



North Carolina Agricultural and Technical College Library:2007

Overview

2007 was once again a year of growth and renewed commitment amongst the members of NCKnows. Sponsored by the State Library and supported with federal LSTA funds, the NCKnows service debuted in February 2004 with 18 libraries providing staff and offering the link on their web page. In 2007, we focused on expanding the service in North Carolina and added 20 new libraries and conducted three trainings of new librarians to staff the project.

Thanks to your commitment to this project, NCKnows helped thousands of North Carolinians discover and use the print and electronic resources available through their local library.

Questions asked from your library's NCKnows links

Total questions in 2007: 184

Total questions in 2006: 221

Your library staff contributions in 2007

Estimated hours monitoring NCKnows: 416

Questions answered by your staff: 337

Staff at your library serve an average of 8 hours per week (not counting weekend hours)

NCKnows At-A-Glance		
<i>Questions</i>		
	Total	NCAT Library
2007	9764	184
2006	10390	221
<i>Staff Hours</i>		
	Total	NCAT Library
2007	5351	416
2006	5351	360

Recent Patron Comments

At the completion of each *NCknows* reference transaction, patrons are offered the opportunity to provide feedback on their virtual reference experience. Users from your library submitted the following comments:

- The librarian steered me in the right direction by providing relevant material I hadn't previously seen and offering possible suggestions for further research. It was a great help and I will continue to use the service in the future.
- Overall helpful
- I am looking to improve my students research skills. There is so much information available that they get bogged down. Hoepfully this will help direct them to viable resources as I teach the NC History.
- This really comes in handy for last minute work.
- I hope this service lasts forever.

Questions? Comments?Need additional information? Contact Phil Blank, *NCknows* Project Librarian, by e-mail at <phil@philblank.net>.

Monthly Traffic Analysis

The following tables analyze the monthly *NCKnows* traffic contributed from your library's patrons (Table 1) and patrons from the total *NCKnows* group (Table 2). In 2005, we found that the total *NCKnows* traffic reflects the school year and demonstrates that students are an important part of our patron base.

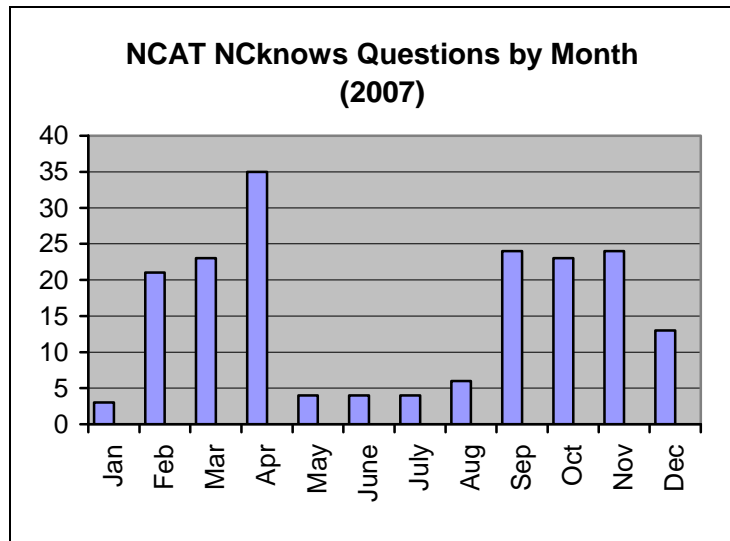


Table 1

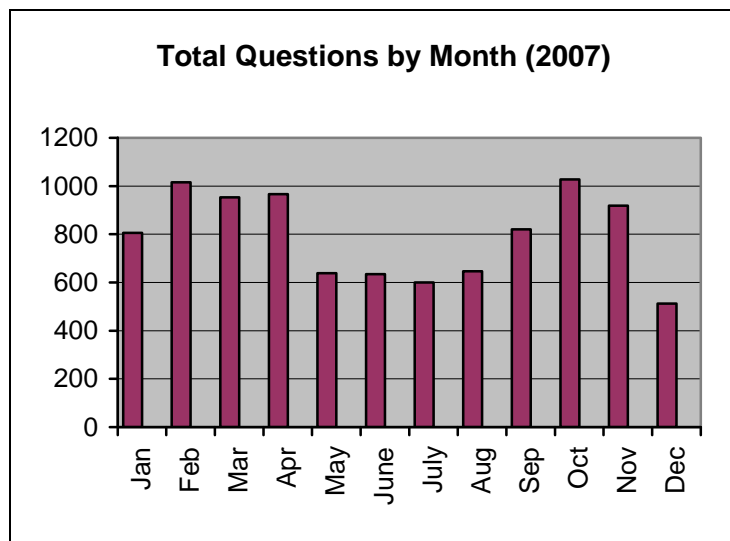


Table 2

Hourly Traffic Analysis

The next chart tracks question volume by hour of the day.

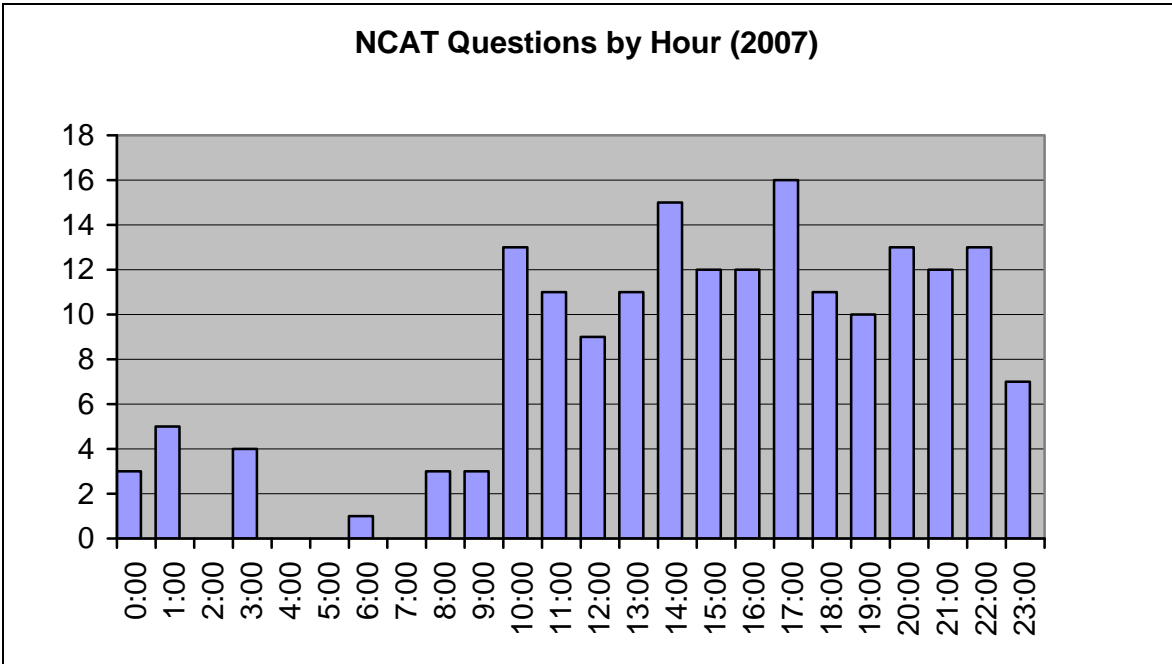


Table 3

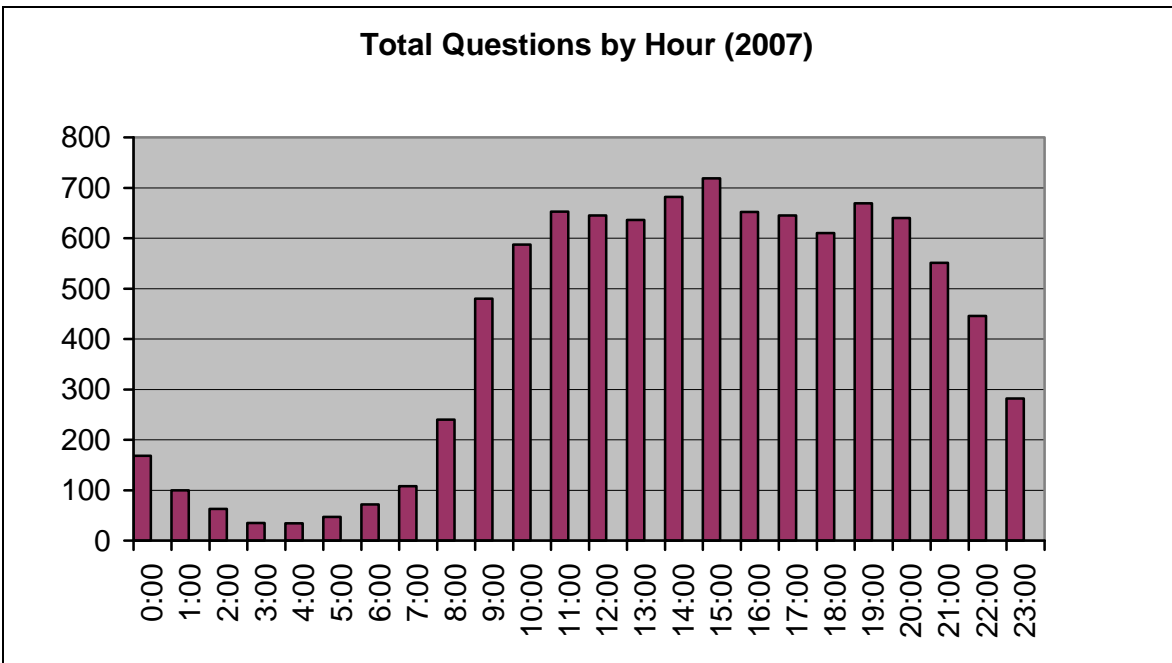


Table 4

Question Volume by Library Type

This chart tracks your library among other libraries of your type in the NCKnows group. Not all of these libraries offered NCKnows for the entire year. In general, marketing, instruction and placement of NCKnows button greatly affect traffic. Marketing materials are available online at <http://ncknows.org/marketing.htm> .

NCKnows Questions: Ranked By Library & Type (2007)

<i>Public</i>		<i>Academic</i>	
NCKnows.org (State Library)	2153	Central Piedmont CC	656
PLCMC	2015	Wake Tech CC	389
Greensboro Public	753	UNC Wilmington	191
Cumberland County Public	630	NCA&T	184
Wake County Public	442	UNC Charlotte	181
Sampson Clinton	225	Davidson Cnty CC	109
Forsyth County Public	156	UNC Chapel Hill	96
Hyconeechee Regional	117	East Carolina Univ	76
Haywood County Public	45	Pfeiffer Univ	73
Sheppard Memorial Lib	79	Central Carolina CC	71
Wayne County Public	51	Edgecombe CC	67
Fontana Regional	47	Guilford Tech CC	67
Appalachian Regional	37	Pitt CC	55
Durham County	37	Rockingham CC	49
Transylvania County	24	Durham Tech CC	48
Ablemarle Regional	23	Duke	47
Asheville-Buncombe	23	NC Wesleyan C	40
Southern Pines Public	22	Mount Olive College	38
Hickory Public	19	ASU	37
New Hanover County	14	Rowan-Cabarrus CC	36
Madison Public	14	Asheville-Bunc Tech	31
Central NC Regional	13	Fayetteville CC	30
Haywood County	13	UNC Greensboro	29
Pettigrew Regional	11	Cape Fear CC	29
Caldwell County Public	9	Surry CC	28
Craven-Pamlico-Carteret	9	Isothermal CC	17
Caldwell County	9	McDowell Tech CC	14
Burke County Public	9	Cleveland CC	14
Pender County	8	Chowan Univ	10
High Point	7	Johnston CC	9
Davie County	4	Wilkes CC	9
Polk County Public	4	Fayetteville State Univ	9
Catawba County	3		

Mauney Memorial	2	
Braswell Memorial	2	
Union County	1	
<i>Total</i>	6979	

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**NCKnows Questions:
Ranked By Library & Type (July 1, 2006-June 31 2007)**

<i>Public</i>		<i>Academic</i>	
PLCMC	3049	Central Piedmont CC	548
State Library of NC	1802	Wake Tech CC	471
Greensboro Public	759	NCA&T	208
Wake County Public	553	UNC Wilmington	159
Cumberland County Public	497	Davidson CC	135
Forsyth County Public	241	Pfeiffer Univ	122
Sheppard Memorial Public	87	Appalachian State Univ	76
Hyconeechee Regional	82	Duke Univ	72
Wayne County	48	Rockingham CC	70
Appalachian Regional	37	Pitt CC	67
New Hanover County	32	Edgecombe CC	67
Haywood County Public	26	WSSU	67
Fontana	26	Central Carolina CC	66
Transylvania County	22	Asheville Buncombe Tech	59
Central NC Regional	21	Durham Tech CC	54
Union County Public	21	UNC Chapel Hill	48
Madison County Public*	20	Fayetteville Tech	43
Granville County Public*	20	NCWC	38
Hickory Public	14	Rockingham CC	36
Pettigrew Regional	12	Cape Fear CC	35
Pender County Public	12	UNC Greensboro	29
Asheville Buncombe	13	Surry CC	23
New Bern Craven	12	East Carolina Univ	23
Southern Pines Public	10	Rowan Cabarrus CC	22
Sampson Clinton	9	Isothermal CC	19
Durham	9	Cape Fear CC	16
Polk County Public	7	McDowell Tech CC	9
Caldwell County Public	6	Guilford Tech CC	9
High Point Public	2	Johnston CC	6
		Randolph CC	6
		Chowan Univ	5
		Cleveland CC	5
		Mount Olive Col	5
		Piedmont CC	2
		Brevard College	1
		Tri-Cnty CC	1