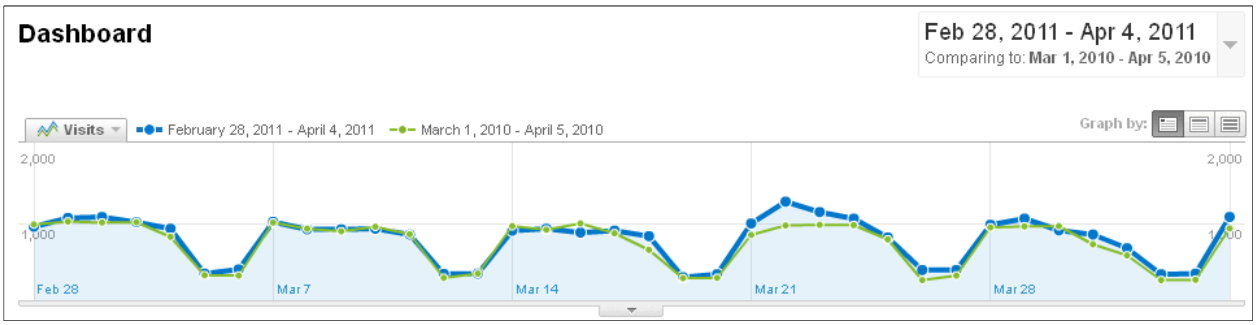
ALA Connect: Two-year Report (April 2011)

Overall, we still see cyclical usage of Connect with major spikes occurring around the Midwinter Meeting and Annual Conference.

Some conference timeframe comparisons:

- 2000 visits per day was the high for Midwinter 2010
- 2,235 visits was the high for Annual 2010, only 200 more than for Midwinter 2010
- However there was a big jump for Midwinter 2011, reaching a high of 3100 visits per day, likely due to the integration of the Conference Scheduler for the first time.

In general, traffic continued to grow slightly but held steady during non-conference periods. The chart below shows March 2011 traffic holding steady compared to March 2010.



A single day comparison:

- On Monday, April 5, 2010, the one-year anniversary of Connect's launch, there were 945 visitors.
- On Monday, April 4, 2011, the two-year anniversary, there were 1095 visitors, an increase of almost 16%.

	Visits	**Unique Visitors**	**Pageviews**
March 2010	26,848	17,416	102,480
March 2011	28,841 (+7.42%)	18,511 (+6.29%)	112,208 (+9.49%)

In general, more content is being created than a year ago:

- March 2010: 847 new content items were created
- March 2011: 1,061 new content items were created

Other steady increases:

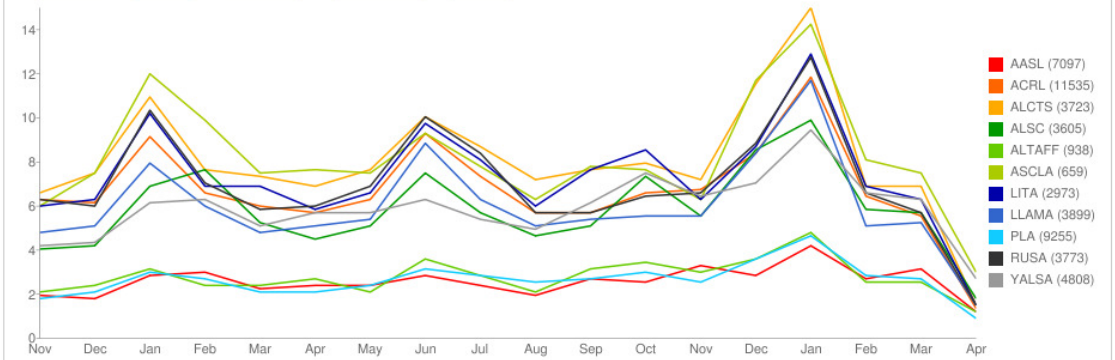
- 15% of active users had logged in at the one-year mark (April 2010)
- 19% had logged in at the 18-month mark (October 2010)
- 22% have logged in at the 2-year mark (April 2011)

Division usage remains fairly steady, with no significant increases or decreases. We don't yet have a year's worth of data for the round tables, but trends so far suggest that round table usage dips significantly in between conference seasons but actually increases during conference months.

Connect statistics

Summary | Users | User Activity | Nodes | Comments | Divisions | Groups | RoundTables | CS | Settings

Width: 900 Height: 300 Period: Month View: Percent Range: 30 Chart supports range up to 30.



Number of active users per "division" group

Month	AASL	ACRL	ALCTS	ALSC	ALTAFF	ASCLA	LITA	LLAMA	PLA	RUSA	YALSA
Apr 2011	1.3	1.4	1.5	1.8	1.3	3	1.5	1.6	0.9	1.6	2.8
Mar 2011	3.2	5.6	7	5.7	2.6	7.5	6.3	5.3	2.7	5.7	6.4
Feb 2011	2.7	6.5	7	5.9	2.6	8.1	6.9	5.1	2.9	6.6	6.7
Jan 2011	4.3	11.8	15	9.9	4.8	14.3	12.9	11.7	4.7	12.7	9.5
Dec 2010	2.9	8.5	11.5	8.6	3.7	11.7	8.7	8.4	3.7	8.9	7.1
Nov 2010	3.3	6.8	7.3	5.6	3	6.3	6.4	5.6	2.6	6.7	6.5
Oct 2010	2.6	6.7	8	7.4	3.5	7.7	8.6	5.6	3.1	6.5	7.5
Sep 2010	2.8	5.7	7.7	5.2	3.2	7.9	7.7	5.4	2.8	5.7	6.2
Aug 2010	2	5.8	7.3	4.7	2.1	6.3	6.1	5.1	2.6	5.8	5
Jul 2010	2.4	7.4	8.7	5.7	2.9	7.8	8.1	6.3	2.9	8.4	5.5
Jun 2010	2.9	9.4	10	7.5	3.7	9.3	9.8	8.9	3.2	10	6.3
May 2010	2.5	6.4	7.7	5.2	2.2	7.5	6.6	5.5	2.4	7	5.8
Apr 2010	2.5	5.7	7	4.5	2.7	7.7	5.9	5.2	2.2	6.1	5.7
Mar 2010	2.3	6	7.4	5.3	2.4	7.5	6.9	4.9	2.2	5.9	5.2
Feb 2010	3	6.7	7.7	7.7	2.4	9.9	7	6	2.7	7.1	6.4
Jan 2010	2.9	9.2	11	7	3.2	12	10.2	8	3	10.3	6.2
Dec 2009	1.9	6.2	7.5	4.2	2.5	7.5	6.4	5.1	2.1	6.1	4.4
Nov 2009	2	6.3	6.6	4.1	2.2	6.1	6	4.9	1.9	6.4	4.2

More than 13,000 users have logged in to date, which I believe suggests that the majority of active committee members are using the site to some extent. We need to continue making their workspaces in Connect easier to use and give them additional collaborative tools, but we also need to balance this to focus on enhancing existing services and creating new ones for the 50,000+ non-committee members.

Jenny Levine
July 2011