Quality of Life Result: All Connecticut residents are lifelong learners.

Contribution to the Result: iCONN provides equitable access to a core level of information resources to all Connecticut residents through their schools, colleges and public libraries or online from any location regardless of financial status or community wealth.

### How Much Did We Do?

#### Connecticut Uses iCONN

<table>
<thead>
<tr>
<th>iCONN Document Views and Appropriations FY 2009-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2009: 9,777,691</td>
</tr>
<tr>
<td>FY 2010: 8,311,540</td>
</tr>
<tr>
<td>FY 2011: 7,567,938</td>
</tr>
<tr>
<td>FY 2012: 9,041,297</td>
</tr>
</tbody>
</table>

#### How Well Did We Do It?

iCONN provides equitable access to quality information to all public libraries

#### Is Anyone Better Off?

iCONN Saved Libraries and Municipalities a Substantial Amount of Money

Story behind the baseline:

Document views show the level of demand for iCONN by residents by measuring the number of times users actually open documents that are relevant to their searches. Usage increased substantially (by nearly 20%) between FY2011 and FY2012 because local library funding has declined and libraries are forced to rely more on iCONN. The user population includes high school students (24%), college students (18%), librarians (15%), middle school students (6%), teachers (6%), professors (5%), elementary school students (1%) and other professionals (12%).

To address past budget cuts, we have already trimmed resources. Any further cuts will severely compromise our ability to offer core iCONN databases.

Use Trend: ▲

Trend Going in Right Direction? ▲ Yes; ▼ No; ◄► Flat/ No Trend

Cost Benefit Trend: ▲
2013 Program Report Card: iCONN – Connecticut’s Re-search Engine (CT State Library)

Quality of Life Result: All Connecticut residents are lifelong learners.

Is Anyone Better Off?

Most users find iCONN’s content to be more trustworthy than web search engines

![Survey Results]

Do you trust the content on this website more than the content you find through web search engines?

Gale-Cengage Browse Survey
August 27, 2009 – September 24, 2012

- 88% Yes
- 10% No
- 2% Haven't thought about it

Story behind the baseline:

iCONN is fulfilling its intent to provide users with higher quality, more trustworthy information than would be possible using web search engines. Users want relevant, easily accessible information they can trust, not millions of search results from the open Web. iCONN provides access to thousands of magazines and journals whose paid content is not available on the open (free) Web. iCONN searches are also free of advertising and confidential (not retained) to ensure patron privacy. iCONN users can contact us easily using a feedback form; we respond promptly and, when applicable, use that information to improve system usability.

55% of users indicated they found what they were looking for and many “better off” user testimonials are linked from iCONN.org.

Proposed Actions to Turn the Curve:

The economy of scale analysis above is hypothetical as it posits that each of the libraries and municipalities that currently have access to iCONN could afford to provide a comparable service for their own patrons if the state service were to go away. In fact, a substantial number of libraries could not afford an added cost of this magnitude. As a result, if iCONN as it exists today were to disappear, libraries would experience either significantly higher costs, or vastly diminished service, or a combination of both. In turn, because we know that this result would not manifest uniformly across all municipalities, the “equity of information access” that iCONN currently provides all students and residents would end.

1. We will upgrade the current statewide library catalog to an improved version (subject to availability) by July 2013. This will improve usability, search relevance and support for mobile devices.
2. We will implement the results of a bid for licensed databases to improve services and lower costs by July 2013.
3. We will issue an RFP for the statewide library catalog to improve services and lower costs by April 2013.
4. We will investigate funding support from the State Dept. of Education and the Department of Economic and Community Development to acquire needed additional resources in five categories: business directory; pro-con issues; The Hartford Courant, 1923-1984; streaming video; and children’s encyclopedia. This request has been strongly endorsed by iCONN’s Advisory Board. Currently, 85% of use is coming from academic and K-12 students.

Data Development Agenda:

1. We will ask the State Dept. of Education to (a) begin collecting data from public school libraries relevant to our ongoing evaluation of iCONN, including libraries that rely exclusively on iCONN for licensed databases; and (b) fill a longstanding vacancy on iCONN’s Advisory Board.
2. We will review the annual public library survey to identify opportunities for improvement relevant to iCONN.
3. We will request the funding needed to perform a professional survey of iCONN users to gauge satisfaction, awareness, who the users are and how they are using iCONN.