

## Reference and Directional Transactions

Sample conducted in Fall 2015

Note: Reference transactions include one-on-one instruction and tutorials, per ARL definitions. These Tallies are a weekly average of a three week sample period in the fall of each fiscal year. \*\*Totals may not add up exactly due to rounding error of weekly averages.

	Reference:			Directional	Equipment	Total	% Univ Library
	In Person	Electronic	Total				
<b>Alderman Library</b>							
Circulation Desk	532	53	585	1,986	2,266	4,838	6.0%
Reference Desk	3,226	1,666	4,893	4,573	5,346	14,812	18.4%
Own Desk	480	1,200	1,680	1,626	466	3,773	4.7%
Location: Public Service Desk	93	13	106	280	93	480	0.6%
Location: Non-Public Own Desk	80	106	186	13	106	306	0.4%
<b>Total Alderman</b>	<b>4,412</b>	<b>3,039</b>	<b>7,451</b>	<b>8,479</b>	<b>8,279</b>	<b>24,209</b>	<b>30.0%</b>
<b>Alderman-based Directed Services</b>							
Interlibrary Services	40	213	253	26	0	280	0.3%
Scholars' Lab	93	866	960	0	0	960	1.2%
Digital Curation Services	0	160	160	13	0	173	0.2%
<b>Total Alderman-based Directed Services</b>	<b>133</b>	<b>1,240</b>	<b>1,373</b>	<b>40</b>	<b>0</b>	<b>1,412</b>	<b>1.8%</b>
<b>Clemons Library Total</b>	<b>3,626</b>	<b>626</b>	<b>4,253</b>	<b>7,786</b>	<b>5,040</b>	<b>17,079</b>	<b>21.2%</b>
DML	2,213	306	2,520	2,333	2,200	7,053	8.7%
RMC	360	0	360	1,573	506	2,440	3.0%
Clemons Service Desk	1,053	320	1,373	3,880	2,333	7,586	
<b>Fiske Kimball Fine Arts</b>	786	66	853	1,426	1,040	3,319	4.1%
<b>Music</b>	320	147	467	853	693	2,013	2.5%
<b>Brown Library</b>	1,573	920	2,493	2,973	6,066	11,533	
<b>Chemistry</b>	40	13	53	360	907	1,320	1.6%
<b>Math</b>	40	0	40	253	13	306	0.4%
<b>Physics</b>	333	520	853	66	200	1,120	1.4%
<b>LDC@C and RDS</b>							
Learning Commons@Curry	373	453	826	786	773	2,386	3.0%
Research Data Services	680	2,520	3,200	0	93	3,293	4.1%
<b>Total LDC@C and RDS</b>	<b>1,053</b>	<b>2,973</b>	<b>4,026</b>	<b>786</b>	<b>866</b>	<b>5,679</b>	<b>7.0%</b>
<b>Small Special Collections</b>	<b>9,613</b>	<b>893</b>	<b>10,506</b>	<b>1,626</b>	<b>573</b>	<b>12,706</b>	<b>15.7%</b>
<b>Total University Library (LibAnswers)</b>	<b>21,930</b>	<b>10,438</b>	<b>32,368</b>	<b>24,650</b>	<b>23,678</b>	<b>80,696</b>	<b>100.0%</b>
% of all questions	27.2%	12.9%		30.5%	29.3%		
<b>LibAnalytics</b>	<b>947</b>	<b>493</b>	<b>1440</b>			<b>1,440</b>	
<b>Year Total University Library</b>	<b>22,877</b>	<b>10,931</b>	<b>33,808</b>	<b>24,650</b>	<b>23,678</b>	<b>82,136</b>	

## Historical Reference and Directional Transactions by Library

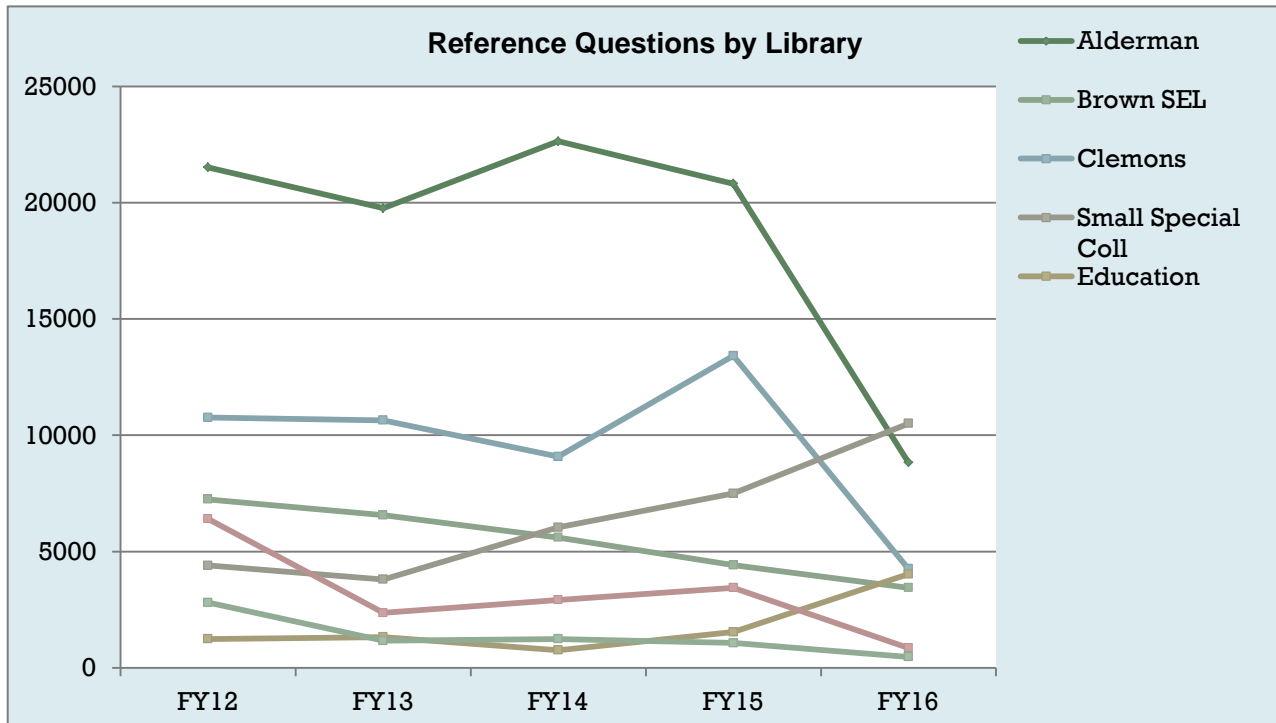
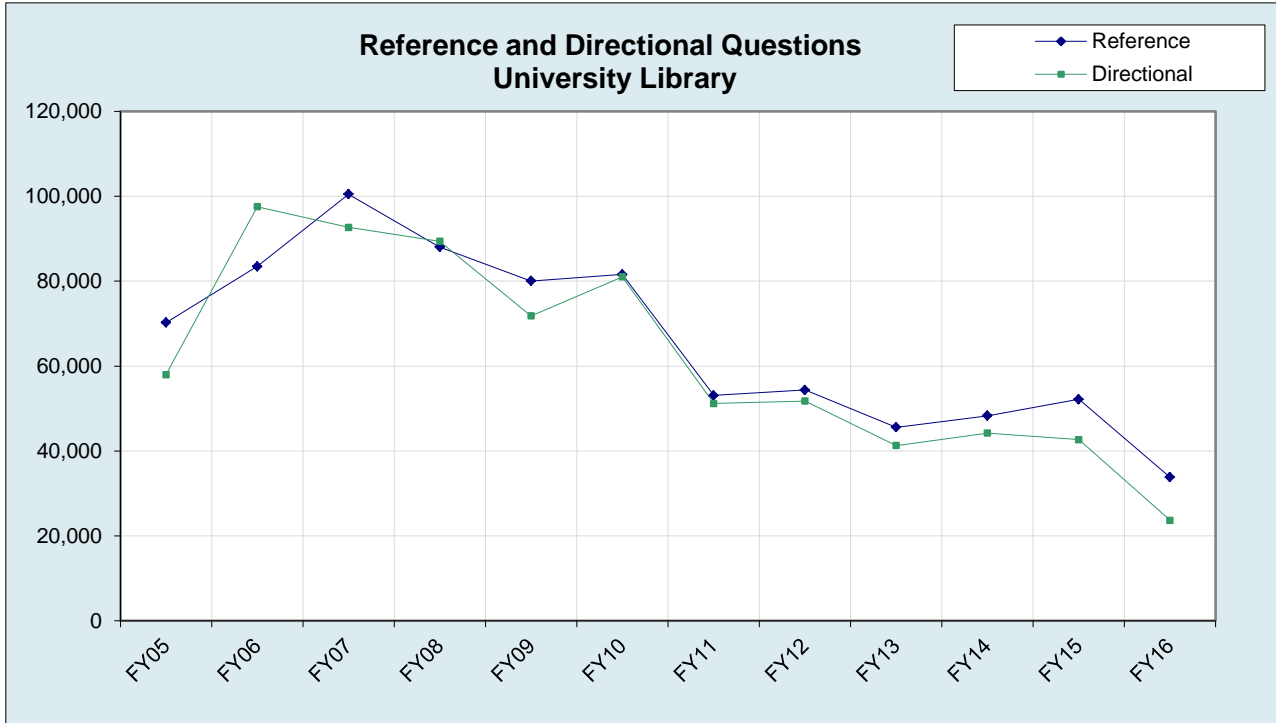
Figures below are from the three week sample taken each fall; the average of those has been multiplied by 40 to obtain the figures reported for the year. These include reference, directional, and equipment questions as well as one-on-one consultations and tutorials. FY16 totals do not include those taken from LibAnalytics.

### *In Person or Phone Transactions*

<b>Library</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>	<b>2013/14</b>	<b>2014/15</b>	<b>2015/16</b>
Alderman	79,480	79,360	55,840	61,360	36,880	37,520	34,000	40,000	35,947	25,621
Brown Science/Engineering	27,320	28,240	28,240	25,280	19,560	23,520	20,200	16,360	16,347	14,279
Clemons & RMC/DML	38,360	36,320	33,840	37,840	22,760	19,280	17,240	18,840	27,907	17,079
Education	5,800	6,640	7,560	3,880	2,520	2,800	2,480	1,640	2,960	5,679
Fiske Kimball Fine Arts	11,080	7,640	8,880	11,920	7,080	11,160	4,400	4,800	5,773	3,319
Music	3,480	1,960	2,640	3,600	4,240	5,240	2,480	2,640	2,453	2,013
Small Special Collections	27,640	17,280	14,880	18,760	11,240	6,600	6,080	8,240	9,560	12,706
<b>Total University Library</b>	<b>193,160</b>	<b>177,440</b>	<b>151,880</b>	<b>162,640</b>	<b>104,280</b>	<b>106,120</b>	<b>86,880</b>	<b>92,520</b>	<b>100,947</b>	<b>80,696</b>

## Historical Reference Graphs

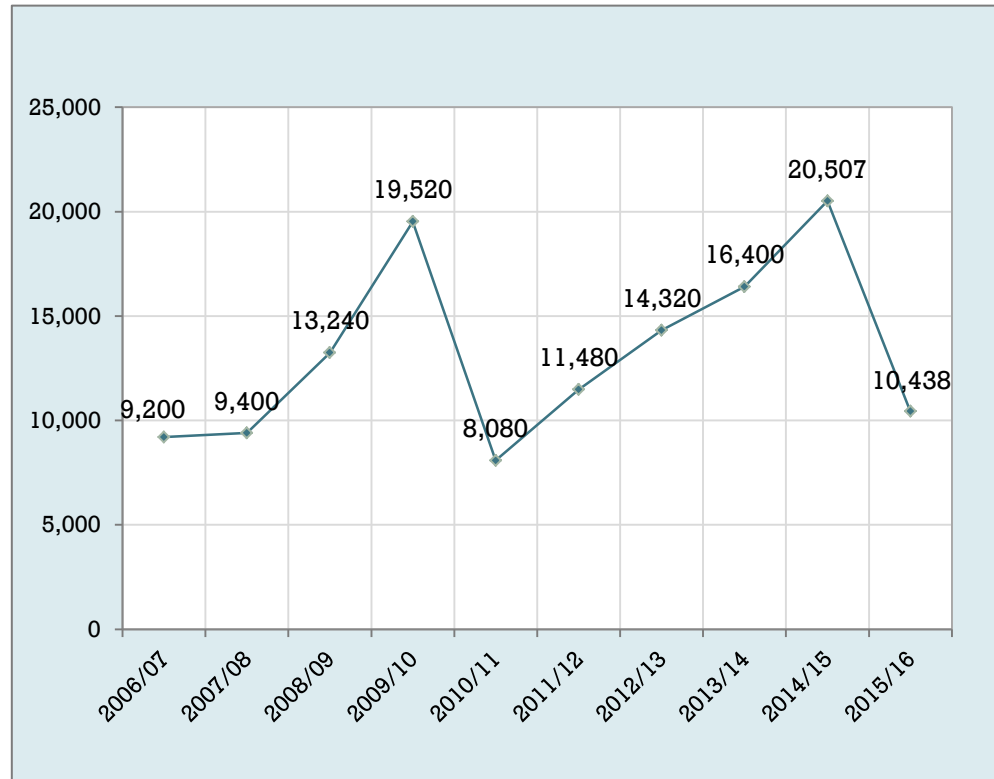
Per ARL guidelines, the numbers below include one-on-one consultations and tutorials. Figures are from the three week sample taken in the fall; the date in the graph is the date of the fiscal year. The average of the sample is multiplied by 40 to obtain the figures reported for the year.



## Electronic Reference Transactions

These are reference questions that are handled electronically, via email, chat, IM, etc., rather than in person or by phone, at all University Library branches.

<b>Electronic Reference</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>	<b>2013/14</b>	<b>2014/15</b>	<b>2015/16</b>
	9,200	9,400	13,240	19,520	8,080	11,480	14,320	16,400	20,507	10,438
% of total reference	4.8%	5.3%	8.7%	12.0%	7.7%	10.8%	16.5%	17.7%	22.6%	32.3%



## Lib Guides Usage

The number of guides is an estimate based on the greatest number of guides available during the year.

<i>Year</i>	<i>Total Guide Views</i>	<i>% Change</i>	<i># of Guides</i>
FY10	462,050	51.8%	278
FY11	505,606	9.4%	292
FY12	478,503	-5.4%	315
FY13	558,840	16.8%	339
FY14	516,565	-7.6%	386
FY15	447,576	-13.4%	396
FY16	418,078	-6.6%	unknown

**Top Guides** (ca. 5,000 views and above for the current year):

	<i>FY10</i>	<i>FY11</i>	<i>FY12</i>	<i>FY13</i>	<i>FY14</i>	<i>FY15</i>	<i>FY16</i>	<i>Total</i>	<i>% change</i>
A-Z List	53,532	74,956	137,545	168,678	171,439	154,079	133,646	893,875	-13.3%
Find Journals	55,389	48,629	39,649	38,278	34,120	34,593	28,485	279,143	-17.7%
Find Books, Articles		10,192	19,563	34,842	30,666	25,299	24,900	145,462	-1.6%
Thomas Jefferson	77,296	129,065	95,468	63,435	30,751	21,634	18,322	435,971	-15.3%
Music	5,040	5,214	4,039	4,311	14,241	12,129	11,687	56,661	-3.6%
Education	14,649	16,299	11,602	15,029	5,311	12,665	9,184	84,739	-27.5%
GIS in the Scholars' Lab		1,344	2,043	5,260	7,694	7,681	8,940	32,962	16.4%
Science, Tech, & Society	3,778	2,452	8,727	724	8,371	7,556	8,844	40,452	17.0%
Newspapers	9,979	10,624	5,455	10,332	10,663	8,489	7,739	63,281	-8.8%
Commerce	17,241	14,968	16,281	17,439	18,684	9,132	6,856	100,601	-24.9%
Video and Media Resources							6,833	6,833	
Subject Liaisons for Academic Departments							5,198	5,198	
Psychology	25,732	12,295	8,359	8,413	7,657	5,567	5,099	73,122	-8.4%
Administrative Decisions (Gov Docs)					5,717	5,147	4,984	10,864	-3.2%

