

THE iCONN TIMES

LOOKING BACK

INSIDE THIS ISSUE:

Looking Back P.1

New Phone Numbers P.1

Advisory Board P.2

iCONN Publicity P.2

NEW PHONE NUMBERS!

Please note our new phone numbers:

iCONN Main office
860-704-2220

iCONN Fax
860-704-2229

Steve Cauffman
860-704-2223

Lorri Huddy
860-704-2224

Gail Hurley
860-704-2222

Bill Sullivan
860-704-2230

Except for 344-2475, none of the old numbers will forward to the new numbers. **Our toll free number 888-256-1222 remains the same.** We apologize in advance for any inconvenience!



Looking back over the last 12 months, iCONN has evolved and expanded.

A look at the numbers

iCONN allows users to search up to 32 databases, including reQuest, the statewide library catalog, simultaneously with one search. Connecticut residents and students searched iCONN over 33.5 million times, a 75 percent increase over the previous year. This volume and percent increase reflects the impact of "federated searching" by including all hits generated by all databases that are searched simultaneously.

In addition, reQuest was searched 2.1 million times, a 22 percent increase over last year. Over 200 libraries successfully lent more than 91,000 items through reQuest interlibrary loan, a 23% increase over the previous year. Holdings in reQuest increased to 21.2 million items, a 3 percent increase over last year. The value of all iCONN databases to local communities exceeds \$20 million per year. iCONN reached the 5-year mark in April 2006.

All databases available on a statewide basis were re-bid, resulting in \$145,000 in annual savings, which was applied towards the purchase of additional content, including the EBSCO Science Reference Center, the *Boston Globe* (1980—present) and the Historical Hartford Courant (1764-1922).

Usability enhancements

We added the "Remember my library card number" function to the initial login screen so that the library card number would have to be entered only once.

To enable access to iCONN outside the library without a library card, we pioneered the incorporation of an IP-based geo-location service into iCONN's authentication logic, and secured agreement from all five database vendors to accept this method of authentication.

reQuest now provides real-time shelf status information for over 200 libraries and we redesigned the iCONN Web site with usability in mind.

Improved public awareness of iCONN

We contracted with Miranda Creative to develop a marketing strategy and campaign that in turn produced:

- a new logo, a new tag line ("Connecticut's re-search engine"), and a new color scheme (black/green)
- a more welcoming, visually appealing and informative login screen
- a new website color scheme (to match new logo) with improved navigation
- a visually compelling exhibit booth for fairs and conferences
- redesigned paid ads and promotional literature
- rack cards (100,000) for distribution to patrons through libraries

We exhibited iCONN at the Durham Fair (230,000 in attendance) for the third year where we distributed over 3,000 promotional items branded with the new iCONN logo. We continue to exhibit at professional conferences, such as CEMA, CECA and CLA.

(See "iCONN Publicity" on page 2 for more recent publicity efforts.)

...and finally

The iCONN Database Committee surveyed librarians about their wish list for new iCONN resources. The survey found that the three most desired resources by all libraries are Current Issues, General Reference and Literature resources. The State Library will use this information to support their request for additional iCONN funding.

While we are proud of the work we have accomplished, we realize that we have a lot more to do in the months ahead!

iCONN PUBLICITY

Starting November 1, you will hear announcements about iCONN on WNPR (public radio). A total of 208 fifteen-second ads will run over a thirteen-week period during the priority drive time (M-F, 6-9am/3-7pm). It is estimated that these ads will reach over 3.3 million listeners (adults 18+). We will also be placing animated banner ads on Courant.com & ctnow.com.

On October 27, we mailed a set of three 11 x 17 posters to all public libraries and their branches. The posters are scaled down versions of the set of three large banners that were used at the Durham Fair and that proved to be very effective in drawing people to the iCONN booth. We will also distribute 400 sets of the same posters at the registration booth at the CEMA conference on Monday, November 6.

Connecticut Magazine has an iCONN ad on page 87 of the November issue. This is the last in the series of print ads in *Connecticut Magazine* and the *Hartford Courant*.



The iCONN Times is a quarterly publication of iCONN—Connecticut's Research Engine.

Find it on the Web at:
www.iconn.org/siteindex.aspx
under "Promotional Materials"

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Middletown, CT 06457
(860) 704-2220 or toll free
(888) 256-1222

CONNECTICUT DIGITAL LIBRARY BOARD

Academic Librarians

Nicholas Eshelman, Electronic Resources Librarian
Homer Babbidge Library
University of Connecticut
Tel: 860-486-3363
Email: nicholas.eshelman@uconn.edu
Term: 1/1/06 – 12/31/07

Chair: Patricia Daragan, Director
U. S. Coast Guard Academy Library
Tel: 860-444-8553
Email: pdaragan@exmail.uscga.edu
Term: 1/1/06 - 12/31/07

Public Librarians

Hal Bright, Reference Librarian
Farmington Library
Tel: 860-673-6791
Email: hbright@farmingtonlibct.org
Term: 1/1/06 - 12/31/07

Irene Iwan, Associate Librarian
Information Technology Services
Hartford Public Library
Tel: 860-695-6350
Email: iwan@hplct.org
Term: 1/1/06 – 12/31/07

School Librarians

Carolyn Marcato, Library Media Specialist
Fairfield Warde High School
Tel: 203-255-8451
Email: cmarcato@fairfield.k12.ct.us
Term: 1/1/06 - 12/31/07

Deborah B. Salewski, Library Media Specialist
Hebron Elementary School
Tel: 860-228-9465
Email: dsalewski@hes.hebron.k12.ct.us
Term: 1/1/06 - 12/31/07

Librarian, Other

Vice Chair: Melissa Behney, Reference Librarian
Charles E. Shain Library
Connecticut College
Tel.: 860-439-2444
Email: mabeh@conncoll.edu
Term: 1/1/06 - 12/31/07

Business Community or Library User

Anne-Marie Kaminsky, Manager
Health Sciences Library
Tel.: 860-442-0711 x2238
Email: akaminsky@lmhosp.org
Term: 1/1/06 - 12/31/07

Teacher, School or College

Elizabeth Frechette, Reference & Instructional Librarian
Max R. Traurig Learning Resources Center
Tel: 203-575-8106
Email: efrechette@nvcc.comnet.edu
Term: 1/1/06 - 12/31/07

Parent of K-12 Student

John Coleman
Information Technology Services
Yale University
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Term: 1/1/06 – 12/31/07

Student, School or College

Robin Dutcher
Middletown High School
Email: comet14@snet.net
Term: 4/5/06 – 4/4/08

Representing the State Department of Education

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Representing the Commission for Educational Technology

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