ALA Connect at 18 Months (April 2009 – September 2010)


Continuing trends:

- Although usage is cyclical, it continues to grow at a steady pace overall. The amount of content on the site has increased, as has the number of groups and communities, but content remains focused on business-related activities. MentorConnect usage continues to grow.


- At the one-year mark, 15% of active users had logged in to the site (9,078 total). At the 18-month mark, 19% have logged in (11,408 total).
- Usage spikes still occur around Midwinter and Annual, with the number of visits more than doubling during the lead up to our two major conference events.
- Activity drops off dramatically on weekends, which isn’t surprising for a professionally-oriented site.

- Posts and online docs continue to be the most popular types of content added, although most online docs are still used as a way to upload files rather than work collaboratively on the site.
- Although ALA staff remain active contributors, an increasing number of members continue to add content. The most active email domain continues to be gmail, followed by ala.org.
- Non-ALA members continue to create accounts on the site at a steady rate; more than 2,000 non-member accounts have been requested and activated.

- At peak usage in June, the divisions using Connect the most were (in order) ALCTS, RUSA, LITA, ACRL, and ASCLA (all ranging between 9-10% of their members).

- Although we just started counting round table participation in August, it’s already clear that they’re using Connect slightly more than divisions when comparing percentage of members who are active on the site. The most active round tables (in order) are NMRT, MAGERT, GODORT, and LearnRT (all between approximately 10-12%). RMRT numbers are misleading at this point since it’s a new, very small group.

Overall, the lowest numbers for round table participants are higher than the lowest numbers for divisions. Hopefully this indicates that Connect is succeeding in providing a centralized space for round table groups, which historically have had to create their own infrastructure in order to work together.
New trends:

- Although the highest usage occurs around Midwinter and Annual, there’s a new spike in the number of comments added in April, which I believe is due to increased board activity across the Association. There’s a smaller bump in September that may also indicate increased board activity, as well as a return to work from summer vacations overall.

- Beginning in late April 2010, there’s a fairly consistent pattern of more original content being created than comments added. In the past, there have been more comments than new content. It seems that
more new content is added around Annual Conference, while more comments are added around Midwinter.

- Users appear to be going straight to specific pages, rather than starting at the home page (also called the “dashboard”). This probably indicates an increase in the usage of email notifications, as participants are likely clicking more on emails rather than browsing for a specific content item.

A full set of statistical snapshots for the 18-month mark can be found at http://www.flickr.com/photos/alastaff/sets/72157625093565137/.

Overall, the news remains good, but we still hope to see more participation from non-committee members in 2011. Anecdotal feedback remains more positive than negative.

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