

THE ICONN TIMES

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LYL EARNS MORE THAN \$7,500

Over \$30,000 worth of purchases were made with Love Your Library (LYL) vouchers in the first-ever Connecticut statewide library fundraiser with Barnes & Noble on Friday, December 2nd and Saturday, December 3rd. Librarians, book sellers, authors, publishers, and patrons pulled together, bringing not only funds, but much-needed publicity to Connecticut's libraries, library organizations, and the iCONN program.

Total purchases equalled \$30,032.75 – a figure that is particularly impressive for a first-year event in a state with only twelve Barnes & Noble stores. Love Your Library will receive a twenty-five percent donation of those sales. This means that over \$7,500 will go to the Connecticut Library Consortium. The net proceeds will be contributed by CLC to iCONN.



ICONN EXPANDS!

History Comes To Life: *Hartford Courant-Historical Collection*

It was April 10, 1865 and the Hartford Daily Courant headline read "Glorious News! Surrender of Lee and His Whole Army!" The page 3 headline was accompanied by the telegraph from the War Department announcing the end of the Civil War.

This is but one of the fascinating moments in time captured by the Hartford Courant-Historical Collection, now available online to all Connecticut residents through iCONN! The collection spans over 150 years of news, from the pre-Revolutionary War inception of the paper in 1764 to December 31, 1922.

The Hartford Courant-Historical Collection is a searchable digital archive of more than 280,000 pages of the paper that is "older than the nation". Due to copyright constraints, there is currently a gap between the Hartford Courant-Historical Collection's coverage and the present-day Hartford Courant coverage available through iCONN (which picks up in 1992).

The Hartford Courant-Historical project was made possible by the financial commitment of the State Library, as well as academic, public and school libraries across the state. Funding provided by private foundations was also crucial to the success of the project. The vendor doing the digitization and providing access to the archive is ProQuest, the vendor that also provides iCONN's HeritageQuest genealogical and Newsstand databases.

"This is truly an exciting and major addition to the suite of iCONN resources and I am grateful to all those who have pledged their support," said Kendall Wiggin, State Librarian.

New Health Resources

iCONN has expanded to include several new health resources that were evaluated for their usefulness by librarian focus groups. Two of the resources (PubMed and MedlinePlus) can be searched by federated searching.

For Academic Libraries:

PubMed: Includes citations and links to full text articles from MEDLINE and other life science journals back to the 1950s.

For Public Libraries:

MedlinePlus: Includes information from the National Library of Medicine (NLM), the National Institutes of Health (NIH), and other health-related agencies and organizations.

2-1-1 Community Resources Directory:

Contains listings for health and human service providers, 13,000 sites, and more than 39,000 service-sites, mostly Connecticut-based; maintained by Infoline.

Connecticut Consumer Health

Information: Includes a research service for consumers with personal medical questions -- for Connecticut residents only; maintained by the UCONN Health Center Lyman Maynard Stowe Library .

Connecticut Physician Profiles: Includes a link to Regulatory Action Reports which document disciplinary actions taken against licensed individuals and organizations by the CT Dept. of Public Health.

If you have questions or comments about the health resources or Hartford Courant-Historical Collection, contact the Connecticut Digital Library offices at 860-344-2475 or via our web-based form at: <http://www.iconn.org/SendComments.aspx>.

STAFF UPDATES

Lorraine Huddy started working full-time as iCONN's Electronic Resources Coordinator on December 30, 2005. Lorri joins iCONN from the Trinity College Library where she held the position of Reference Librarian/ Electronic Resources Coordinator. Her experiences include positions in private and public school libraries and public libraries.

Lorri holds a MLS from Rutgers, State University of New Jersey and a B.S. in Retail Management and Economics from Russell Sage College, Troy, N.Y.

Jane Emerson will be retiring effective February 24. Until then, Jane will remain on board on a reduced hours schedule in order to help Lorri get up to speed on her duties.

Jane's contributions to the success of the iCONN program have been extraordinary. She worked tirelessly with vendors to make sure that Connecticut libraries got the best bang for their iCONN buck. We thank her for a job well done and wish her the best in retirement.

Gail Hurley will return to work full-time as the reQuest Statewide Library Catalog Coordinator on February 17.



BELOVED BY USERS... UNKNOWN BY MANY

A recent survey conducted by the University of Connecticut's Center for Survey and Research Analysis (CSRA) showed that people who use iCONN and reQuest are highly satisfied with these services. It also confirmed that the vast majority of Connecticut residents are not aware of them. Considerable room for growth was reflected in the high level of interest among survey-takers who were not previously aware of the service. "This study shows that iCONN is headed down the right road. The challenge now is to significantly increase awareness and use of iCONN throughout the state -- and to continue to strengthen its offerings -- so that Connecticut reaps the maximum benefit from its investment in the service," said William Sullivan, iCONN Administrator.

- Usage of iCONN: 5% among the general public, 7% among library users
- Usage of reQuest: 7% among the general public, 12% among library users
- For word-of-mouth to have substantial effect, usage rates *must* increase to 30% - 35%

Overall ratings of iCONN and reQuest systems showed a high rate of satisfaction among users – 93% satisfaction for reQuest and 86% for iCONN. 100% of iCONN users were satisfied with the information found on iCONN; 96% would recommend the service to others who need information. Another interesting finding was that 63% of non-iCONN users who did not already have a library card were more motivated to get a library card after they had listened to a description of iCONN.

Connecticut residents trust librarians more than the Internet – with 71% strongly agreeing that they provide accurate and reliable information and only 33% strongly agreeing that the Internet provides accurate and reliable information. iCONN is the type of service that Connecticut residents get behind – with 94% strongly agreeing that they are “concerned about equal access to information” among all communities. The report noted that “even if [they] never use it themselves, many state residents will support iCONN for social or public policy reasons”.

The most used iCONN resources are online newspapers and magazines. Survey-takers cited the top four uses of iCONN as: schoolwork/coursework for self, personal research projects, work/business; and schoolwork with child.

High interest levels in the service's offerings among survey-takers previously unaware of iCONN suggest that *iCONN has only captured the “tip of the iceberg” so far — more promotion should increase the number of users.*

When iCONN was described to survey-takers, 57% were at least “somewhat likely” to use iCONN in the future. Non-iCONN users said that they were most likely to use the following resources: newspapers (*The Hartford Courant, The New York Times, The Wall Street Journal*), health and wellness resource center, history resource center, and the business and company resource center. Survey-takers also indicated the greatest interest in specific magazine titles, such as *Consumer Reports*, and categories, such as health, travel, hobbies, and news magazines.

The survey also measured the public's primary reasons for using *online* information resources. The most important motivating factor for non-users to begin using iCONN (at 71%) was its 24x7 availability. Non-users found that “access is free” to be very attractive (at 66%). Among survey-takers who go online for research purposes, the speed of online research is the number one motivating factor (61%), followed by the convenience of using online information (43%).

iCONN will use the survey's results to inform its public awareness campaign strategy. For example, iCONN staff members have already begun revising publicity materials to reflect the messages of greatest interest to the general public. More analysis of the survey's results, in conjunction with the recently released results of OCLC's international survey on public perceptions of libraries, will help iCONN staff to more effectively publicize the service to the state's residents.

Complete results of the survey can be viewed online at:
<http://www.iconn.org/onnMarketingSurveyReport.aspx>.