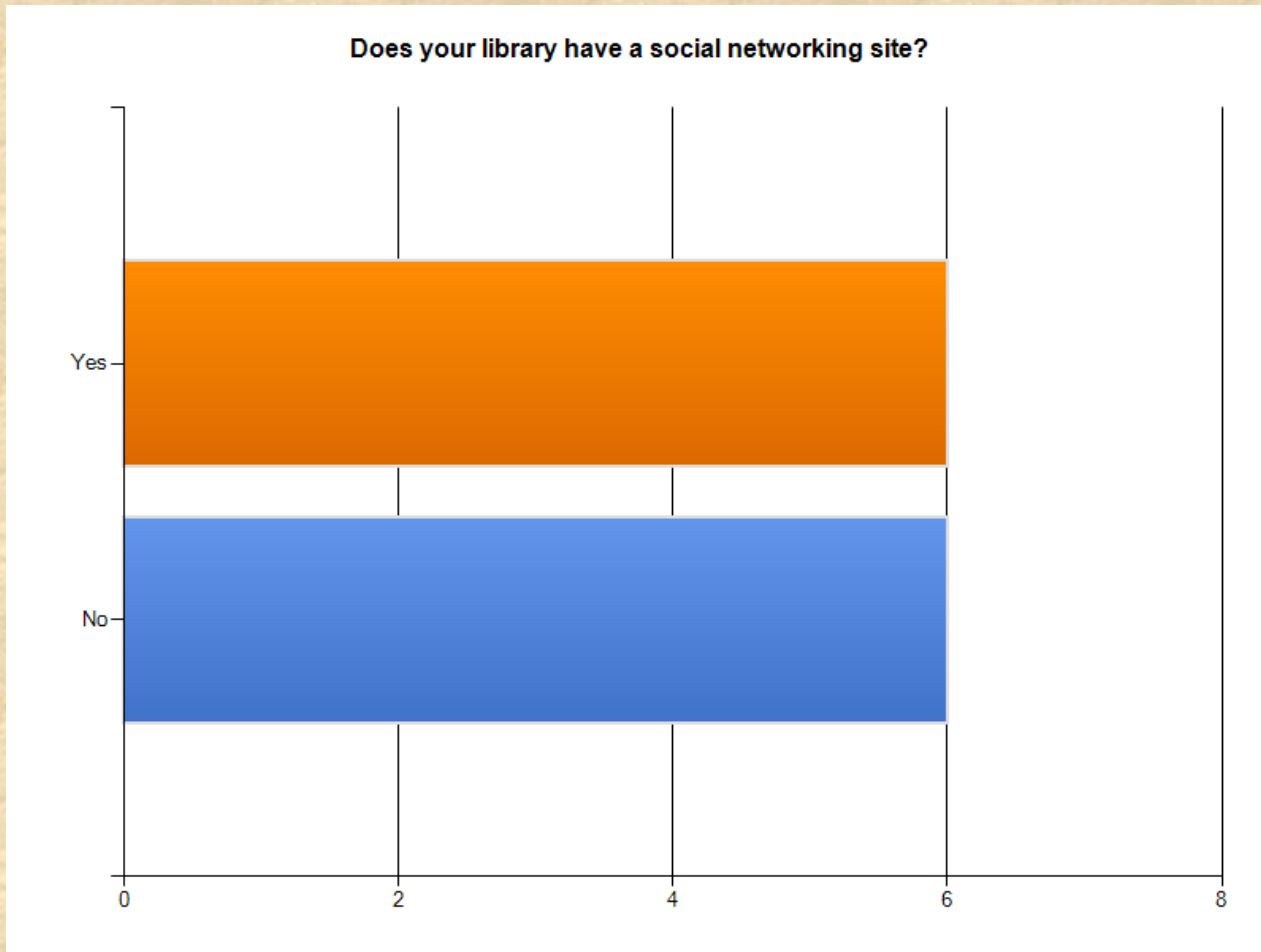


# Question 22

If you offer multiple ways for users to ask questions (i.e. RHN link, Qwidget, email, texting) do you also consolidate all options in one place? [Do you have a ask an librarian web page]

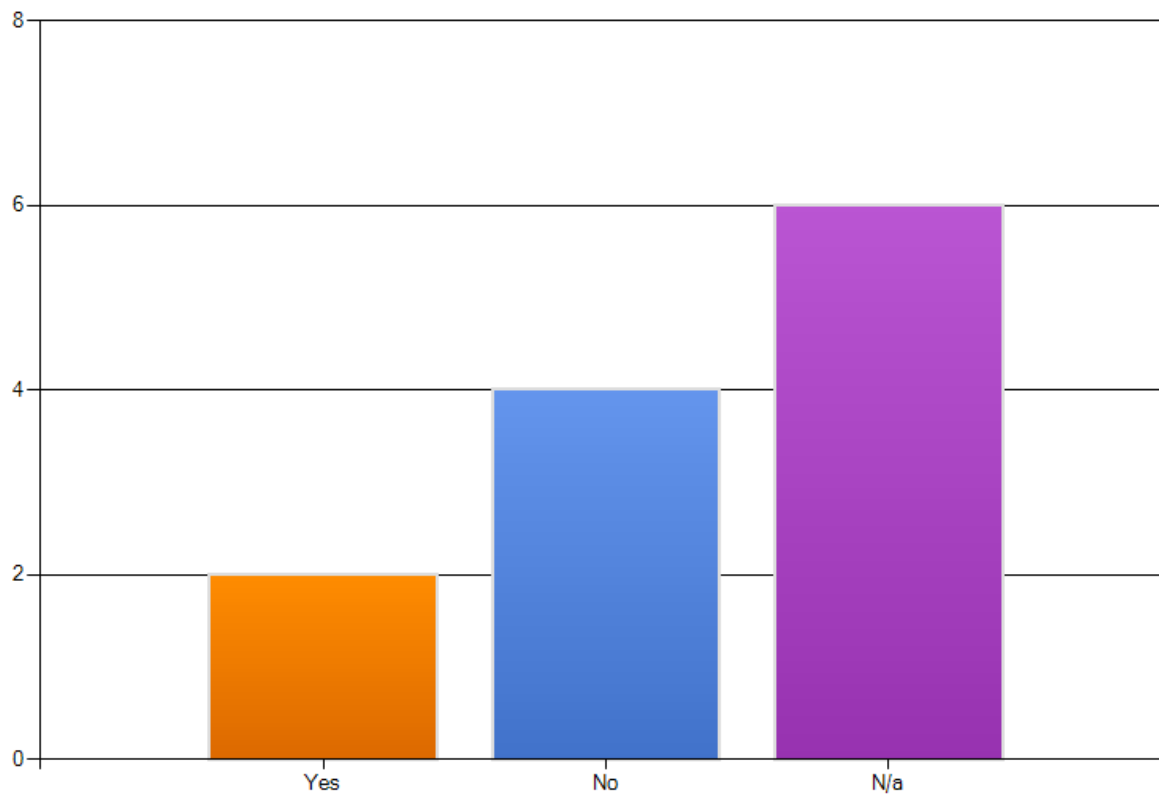


# Question 23



# Question 24

If you have a social networking site [Facebook, MySpace, Twitter...], do you include a link to virtual reference?



# Question 25

25. Aside from participating in Research Help Now, does your library offer any other virtual reference service? [texting, your own email ask a librarian, IM with AOL...]

 [Download](#)

Response  
Count

 [Hide replies](#)

12

1. No
2. existing email reference dept
3. no
4. no
5. Texting and our own email
6. email ask a librarian
7. We will offer an in-house reference chat service.
8. not at this time
9. Some librarians use an IM widget on their staff web pages or Libguides.
10. email form
11. IM with AOL
12. No

# Question 26

26. What is your FTE?

[Download](#)

Response  
Count


[Hide replies](#)

12

1. 2600
2. Students: 7000
3. N/A
4. 3371
5. 3200
6. 7900
7. 14,750
8. 29,800
9. 46000
10. 3451
11. approx 19000
12. 18,000

# Question 27

27. Additional comments:

 [Download](#)

Response  
Count

 [Hide replies](#)

2

1. We need additional staff to keep up with this. ;-(
2. Yipes! I guess I haven't thought about adding the qwidget in all these locations! We might work on this before the annual meeting.

# What Does This All Mean?

	<b>FTE</b>
	<b>Total Chat Sessions</b>
	<b>Total Links</b>





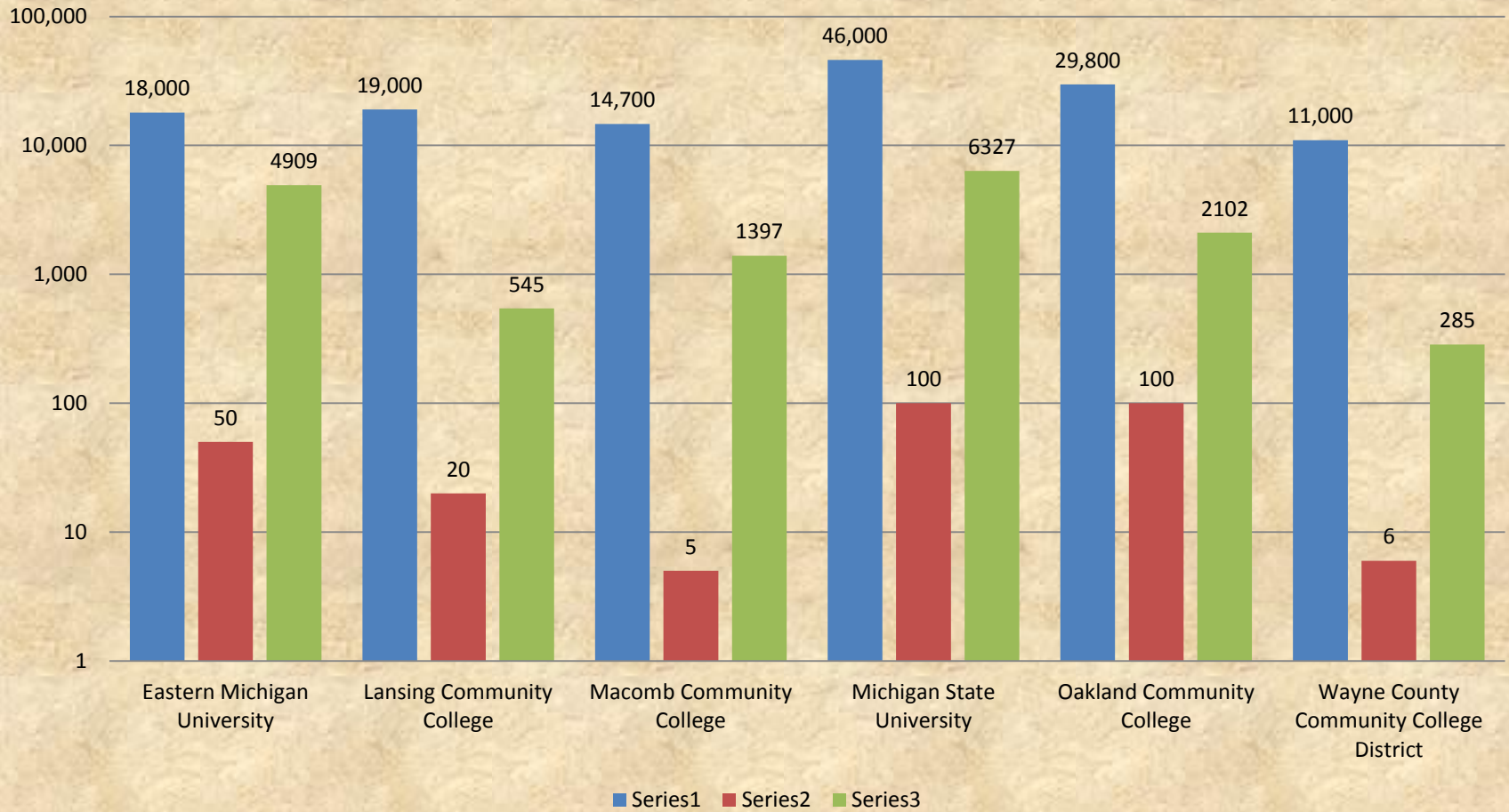
# Statistics from RHN Website

<https://core.wccnet.edu/>

- Not the best statistics to compare to the number of chat sessions
- Could only provide from July 2010 to present

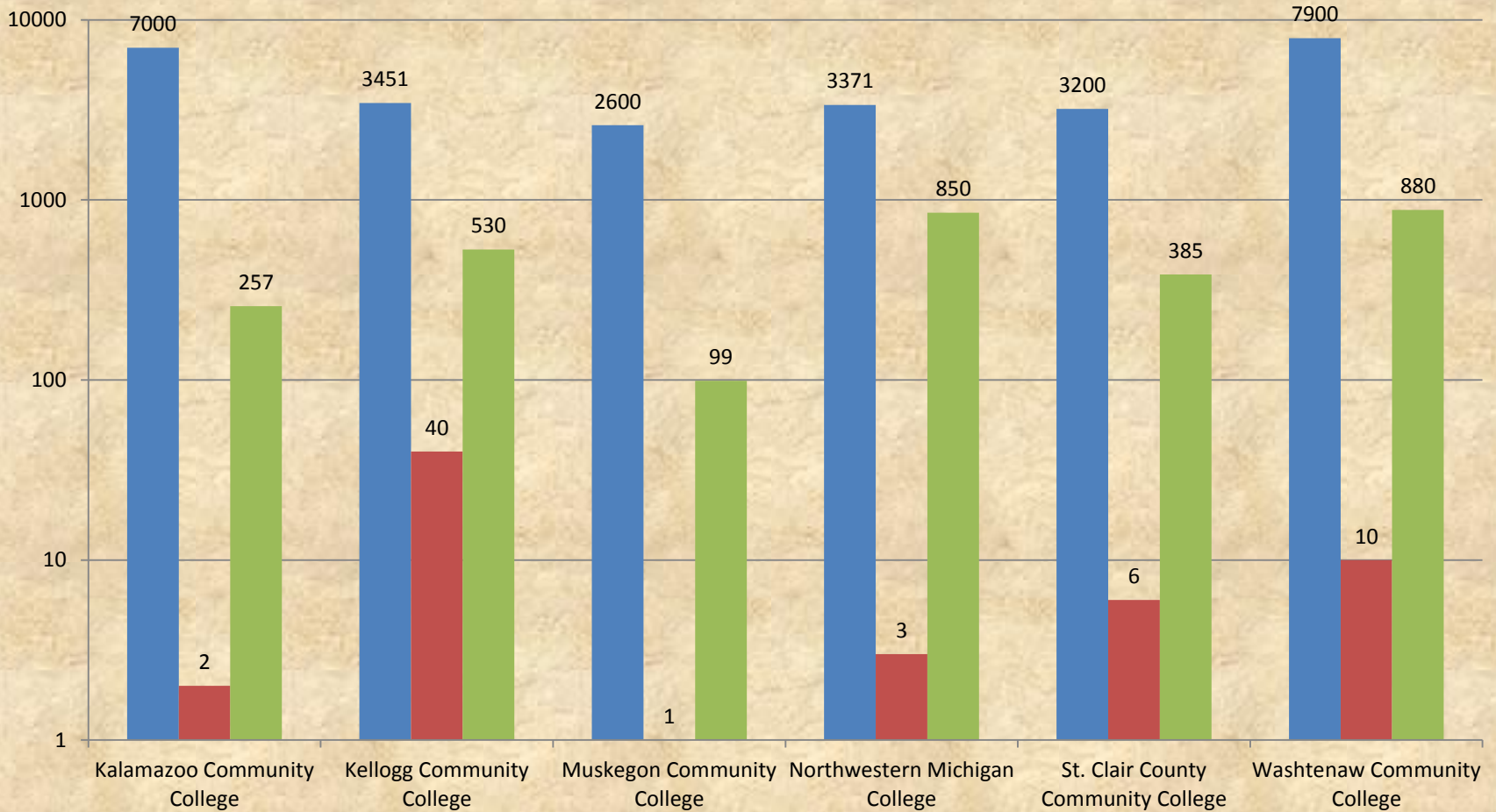
# FTE Above 10,000

	<b>FTE</b>
	<b>Total Chat Sessions</b>
	<b>Total Links</b>



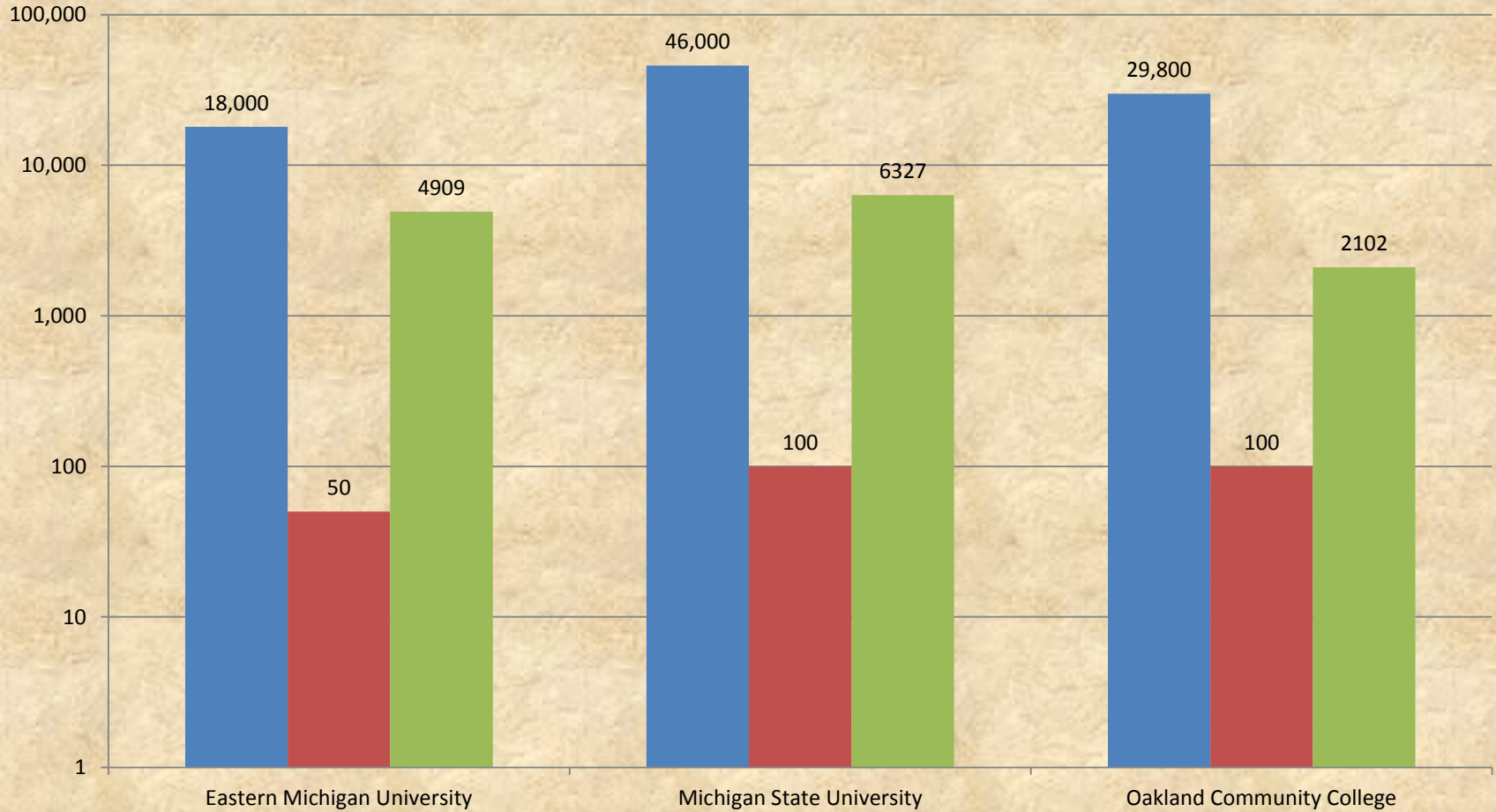
# FTE Below 10,000

	<b>FTE</b>
	<b>Total Chat Sessions</b>
	<b>Total Links</b>



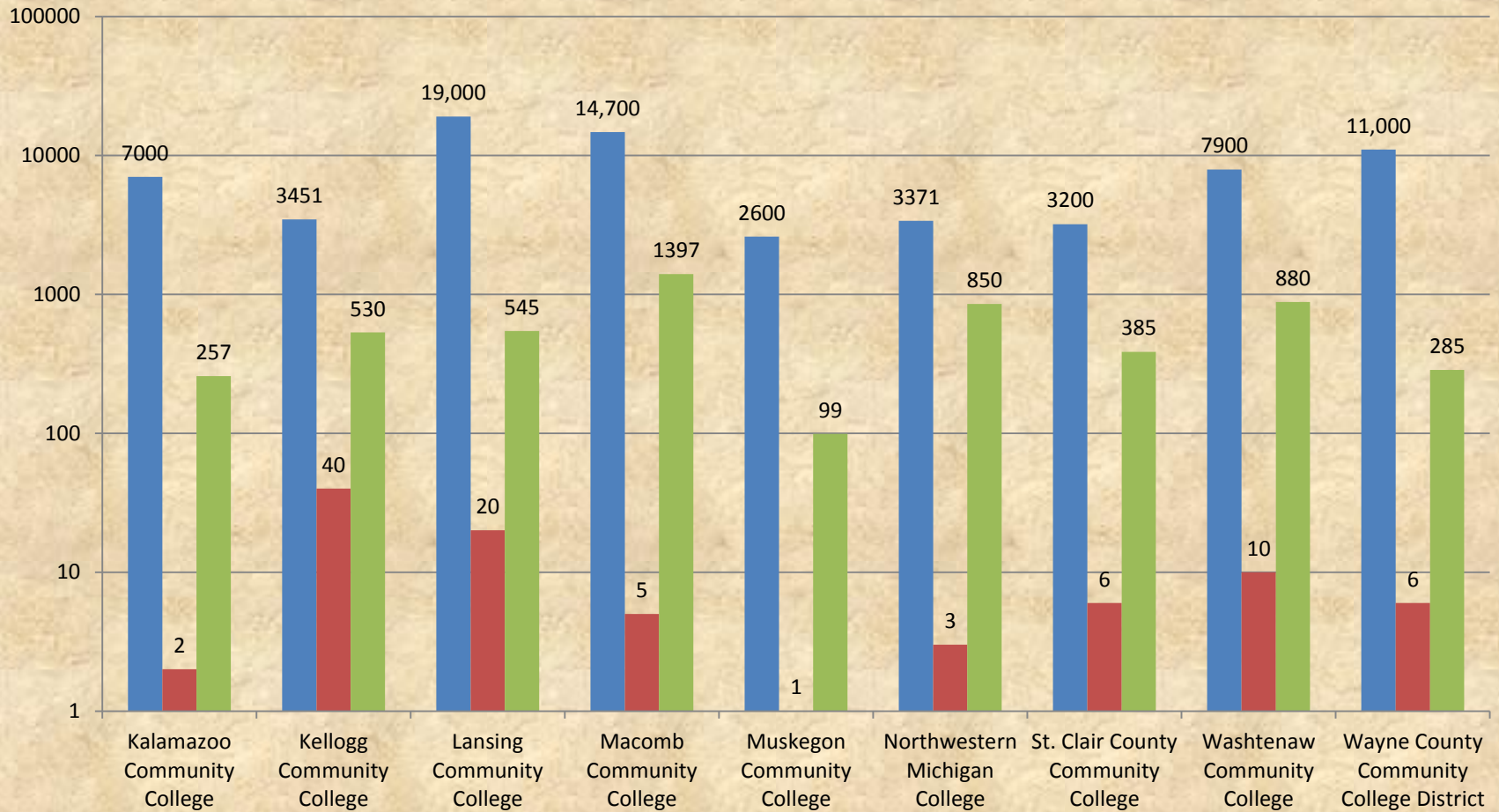
# Links Above 50

	<b>FTE</b>
	<b>Total Chat Sessions</b>
	<b>Total Links</b>



# Links Below 50

	<b>FTE</b>
	<b>Total Chat Sessions</b>
	<b>Total Links</b>





# What's the Conclusion?

- Think about increasing usage for next 12 months  
–set your own monthly goal
- “Best Practices for Link Placement” – handout  
[http://www.questionpoint.org/support/promote/promote\\_qp.html#website](http://www.questionpoint.org/support/promote/promote_qp.html#website)
- “Qwidget Tips” – handout  
<http://wiki.questionpoint.org/w/page/13839489/Qwidget-Tips#UsingtheQwidg>
- “Adding Virtual Reference Links to Your Library Resources” – handout
- Next Step is to review transcripts to determine where are our patrons’ point of access