

# THE ICONN TIMES

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**ICONN  
BOOKMARKS**

Distributing the iCONN bookmark directly to Connecticut residents - at the rate of 50,000 per month - commenced in September 2005 through the Department of Motor Vehicles (DMV) office in Wethersfield.

Shipments will continue on a monthly basis until the supply of 600,000 bookmarks is exhausted. In addition, the initial supply of 75,000 bookmarks that was reserved for distribution to patrons through their libraries has already been exhausted and replaced with a new stock of 75,000 bookmarks.



## ICONN "FAIRS" WELL AT DURHAM AGAIN!

Librarians from the State Library and volunteers from libraries throughout Connecticut staffed an iCONN exhibit in the Commercial Exhibits building at the Durham Fair for a total of 35 hours from Friday, September 23 through Sunday, September 25.

The primary purpose of the exhibit — to promote public awareness of iCONN at an event with attendance of over 220,000 people — was amply validated by the sheer numbers of people who professed no knowledge of iCONN but who at the same time were very appreciative to learn about it and how to access it. iCONN remains a strong motivator for library non-users to obtain a public library card.

This exhibit was coordinated by iCONN staff members Steve Cauffman, Sharon Clapp, Gail Hurley and Bill Sullivan. We are very grateful to the volunteers who contributed part of their

weekend to help staff the exhibit:

- Helen Aiello (Wesleyan University)
- Cecelia Becker (Somers Public Library)
- Christy Billings (Russell Library)
- Sharon Brettschneider (Connecticut State Library)
- Susan Brown (Wallingford Public Library)
- Susan Cormier (Connecticut State Library)
- Patricia Daragan (U. S. Coast Guard Academy Library, New London)
- Mona Florea (Three Rivers Community College)
- Michelle Foyt (Russell Library)
- Alana Meloni (C. H. Booth Library, Newtown)
- Mona Scully-Smith (Welles-Turner Memorial Library)

## CLA, CLC, CSL AND BARNES & NOBLE

The Connecticut Library Association, Connecticut Library Consortium and the Connecticut State Library are partnering with Barnes & Noble Booksellers to *Love Your Library* this holiday season.

On Friday, December 2nd and Saturday, December 3rd, Barnes & Noble will donate 15% to 25% of every sale at Connecticut (and select out-of-state) store locations to iCONN for the benefit of all of Connecticut's libraries! To qualify, purchases must be accompanied by a *Love Your Library* voucher, which can be found online at the *Love Your Library* website ([www.loveyourlibrary.com](http://www.loveyourlibrary.com)).

*Love Your Library* vouchers and promotional materials are being designed and will be distributed to all public libraries in the state electronically and via ConnectiCar this fall. The voucher will also appear on the back of this



year's "Children's Books for Holiday Giving" brochure.

Please invite your patrons, students, colleagues, family and friends to "Love their Libraries" by shopping at Barnes & Noble stores on December 2nd and 3rd. Libraries will benefit - and thus, so will their patrons!

For more information, including a list of participating Barnes & Noble stores, visit [www.loveyourlibrary.com](http://www.loveyourlibrary.com) or [www.iconn.org/lyl/index.htm](http://www.iconn.org/lyl/index.htm)

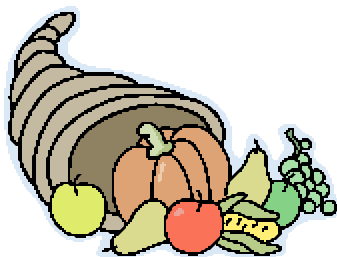
## ENHANCEMENTS

The reQuest Catalog was enhanced in the following ways:

- Phrase searching
- ILL lender selection can be set to take into account the circ status of the item being requested
- Patrons can indicate their willingness to pay for an item being requested via ILL
- The holdings of all library networks are now displaying circ status in reQuest

## ICONN STAFFING

We are seeking applications to fill a newly-created, full-time Electronic Resources Coordinator position. The application closing date is October 28, 2005. Call Teri Antonini at 860-566-5814 for more information.



The iCONN Times is a quarterly publication of the Connecticut Digital Library. Find it on the Web at

[www.iconn.org/iConnTimes.aspx](http://www.iconn.org/iConnTimes.aspx)

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Toll free (888) 256-1222

## ICONN OUTREACH

Sharon Clapp, Outreach Coordinator for iCONN, has created a blog to document her ongoing efforts to increase public awareness of iCONN:

[iconnoutreach.blogspot.com](http://iconnoutreach.blogspot.com)

The Connecticut State Library has contracted with UCONN's Center for Survey Research & Analysis (CSRA) to survey Connecticut residents about their awareness of the Connecticut Digital Library. The survey will question residents about their knowledge and perceptions of iCONN, and their level of public library usage. Beyond awareness, the survey will help us understand what information the public would most like to obtain from iCONN.

The survey should be completed by the middle of November. The results will then be presented to the Connecticut Digital Library Advisory Board by UCONN CSRA staff. iCONN staff will use the survey results to optimize their public awareness campaigns and to tailor digital library resources to better meet the needs of Connecticut residents.

The annual update on iCONN including special iCONN library cards was distributed to legislators on September 6, 2005. The update included a press release (September 2005) that is located at: [www.iconn.org/PressRelease.aspx](http://www.iconn.org/PressRelease.aspx).

A detailed description of all iCONN resources, along with the *Top 10 Reasons to Use iCONN*, was published in the September 2005 issue of the *Connecticut PTA Bulletin*, which is available at: [www.ctpta.org/bulletin/Sep-2005.pdf](http://www.ctpta.org/bulletin/Sep-2005.pdf) The *Bulletin* is distributed to approximately 1,000 PTA members and supporters statewide.

On August 9, 2005, Sharon Clapp, assisted by Steve Cauffman, exhibited iCONN at the *Small & Minority Business Showcase* sponsored by the Secretary of State's office.

An article on iCONN was published in the Fall 2005 issue of *FOCL POINT*, the newsletter of the Friends of Connecticut Libraries.

## REQUEST CATALOG CURRENCY

The reQuest Magazine Catalog was updated in August using a file that was exported from OCLC on July 5, 2005. Gale and ProQuest links were added/updated to reflect the new file. The reQuest Magazine Catalog now contains 70,070 records and 187,926 holdings from 409 libraries of all types in Connecticut.

The reQuest Main Catalog shows a decrease in the percentage of annual updates and an increase in the percentage of monthly updates from December 2004 to July 2005. There was also an increase in the number of libraries contributing holdings to reQuest from 404 to 413 in the same time period.

	December 2004	July 2005
# of Libraries	404	413
# of Holdings in reQuest Main Catalog	18,775,246	20,267,578
% of Libraries Updating Daily	36%	16%
% of Libraries Updating Monthly	15%	26%
% of Libraries Updating Annually	25%	9%
% of Libraries Updating Less Frequently than once a year	N.A.	19%
% of Libraries Updating on Other Frequency	24%	30%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>