

## 2011 ALA Annual Conference Scheduler report

- Jenny Levine, July 2011

### Summary

- Total # of times the Annual 2011 Conference Scheduler home page was viewed: 106,142
- Total # of sessions: 1,650
- Total # of users who saved a schedule: 4,287
- Total # of personal sessions added to schedules: 5,024
- Total # of exhibitors in directory: 731
- Total # of users who saved an exhibitor: 510
- Total # of users who completed session attendance: 316
- Total # of sessions with completed session attendance: 533
- Total # of sessions with handouts/materials available: 113
- Popular session tags in the Scheduler (new feature): FTFlist (Feminist Task Force), hacklibschool, grassroots program, graphic novels, coffee, cooking, international programs, movies, open house, RDA, placement center

### Top 25 most selected sessions

1. Opening General Session featuring Dan Savage - ALA (1347)
2. Exhibits Opening Reception - ALA (722)
3. EBooks - Has Their Time Come? - AASL (681)
4. Future of Libraries: Cutting-edge Services – ALA WO (658)
5. Top Technology Trends – LITA (632)
6. Closing General Session featuring Molly Shannon - ALA (585)
7. The Future is Now! E-books and Their Increasing Impact on Library Services – ALA WO (562)
8. SPEAKER SERIES - Jeff Kinney - ALA (481)
9. From Gutenberg to Google and Glogs, From Books to Vooks – AASL (454)
10. SPEAKER SERIES - Siva Vaidhyanathan – ALA (448)
11. You Mean Libraries Will Be Able To Deliver Electronic Content Better Than iTunes and Netflix? – LITA (434)
12. SPEAKER SERIES - Daniel Ellsberg – ALA (414)
13. Copyright and Digital Media in a Web 2.0 World – AASL (407)
14. Updates on Cloud Computing Uses for Library Services – LITA (400)
15. 2011 Best Websites for Teaching and Learning – AASL (395)
16. Academic Librarian Lightning Round! Innovative New Roles - ACRL ULS & ACRL CLS (394)
17. Beautiful (and Cheap) Websites and Tools for Low-Tech Libraries – PLA (391)
18. Seriously Social: Leveraging Social Media – PLA (382)
19. ALA Dance Party 2011 – Unofficial (379)
20. It's All About Them: Developing Information Services with User Experience Design RUSA & RUSA MARS (378)

21. 2.0 to P21 – Using Emerging Technologies to Embed 21st Century Skills into your Library's Instructional Program – AASL (372)
22. ALA President's Program featuring Sue Gardner – ALA (370)
23. Demonstrating the Value of the Library: Assessment Tools and Techniques - ACRL (367)
24. SPEAKER SERIES - Mystery/Thriller Panel featuring J. A. Jance and Harlan Coben – ALA (365)
25. Doing Away with Dewey: Library Innovations for Service Excellence – PLA (357)

#### **Top 25 sponsoring units with selected sessions**

1. ACRL (Association of College and Research Libraries) (8,808)
2. ALCTS (Association for Library Collections and Technical Services) (7,820)
3. LITA (Library and Information Technology Association) (7,545)
4. ALSC (Association for Library Service to Children) (5,430)
5. RUSA (Reference and User Services Association) (4,566)
6. AASL (The American Association of School Librarians) (4,405)
7. PLA (Public Library Association) (4,335)
8. LLAMA (Library Leadership & Management Association) (4,237)
9. YALSA (Young Adult Library Services Association) (3,968)
10. OITP Advisory Committee (Office of Information Technology Policy) (1,945)
11. ALCTS CaMMS (Cataloging and Metadata Management Section) (1,580)
12. ASCLA (Association of Specialized and Cooperative Library Agencies) (1,548)
13. RUSA RSS (Reference Services Section) (1,323)
14. LLAMA BES (Building and Equipment Section) (1,232)
15. RUSA MARS (Emerging Technologies in Reference Section) (1,186)
16. RUSA CODES (Collection Development and Evaluation Section) (1,130)
17. ALTAFF (Association of Library Trustees, Advocates, Friends and Foundations) (1,103)
18. NMRT (New Members Round Table) (941)
19. ALA Intellectual Freedom Committee (892)
20. ACRL ULS (University Libraries Section) (870)
21. ACRL IS (Instruction Section) (832)
22. SRRT (Social Responsibilities Round Table) (812)
23. LLAMA SASS (Systems and Services Section) (764)
24. ALA Conference Committee (754)
25. ACRL EBSS (Education and Behavioral Sciences Section) (688)

#### **Top 25 units with members who saved a schedule**

1. ACRL (Association of College and Research Libraries) (1,299)
2. PLA (Public Library Association) (619)
3. ACRL ULS (University Libraries Section) (616)
4. ACRL IS (Instruction Section) (558)
5. ALCTS (Association for Library Collections and Technical Services) (524)
6. RUSA (Reference and User Services Association) (509)

7. LLAMA (Library Leadership & Management Association) (485)
8. YALSA (Young Adult Library Services Association) (449)
9. LITA (Library and Information Technology Association) (394)
10. NMRT (New Members Round Table) (378)
11. ALCTS CaMMS (Cataloging and Metadata Management Section) (350)
12. AASL (The American Association of School Librarians) (344)
13. ALSC (Association for Library Service to Children) (342)
14. RUSA RSS (Reference Services Section) (309)
15. LLAMA LOMS (Library Organization and Management Section) (302)
16. ACRL CLS (College Libraries Section) (268)
17. RUSA CODES (Collection Development and Evaluation Section) (244)
18. ALCTS CMS (Collection Management Section) (222)
19. LLAMA MAES (Measurement Assessment and Evaluation Section) (217)
20. LIRT (Library Instruction Round Table) (214)
21. ALCTS CRS (Continuing Resources Section) (207)
22. IFRT (Intellectual Freedom Round Table) (201)
23. RUSA MARS (Emerging Technologies in Reference Section) (198)
24. ALCTS AS (Acquisitions Section) (195)
25. ACRL DLS (Distance Learning Section) (178)

### Conference Evaluation Survey Results

- 2,873 attendees completed the first ever evaluation survey of the Annual Conference itself (as opposed to the exhibits survey Conference Services sends out)
- 93% of respondents rate the conference a positive or very positive experience
- 91% would mostly or definitely recommend it to a friend or colleague
- Top 3 factors in decision to attend:
  1. Keeping up with the profession (55.2%)
  2. Networking with colleagues (46.1%)
  3. Learn about new products/visit the exhibits (39.5)

*Note: The Conference Evaluation Survey will close on July 31<sup>st</sup>. After that, we'll be able to do more detailed analysis of the results.*

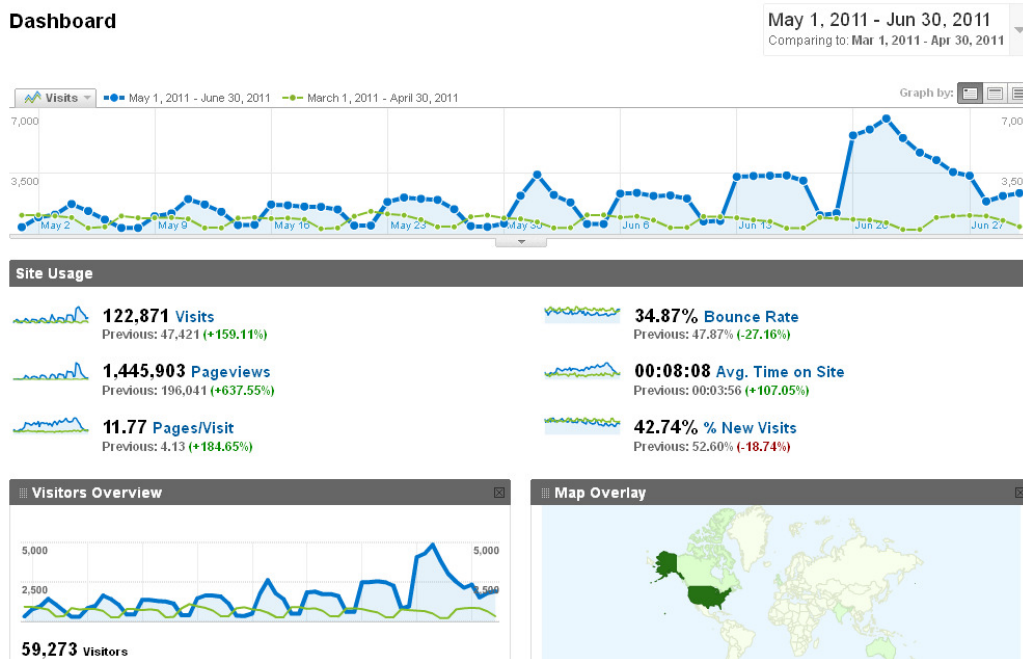
### Social Media

- Total # of tweets with the #ala11 hashtag: 26,566 <http://twapperkeeper.com/hashtag/ala11>)
- Total # of Flickr pictures in the ALAnnual11 pool: 2,065 (from 160 users; <http://www.flickr.com/groups/alaannual11/>)
- 201 people checked in at the Annual Conference venue on Foursquare 472 times (<https://foursquare.com/venue/24326133>). Aaron Dobbs was the mayor at the end of the event.
- More than 50 people attended the Freeze and Flash Mob in Jackson Square on Sunday, June 26, at 5:50 p.m., despite the rain (video at <http://www.youtube.com/watch?v=oEkvqM1cBs>)

- More than 25 videos from Annual were posted to YouTube ([http://www.youtube.com/results?search\\_query=%23ala11+library](http://www.youtube.com/results?search_query=%23ala11+library))
- 26 attendees signed up to participate in the ALA11 Photo Scavenger Hunt and posted 256 pictures to Flickr with the tag #ala11pix (<http://connect.ala.org/freelinking/ala11%20Photo%20Scavenger%20Hunt>). Christina Getrost won with 10,600 points; Susan Sharpless Smith came in 2<sup>nd</sup> with 7,750 points; Melissa Gold came in 3<sup>rd</sup> with 5,475 points. Response to the Photo Hunt was very positive, so we plan to run it again in the future. The pictures can be viewed at <http://www.flickr.com/search/?q=ala11pix> .

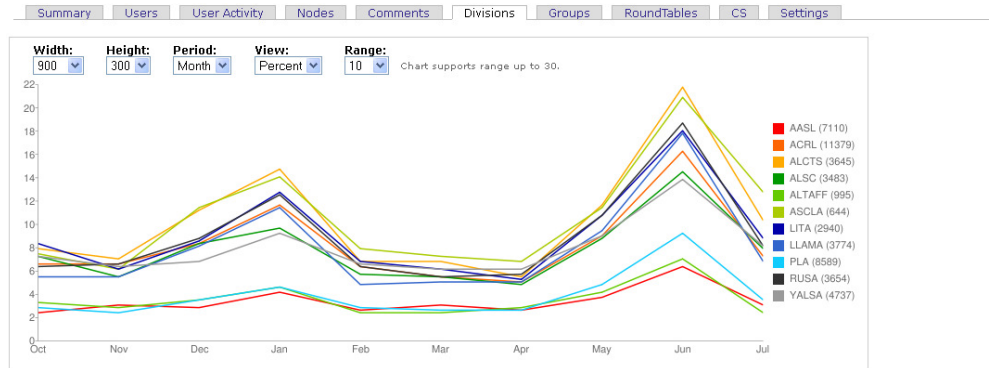
## Connect Traffic

- During May and June, Connect saw an increase of 638% in the number of pageviews. The month of June alone recorded 124,957 pages viewed 1,057,586 times. Compared to Midwinter 2011, Connect saw a 267% increase in the number of pageviews.



- During June 2011, the number of unique visitors to Connect increased 91% over January 2011 to 41,312 users. The number of users who logged in increased from 13,000+ in May (22% of all accounts) to 16,000+ in June (27% of all accounts).
- Wednesday, June 22<sup>nd</sup> recorded the highest number of users in a single day with 4,850. However, Monday, June 20<sup>th</sup> recorded the highest number of pageviews in a single day with 102,301.
- 16,641 users logged in to Connect in June, compared to 6,654 in May, an increase of 250%. Every division and round table saw a significant increase in the number of users from May to June.

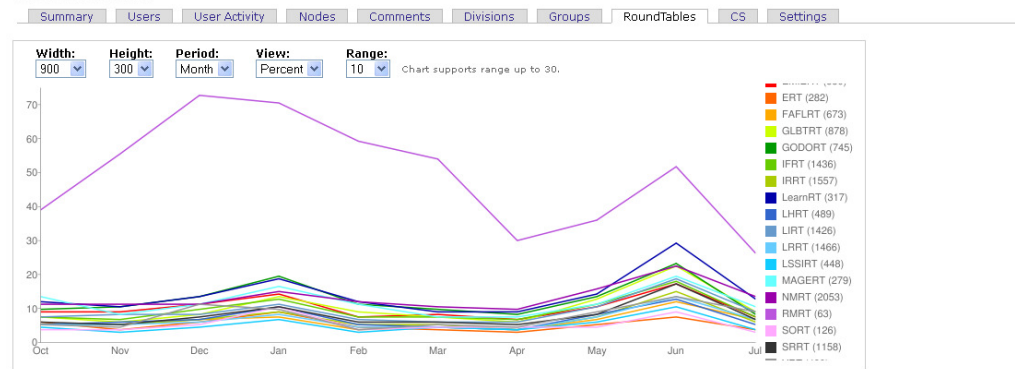
## Connect statistics



Number of active users per "division" group

Month	AASL	ACRL	ALCTS	ALSC	ALTAFF	ASCLA	LITA	LLAMA	PLA	RUSA	YALSA
Jun 2011	6.6	16.6	22	14.7	7.3	21.2	18.4	18	9.4	19.1	14
May 2011	3.8	9.3	11.8	9	4.3	11.7	10.9	9.7	5.1	11.1	9.3

## Connect statistics



Number of active users per RoundTable

Month	EMIERT	ERT	FAFLRT	GLBTRT	GODORT	IFRT	IRRT	LearnRT	LHRT	LIRT	LRRT	LSSIRT	MAGERT	NMRT	RMRT	SORT	SRRT	VRT
Jun 2011	18	7.9	13	23.1	24.1	19.1	15.4	30.1	13.4	19.4	14.3	11.1	20.4	23.7	53.4	9.4	17.7	14.6
May 2011	11.3	5.9	7.6	13.4	14.2	11.7	8.2	15.2	8.6	11.5	7.9	6.2	11.8	16.5	37.5	4.7	9	9.7

- In the month leading up to Annual, more than 400 non-ALA members created accounts, putting the total at more than 3,326 since the site launched in April 2009.
- During June, 1,479 individual pieces of content were added to Connect, along with 191 comments, an increase from May when 562 items were added with 201 comments. That's more than 50 additions every day in June, not including the conference sessions.
- 34% of referrals came from the ALA Annual website (<http://alaannual.org>), by far the largest referrer during May and June, surpassing both Google and the ALA website.
- The social media site that sent the most referrals to Connect in May and June was Twitter (881, 1% of all referrals).
- Access from mobile devices increased 411% over Midwinter 2011, with the most popular operating systems being the iPad (3,332 visits), iPhone (2,463 visits), and Android devices (1,673 visits). Mobile usage of Connect is still very clearly tied to conferences, rather than regular every day work.

Note: All statistics cited were current as of July 25, 2011. Although a few of the numbers are likely to increase further, I don't anticipate the trends outlined changing.