

# THE iCONN TIMES

## LOOKING BACK

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## 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!

