

ASK A LIBRARIAN YEAR IN REVIEW

SEPTEMBER 2016 - AUGUST 2017

ABOUT THE SERVICE



14 participating academic libraries across Ontario



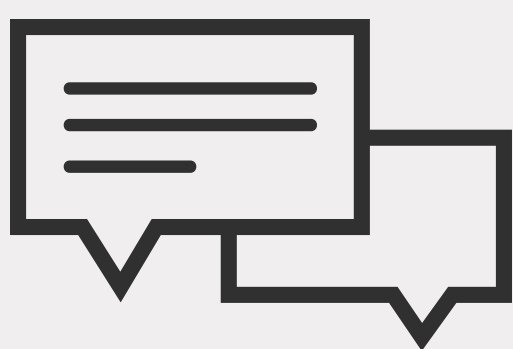
67 service hours per week during the academic year



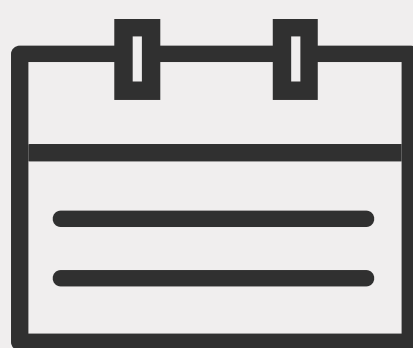
Staffed by librarians, library staff, and student workers



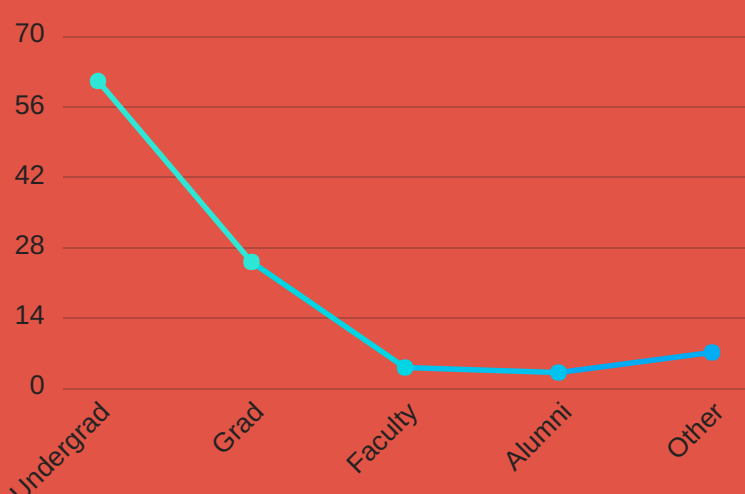
2 service languages: English and French



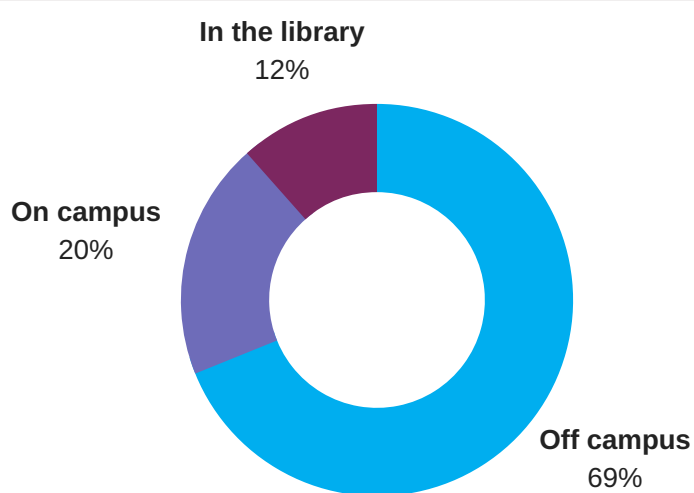
22,471 total chats submitted in English and French



207 chats submitted on the busiest day of the year



61% of users are undergraduate students

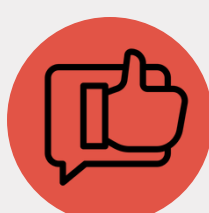


69% of users chatted with us from off-campus

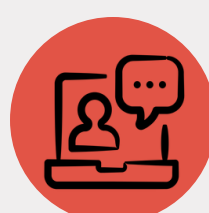
USER SATISFACTION



For 45% of users, chat is their **preferred** way of getting library help



92% of patrons rated the service provided by the librarian as **excellent** or **good**

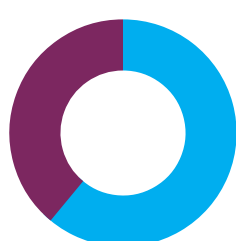


91% of users received just the **right amount** of assistance



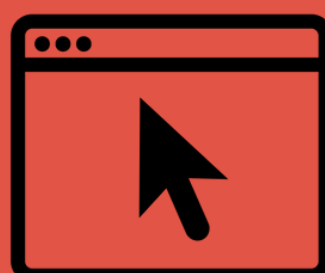
97% of guests would **use** the service **again**

Return
39%



First time
61%

61% of guests were first-time users



67% of users discovered the service through their home library's website