

Summary of ALA Connect Usage

ALA Connect runs on Drupal 7 and is hosted externally. We contract with Urban Insight to do the programming and code maintenance, but the project is managed by ALA staff member Jenny Levine in ITTS.

Usage Statistics as of January 15, 2014

Node Count

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- Chats: 1,331
- Events: 8,215
- File in Group File Repositories: 8,236*
* Note: Group File Repositories were implemented in April 2011.
- Online Docs: 10,528
- Opportunities: 99**
** We're currently working with HRDR to implement the 5,000+ opportunities in the FALIS Directory into the Opportunities Exchange.
- Polls: 997
- Discussions: 31,505
* Note: In 2012, we changed the content type for discussions, so this number represents the total number of discussions from 2012 to the present.
- Suggestions: 244***
***Used for public voting process for Conversations Starters and Ignite sessions at ALA Annual Conferences

Total: 61,115

File Count (attached to nodes, rather than uploaded the Group File Manager)

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- avi,mov,mp4,wmv: 41
- doc: 11,016
- docx: 10,908
- gif: 3,797
- jpg: 20,226
- odp,ods,odt: 19
- pdf: 13,624
- png: 1,261
- ppt,pptx,pps: 1,031

- rtf: 228
 - csv,txt: 623
 - tif: 22
 - xls: 1,174
 - xlsx: 1,402
-
- Total: 65,372

User Counts

▼ Users

Current user counts (68,862 total): Active = 62,475 (91%) Blocked = 6,387 (9%)
 Login = 29,268 (43%) Never login = 39,594 (57%)

Logged in accounts:
 Last week = 2,014 Last month = 3,206 Last year = 13,898 Over a year = 15,370

Non-member accounts registered:
 Last week = 131 Last month = 162 Last year = 2,005 Over a year = 5,042 Total = 7,047

Current user counts

- Active user accounts = 62,475 (91%)
- Blocked user accounts = 6,387 (9%)
- Total = 68,862

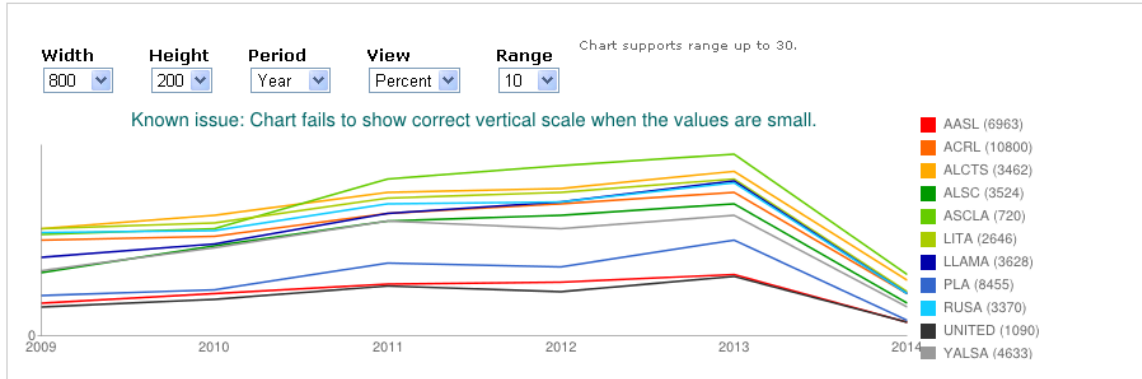
Logged in accounts:

- Last week = 2,014
- Last month = 3,206
- Last year = 13,898
- Over a year = 15,370

Non-member accounts registered

- Last week = 131
- Last month = 162
- Last year = 2,005
- Over a year = 5,042
- Total = 7,047

Percentage of Division Members Using Connect



Number of active users per "division" group											
Year	AASL	ACRL	ALCTS	ALSC	ASCLA	LITA	LLAMA	PLA	RUSA	UNITED	YALSA
2014	3.5	10.2	13.1	8.1	14.8	10.8	10.3	3.7	10.1	3.5	6.9
2013	14.5	34	39	31.2	43	37.1	37	22.6	36.4	14.2	28.7
2012	12.9	31.5	34.8	28.8	40.4	34.1	31.9	16.4	31.9	10.5	25.6
2011	12.2	29.2	34.3	27.4	37.2	32.6	29.2	17.5	31.3	11.9	27.5
2010	10.2	23.9	28.6	21.5	25.7	26.8	22	11	24.9	8.9	21
2009	8	22.8	25.6	15.2	24.2	25.5	18.7	9.7	24.4	7	15.6

2014

- AASL = 3.5
- ACRL = 10.2
- ALCTS = 13.1
- ALSC = 8.1
- ASCLA = 14.8
- LITA = 10.8
- LLAMA = 10.3
- PLA = 3.7
- RUSA = 10.1
- UNITED = 3.5
- YALSA = 6.9

2013

- AASL = 14.5
- ACRL = 34
- ALCTS = 39
- ALSC = 31.2
- ASCLA = 43
- LITA = 37.1
- LLAMA = 37
- PLA = 22.6
- RUSA = 36.4

- UNITED = 14.2
- YALSA = 28.7

2012

- AASL = 12.9
- ACRL = 31.5
- ALCTS = 34.8
- ALSC = 28.8
- ASCLA = 40.4
- LITA = 34.1
- LLAMA = 31.9
- PLA = 16.4
- RUSA = 31.9
- UNITED = 10.5
- YALSA = 25.6

2011

- AASL = 12.2
- ACRL = 29.2
- ALCTS = 34.3
- ALSC = 27.4
- ASCLA = 37.2
- LITA = 32.6
- LLAMA = 29.2
- PLA = 17.5
- RUSA = 31.3
- UNITED = 11.9
- YALSA = 27.5

2010

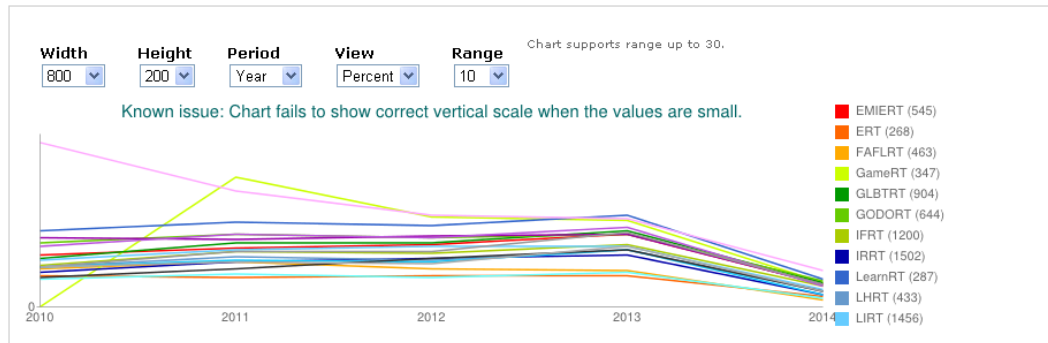
- AASL = 10.2
- ACRL = 23.9
- ALCTS = 28.6
- ALSC = 21.5
- ASCLA = 25.7

- LITA = 26.8
- LLAMA = 22
- PLA = 11
- RUSA = 24.9
- UNITED = 8.9
- YALSA = 21

2009

- AASL = 8
- ACRL = 22.8
- ALCTS = 25.6
- ALSC = 15.2
- ASCLA = 24.2
- LITA = 25.5
- LLAMA = 18.7
- PLA = 9.7
- RUSA = 24.4
- UNITED = 7
- YALSA = 15.6

Percentage of Round Table Members Using Connect



Year	EMIERT	ERT	FAFLRT	GameRT	GLBTRT	GODORT	IFRT	IRRT	LearnRT	LHRT	LIRT	LRRT	LSSIRT	MAGIRT	NMRT	RMRT	SORT	SRRT	VRT
2014	13.3	5.9	4.7	13.5	14.2	14.6	11.7	7.7	16.3	8.9	10.1	7.2	4.9	13.3	12	20.8	9.3	12.9	8.7
2013	40.7	17.8	20.4	48.3	42.4	41.4	35.4	29.2	51.5	32.1	34.3	32.4	19.7	41.3	44.3	49.7	32.7	41.7	34.3
2012	35.6	17.7	21.9	50.5	36.5	39.1	30	27.2	45.5	26.1	33.9	25.6	16.9	40	38.8	51.7	27	31.7	25
2011	33.5	17.2	25.6	72.5	36.1	40.8	31.1	25.2	47.9	28.3	31.9	26.6	18.5	38	40.5	64.6	21.7	31.7	25.9
2010	28.9	18.1	21.3	0	27.5	36.1	23.8	19.9	43.3	22.6	26.9	22.4	15.6	38.6	34.5	91.7	16.7	22.6	23

Note: The Round Tables report wasn't implemented until 2010, so we don't have statistics for 2009.

2014

- EMIERT = 13.3
- ERT = 5.9
- FAFLRT = 4.7
- GameRT = 13.5
- GLBTRT = 14.2
- GODORT = 14.6
- IFRT = 11.7
- IRRT = 7.7
- LearnRT = 16.3
- LHRT = 8.9
- LIRT = 10.1
- LRRT = 7.2
- LSSIRT = 4.9
- MAGIRT = 13.3
- NMRT = 12
- RMRT = 20.8
- SORT = 9.3
- SRRT = 12.9
- VRT = 8.7

2013

- EMIERT = 40.7
- ERT = 17.8
- FAFLRT = 20.4
- GameRT = 48.3
- GLBTRT = 42.4
- GODORT = 41.4
- IFRT = 35.4
- IRRT = 29.2
- LearnRT = 51.5
- LHRT = 32.1
- LIRT = 34.3
- LRRT = 32.4
- LSSIRT = 19.7
- MAGIRT = 41.3
- NMRT = 44.3
- RMRT = 49.7
- SORT = 32.7
- SRRT = 41.7
- VRT = 34.3

2012

- EMIERT = 35.6
- ERT = 17.7
- FAFLRT = 21.9
- GameRT = 50.5
- GLBTRT = 36.5
- GODORT = 39.1
- IFRT = 30
- IRRT = 27.2
- LearnRT = 45.5
- LHRT = 26.1
- LIRT = 33.9
- LRRT = 25.6
- LSSIRT = 16.9
- MAGIRT = 40
- NMRT = 38.8
- RMRT = 51.7
- SORT = 27
- SRRT = 31.7
- VRT = 25

2011

- EMIERT = 33.5
- ERT = 17.2
- FAFLRT = 25.6
- GameRT = 72.5
- GLBTRT = 36.1
- GODORT = 40.8
- IFRT = 31.1
- IRRT = 25.2
- LearnRT = 47.9
- LHRT = 28.3
- LIRT = 31.9
- LRRT = 26.6
- LSSIRT = 18.5
- MAGIRT = 38
- NMRT = 40.5
- RMRT = 64.6
- SORT = 21.7

- SRRT = 31.7
- VRT = 25.9

2010

- EMIERT = 28.9
- ERT = 18.1
- FAFLRT = 21.3
- GameRT = 0 (GameRT was created in 2011)
- GLBTRT = 27.5
- GODORT = 36.1
- IFRT = 23.8
- IRRT = 19.9
- LearnRT = 43.3
- LHRT = 22.6
- LIRT = 26.9
- LRRT = 22.4
- LSSIRT = 15.6
- MAGIRT = 38.6
- NMRT = 34.5
- RMRT = 91.7
- SORT = 16.7
- SRRT = 22.6
- VRT = 23

MentorConnect Statistics

▼ MentorConnect	
Participants:	600
Mentors:	177
Mentees:	459
Mentorships:	Total = 383 Pending = 116 Denied = 6 Active = 258 Closed = 3
Feedbacks:	196

MentorConnect was implemented in September 2009 and will be upgraded in 2014 based on feedback from 2013 Emerging Leaders Team L.

Participants = 600

Mentors = 177

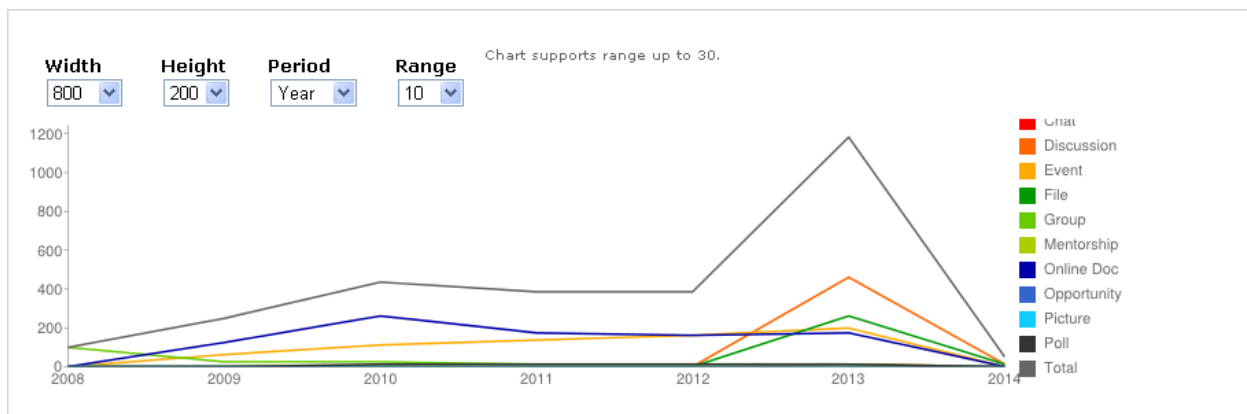
Mentees = 459

Mentorships

- Total = 383
- Pending = 116
- Denied = 6
- Active = 258
- Closed = 3

Feedbacks = 196

Content Counts



Year	Chat	Discussion	Event	File	Group	Mentorship	Online Doc	Opportunity	Picture	Poll	Total
2014	10	281	67	257	2	0	104	0	0	9	730
2013	203	5732	2494	3224	191	43	2126	36	71	246	14366
2012	0	0	2049	0	204	76	1984	8	118	251	4690
2011	0	0	1727	0	238	133	2259	20	48	276	4701
2010	0	0	1393	0	347	98	3195	35	128	205	5401
2009	0	0	836	0	363	39	1653	0	96	112	3099
2008	0	0	1	0	1235	0	2	0	6	0	1244

2014

- Chat = 10
- Discussion = 281
- Event = 67
- File = 257
- Group = 2
- Mentorship = 0
- Online Doc = 104
- Opportunity = 0

- Picture = 0
- Poll = 9
- Total = 730

2013

- Chat = 203
- Discussion = 5,732
- Event = 2,494
- File = 3,224
- Group = 191
- Mentorship = 43
- Online Doc = 2,126
- Opportunity = 36
- Picture = 71
- Poll = 246
- Total = 14,366

2012

- Chat = 0
- Discussion = 0
- Event = 2,049
- File = 0
- Group = 204
- Mentorship = 76
- Online Doc = 1,984
- Opportunity = 8
- Picture = 118
- Poll = 251
- Total = 4,690

2011

- Chat = 0
- Discussion = 0
- Event = 1,727
- File = 0
- Group = 238
- Mentorship = 133
- Online Doc = 2,259
- Opportunity = 20

- Picture = 48
- Poll = 276
- Total = 4,701

2010

- Chat = 0
- Discussion = 0
- Event = 1,393
- File = 0
- Group = 347
- Mentorship = 98
- Online Doc = 3,195
- Opportunity = 35
- Picture = 128
- Poll = 205
- Total = 5,401

2009

- Chat = 0
- Discussion = 0
- Event = 836
- File = 0
- Group = 363
- Mentorship = 39
- Online Doc = 1,653
- Opportunity = 0
- Picture = 96
- Poll = 112
- Total = 3,099

2008

- Chat = 0
- Discussion = 0
- Event = 1
- File = 0
- Group = 1,235
- Mentorship = 0
- Online Doc = 2
- Opportunity = 0

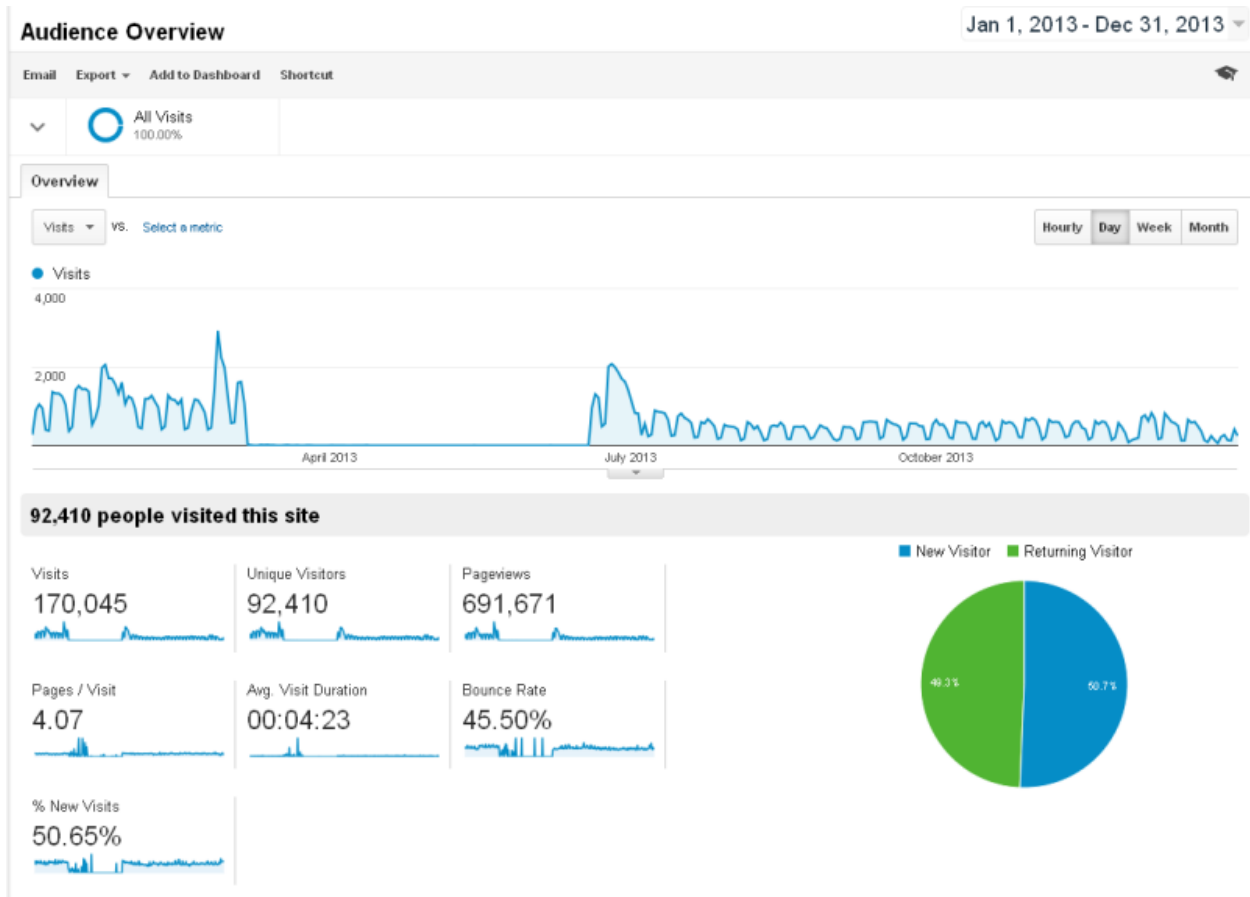
- Picture = 6
- Poll = 0
- Total = 1,244

Connect went live in April 2009 which is why the numbers are so low for 2008.

We changed the content type on both chats and discussions in 2012, which is why there are no past numbers for those years. Past Connect reports for those years can be found at:

- Six-month Review of Connect: <http://itts.ala.org/news/2009/12/16/six-month-review-of-ala-connect/>
- Happy Birthday, ALA Connect (One Year): <http://itts.ala.org/news/2010/04/27/happy-birthday-connect/>
- ALA Connect at 18 Months: <http://itts.ala.org/news/2010/10/22/ala-connect-at-18-months-report/>
- New ALA Connect Reports (2011, Two-year Mark): <http://itts.ala.org/news/2011/07/27/new-ala-connect-reports/>

Google Analytics Overview (January 1, 2013 – December 31, 2013)

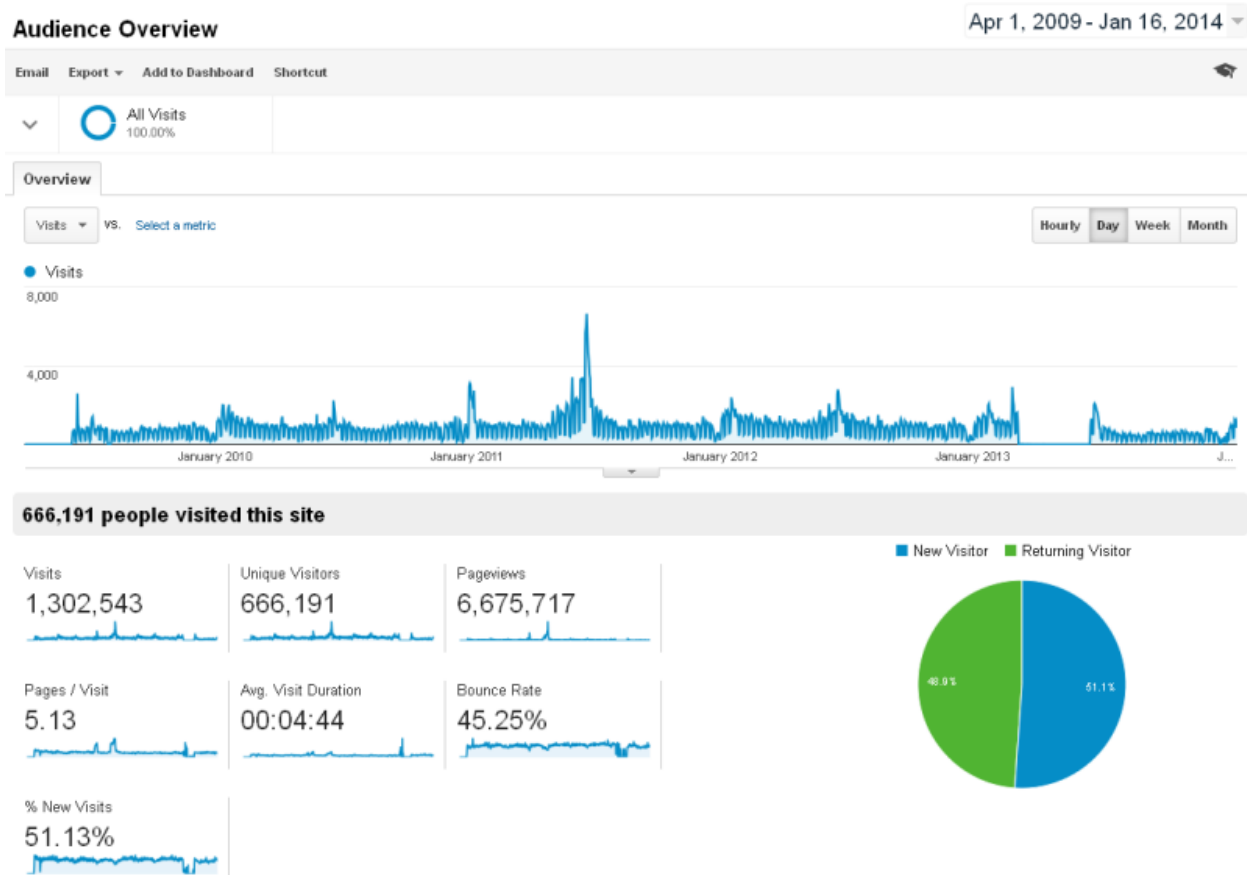


January 1, 2013 – December 31, 2013 Audience Overview

- 92,410 people visited this site
- Visits = 170,045
- Pages/Visit = 4.07
- % New Visits = 50.65%
- Unique Visitors = 92,410
- Average Visit Duration = 00:04:23
- Pageviews = 691,671
- Bounce Rate = 45.50%

Note: Somehow we lost the Google Analytics code in March during an upgrade and didn't realize it until June 17, so the numbers would be higher because this chart doesn't reflect activity around the ALA Annual Conference. Consistent usage from year-to-year is reflected in the following "2009-2014" chart.

Google Analytics Overview (June 10, 2009 – January 14, 2014)



Note: We didn't implement Google Analytics tracking until June 2009.

April 1, 2009 – January 16, 2014 Audience Overview

- 666,191 people visited this site
- Visits = 1,302,543
- Pages/Visits = 5.13
- % New Visits = 51.13%
- Unique Visitors = 666,191
- Average Visit Duration = 00:04:44
- Pageviews: 6,675,717
- Bounce Rate: 45.25%