

# THE ICONN TIMES



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## Where's iCONN?

*Does your library's website have a link to iCONN? Can your patrons find it easily?*

To give you and your library maximum flexibility, there are three ways to link to iCONN databases:

1. Link to <http://www.iconn.org>, which opens the federated search portal (see figure 1) where users can search all databases at once. The page also has links to other resources.



Figure 1: The iCONN portal search screen

2. Link to the classic menu screen (see figure 2 below), which gives a description of each database and allows you to search each database one-at-a-time using the databases' native search interface:

- For Academic libraries: <http://rqst-agent.auto-graphics.com/homepages/customerwide/classiccollege.asp?>
- For Public libraries: <http://rqst-agent.auto-graphics.com/homepages/customerwide/classicpublic.asp?>
- For School libraries: <http://rqst-agent.auto-graphics.com/homepages/customerwide/classicschool.asp?>



Figure 2: The iCONN classic search screen

3. Libraries can also provide links to specific iCONN databases so they are interfiled with links to locally-licensed databases, arranged by subject, or in an A-Z list. Individual iCONN database links may be found at: <http://www.iconn.org/staff/urltable.aspx>.

Please note: the three options listed above are not mutually exclusive. You can maintain a link to the portal, a link to iCONN Classic, and links to specific databases.

Why provide links to iCONN? The state provides iCONN at no charge to all residents, schools and libraries. It provides a wealth of online resources available 24/7 with a state-wide value estimated at over \$35 million per year, which translates to an average annual cost savings of \$15,060 per school, or \$47,276 per public library, or \$92,073 per academic library. Your patrons will appreciate the information. It's their tax dollars at work.

## OUTREACH

- iCONN will be exhibited at the CLA Conference on April 17-18;
- iCONN will be exhibited at the Northeast Regional Genealogical Conference on April 27-28;
- iCONN's 4' x 60' banner is mounted on the State Office Building during the weeks of April 2 and 16. See it in person, or online at <http://www.iconn.org/PromotionalMaterials.aspx>
- iCONN posters are being mailed to all school libraries

## TRAINING

- Look for an announcement about iCONN training (by EBSCO, Thomson Gale & ProQuest) being scheduled in UCONN Torrington's lab for the convenience of librarians in northwestern CT.
- Can't get to training? Visit iCONN's online tutorials, webinars and search tips at <http://www.iconn.org/staff/OnlineTrainingAcademic.aspx> (academic) and <http://www.iconn.org/staff/OnlineTrainingPublicSchool.aspx> (public/school)
- Need CEUs for webinar training? Visit <http://www.iconn.org/staff/CEU.aspx>



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Find it on the Web at: [www.iconn.org/siteindex.aspx](http://www.iconn.org/siteindex.aspx) under "Promotional Materials"

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# ICONN SURVEYS

UConn's Center for Survey Research and Analysis completed a mini-survey (7 questions) to gauge the effectiveness of iCONN's public awareness campaign. Results were compared to the comprehensive public awareness study that was done in November 2005.

The complete report is available at:

<http://www.iconn.org/iConnMarketingSurveyReport.aspx>

Key findings were:

### **Awareness and Usage – Overall Increase:**

- Twice as many people indicated they have used reQuest
- About the same number of people indicated they know what reQuest is
- Number of people who indicated they have used iCONN increased from 36% to 57% - a 58% increase
- Number of people aware of iCONN increased slightly from 14% to 18% - a 29% increase
- Number of people indicating they are:
  - "very familiar" with iCONN increased from 4% to 8% - a 100% increase
  - "somewhat familiar" with iCONN increased from 27% to 32% - a 19% increase

### **Non-Awareness and Non-Usage – Overall Decrease:**

- Number of people indicating they have "not used" iCONN decreased from 64% to 39%
- Number of people indicating they are "not familiar at all" with iCONN decreased from 29% to 20%

*Assessing iCONN: Patrons' Uses, Perceptions, and Recommendations*, a recent study by CCSU's Center for Public Policy and Social Research, used an online questionnaire and two focus groups (one of adults, another of high school students).

From the Executive Summary:

"An examination of the themes that emerged from the focus groups and the responses of patrons on the survey reveal the following major findings:

- ✦ An overall general satisfaction and appreciation for the depth, breadth, and utility of information provided (and accessed) by iCONN.
- ✦ The use of iCONN generally for educational purposes related to school and/or work.
- ✦ The perception of iCONN searches as secure, reliable, and anonymous.
- ✦ Some concern with iCONN's log-in process, the speed of the search process, and the presentation of search results, especially when compared to that of Google.
- ✦ Some confusion regarding the accuracy and availability of holdings accessed by iCONN.
- ✦ Librarians and teachers play an integral role in introducing iCONN to patrons.
- ✦ The generally positive experiences patrons have using iCONN results in them publicizing iCONN via word of mouth."

The study concluded with several recommendations for improving iCONN. The complete report is available at:

<http://www.iconn.org/MarketResearch.aspx>

## A Good Team: CEMA and iCONN At New Teachers Conference, and Beyond

The Connecticut Educational Media Association (represented by CEMA President Janet Roche) and iCONN (represented by Bill Sullivan) shared an exhibit booth at the Connecticut Education Association's *New Teachers Conference* on Saturday, March 24, 2007 at Foxwoods. There was good traffic at the booth, including many new teachers who said they had not heard of iCONN before, and were eager to learn more, as well as some who were aware of iCONN. Some follow-up actions from the conference are:

- ✦ We will submit proposals to speak at next year's New Teachers Conference, as well as at CEA's Summer Leadership Conference;

- ✦ Both the State Library and CEMA have recommended to the State Department of Education that iCONN be used in the Curriculum Embedded Performance Tasks.

See example prepared by Janet Roche at <http://www.ctcema.org/workshops.html>

- ✦ We will be contacting the 15 colleges and universities with teacher preparation programs to ensure that iCONN is part of the curriculum for new teachers (if it isn't already)

- ✦ We will survey CEMA members on iCONN user interface questions (now underway).

- ✦ The K12 representatives on iCONN's Database Committee are planning a panel presentation for the CEMA/CECA conference that will focus on how iCONN resources may be utilized to assist in teaching the objectives of the CMT and CAPT and help improve students' overall literacy skills. If you use iCONN resources for CMT/CAPT preparation, and would like to be on this panel, please contact Lorri Huddy at [lhuddy@cslib.org](mailto:lhuddy@cslib.org)

Also at CEMA/CECA— State Librarian Kendall Wiggin is planning a session on how to locate primary source materials through the Connecticut State Library, Connecticut History Online and iCONN.