

State of the Stats, June 2009

Attached is a detailed report showing WebJunction Illinois statistics since the launch of WJIL in August, 2007, with detailed analysis from August, 2008 through May, 2009. The following highlights illustrate the success of WJIL in Illinois.

WJIL Registered Users

- Over 2,800 registered users as of June, 2009
- Rapid growth in registered users since March, 2009
- Steady and continued growth of registered users since WJIL launch in August, 2007
- Most new registered users in most recently reported monthly statistics, May 2009

Course Enrollments

- Over 1,800 course enrollments since August, 2007
- Overall completion rate of online courses of 30%, with 26% in progress
- Completion rate of LibraryU courses is 63% - highest completion rate for online providers offered through the WebJunction course catalog
- Over 45% of course enrolled in have not yet been started – users need to be encouraged to effectively use their enrolled courses

Site Visits and Time on Site

- Increase in site visits, unique visitors and page visits
- Average minutes on site has declined while number of page views per visit have increased showing improvements in site performance and user familiarity
- Statistics for time on site and page views does not include online course interaction



Sponsors

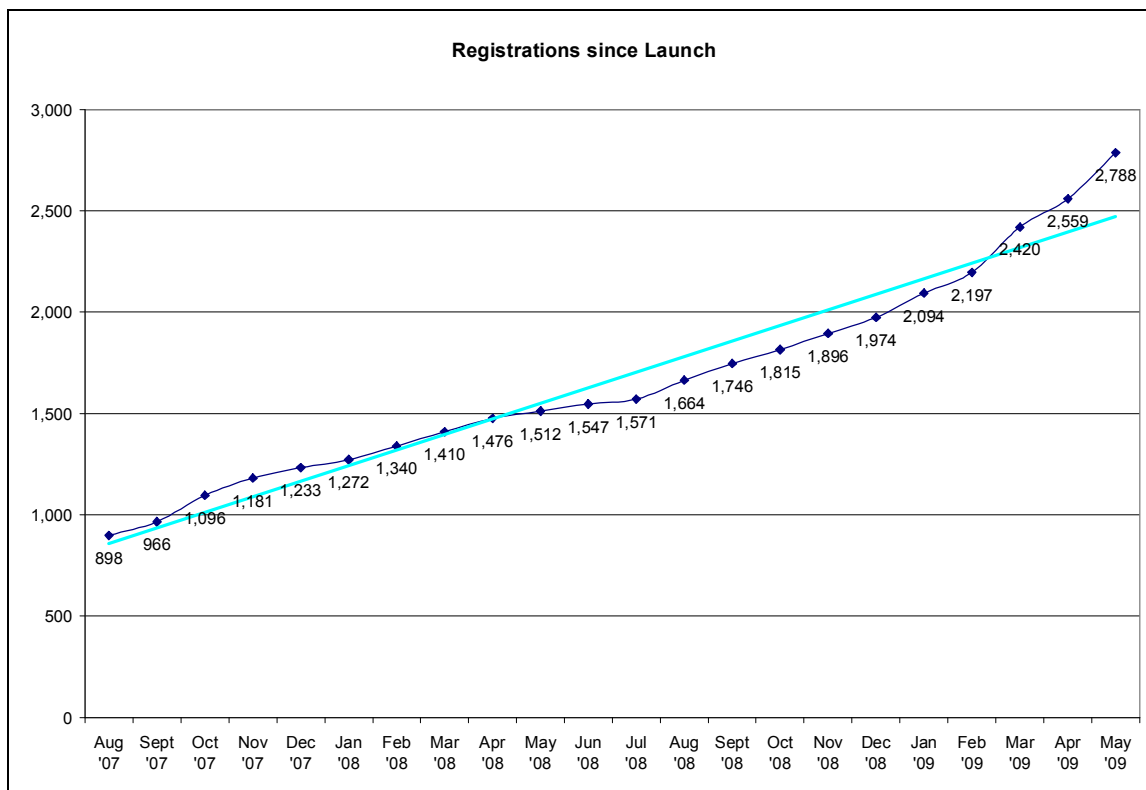
WebJunction Illinois (WJIL) is sponsored by the Illinois State Library and the Illinois regional library systems.

il.webjunction.org

WebJunction Illinois Statistics Overview June, 2009

The following data is provided as a recap of critical indicators in the WebJunction Illinois statistics, compiled since August 2007. In each graphical representation of the data, a statistical trend line is overlaid on the data to reflect the statistical trend of the data. By comparing the actual data points against this trend line, we can draw some additional analysis of WJIL usage. Each chart represents data pulled from the monthly statistics distributed by WebJunction.

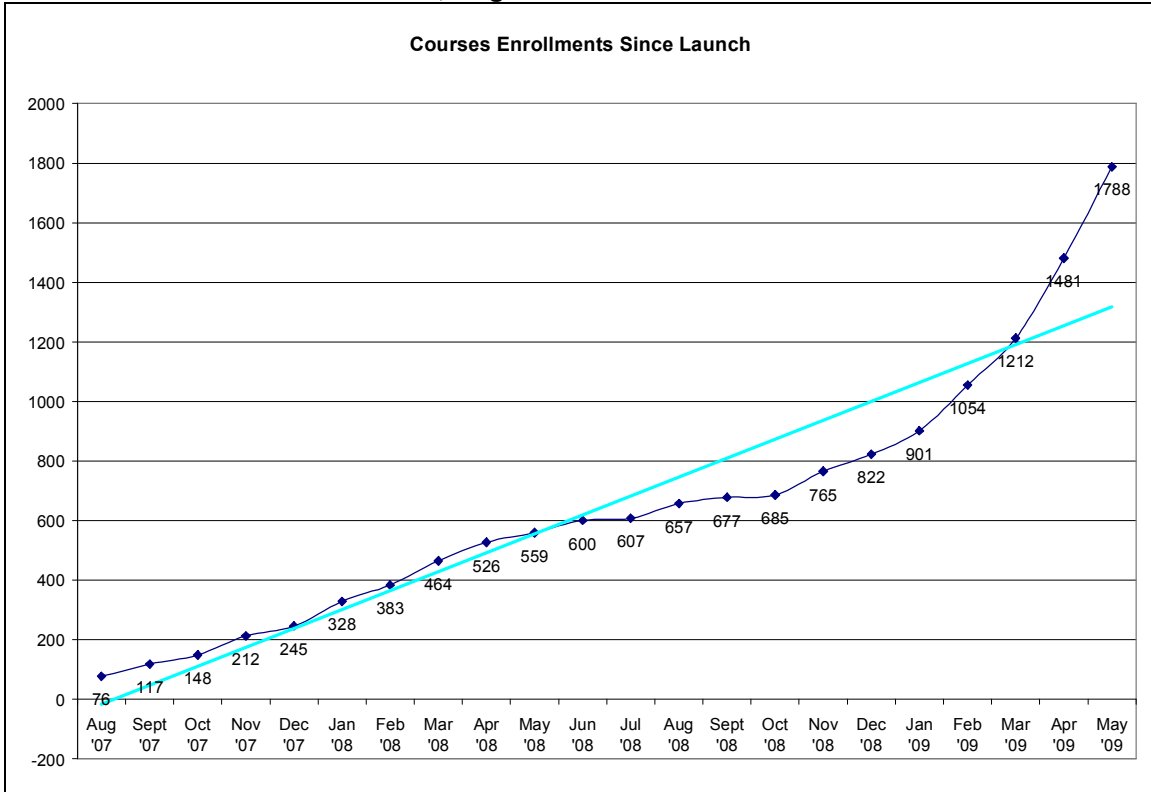
Registrations Since Launch, August 2007



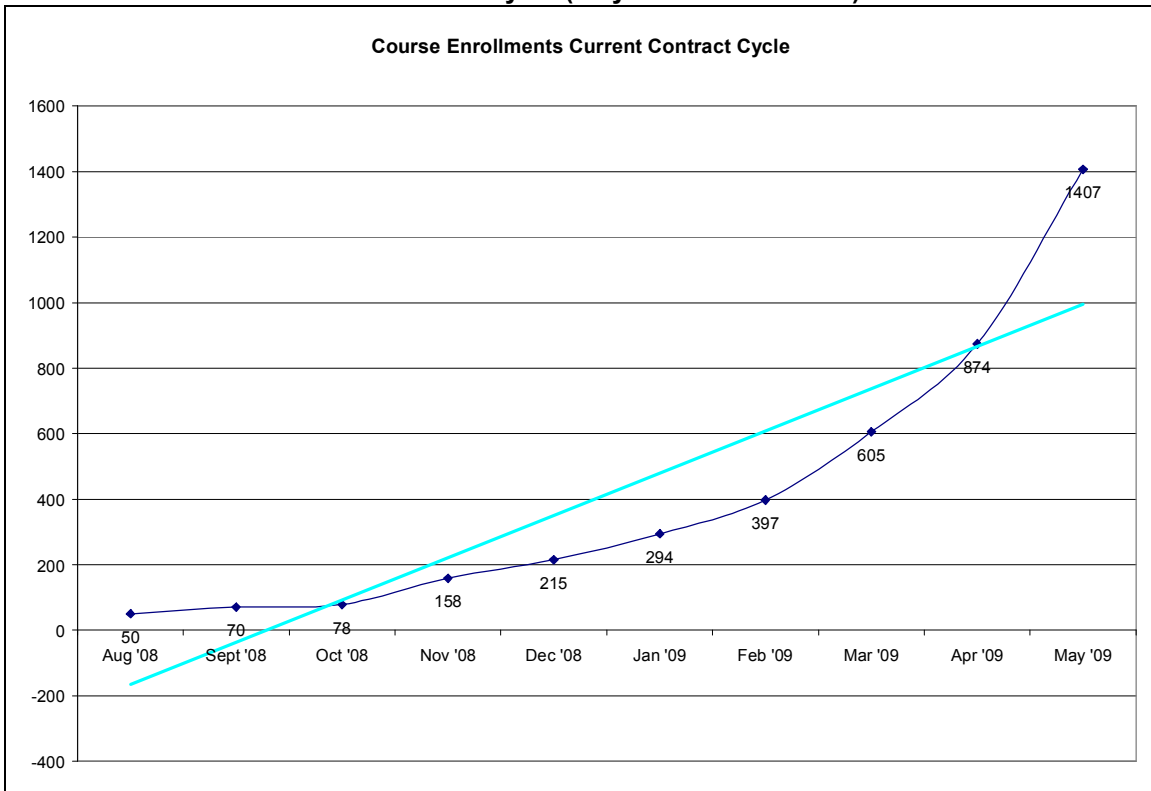
This chart represents all users affiliated with Illinois from the launch of WebJunction Illinois in August, 2007. Some items of note:

- Initial 896 users came from WebJunction Global users who were automatically affiliated with Illinois when the site launched.
- Slight increase over trend line in October-December, 2007 is related to ILA promotion and post-launch promotion and outreach.
- Rate of new registrations fell below the trend line from July 2008 – January 2009 and corresponds to the migration timeline to the new WebJunction platform in August, 2008. This slight drop in expected registrations could be associated with platform problems, as well as a decrease in promotional activities and outreach due to project staff working on platform related issues and stability.
- Sharp increase above trend line for March – May, 2009 is due to promotion and outreach, particularly geared toward Chicago Public Library staff.
- It is expected that the registration trend will slow as the saturation level of potential users increases, providing a more flat-line growth pattern over time.

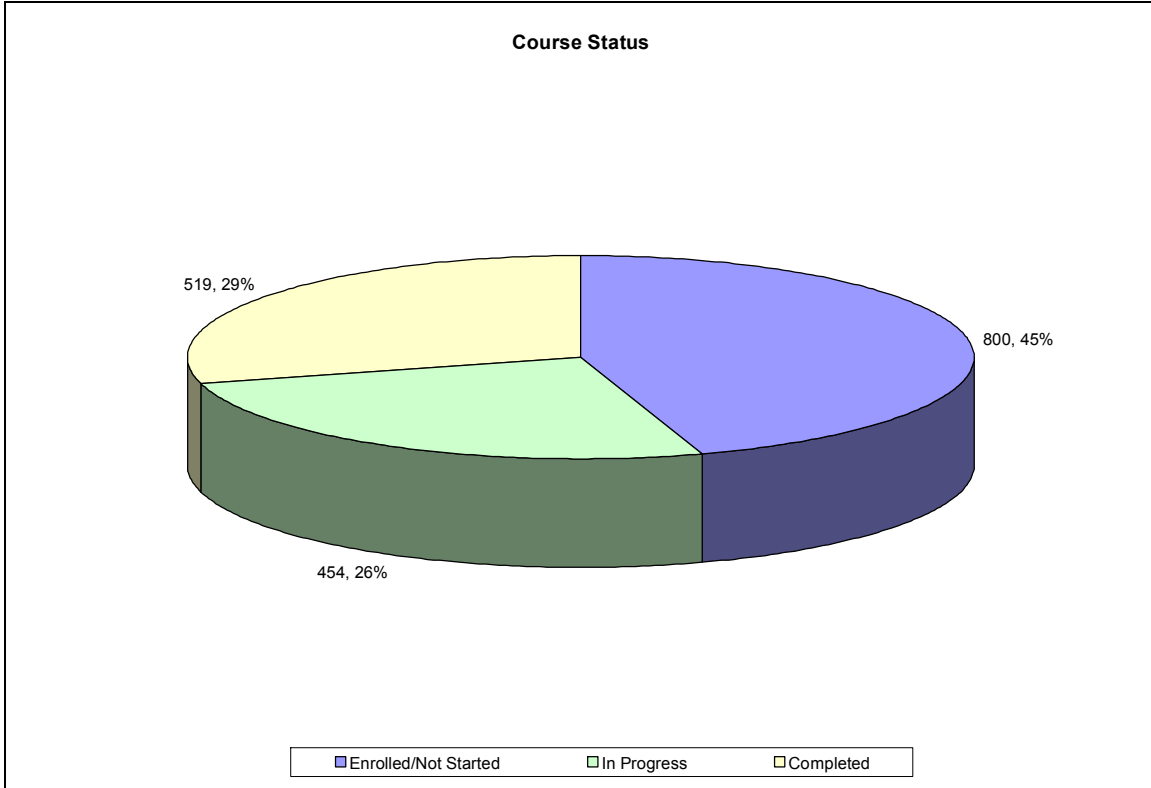
Course Enrollments Since Launch, August 2007



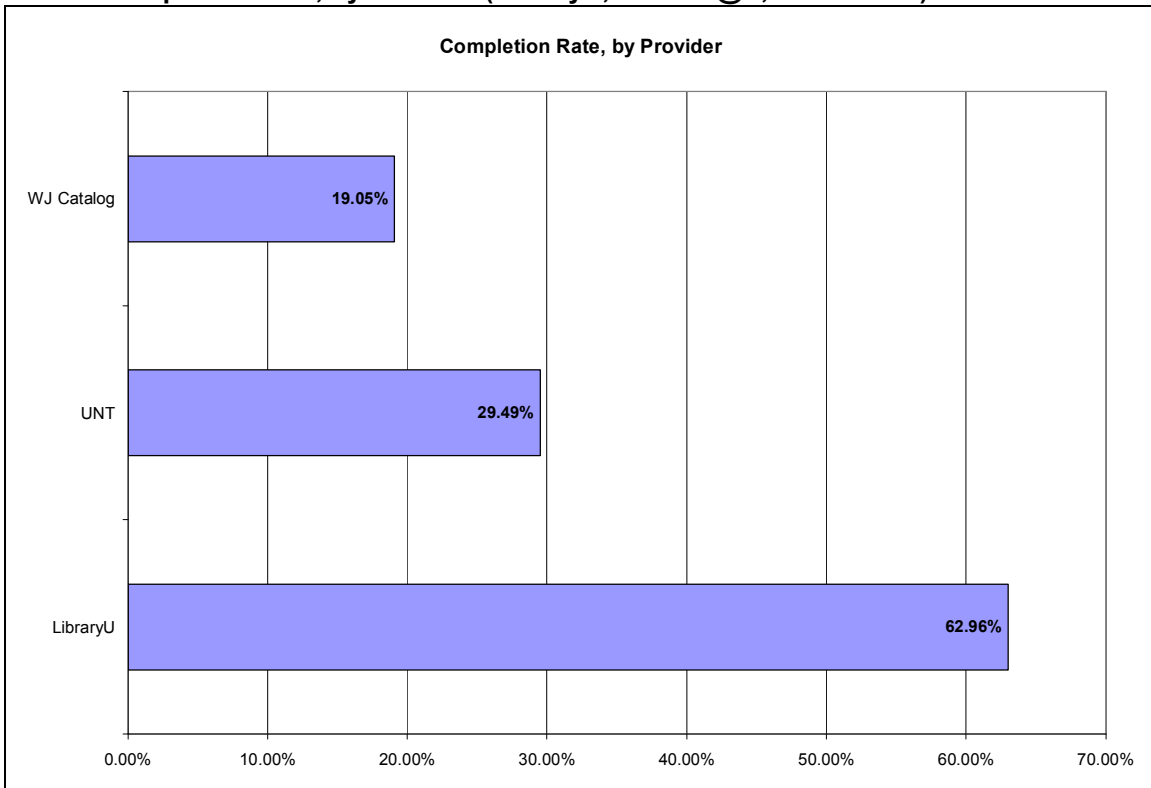
Course Enrollments Current Contract Cycle (July 2008 – June 2009)



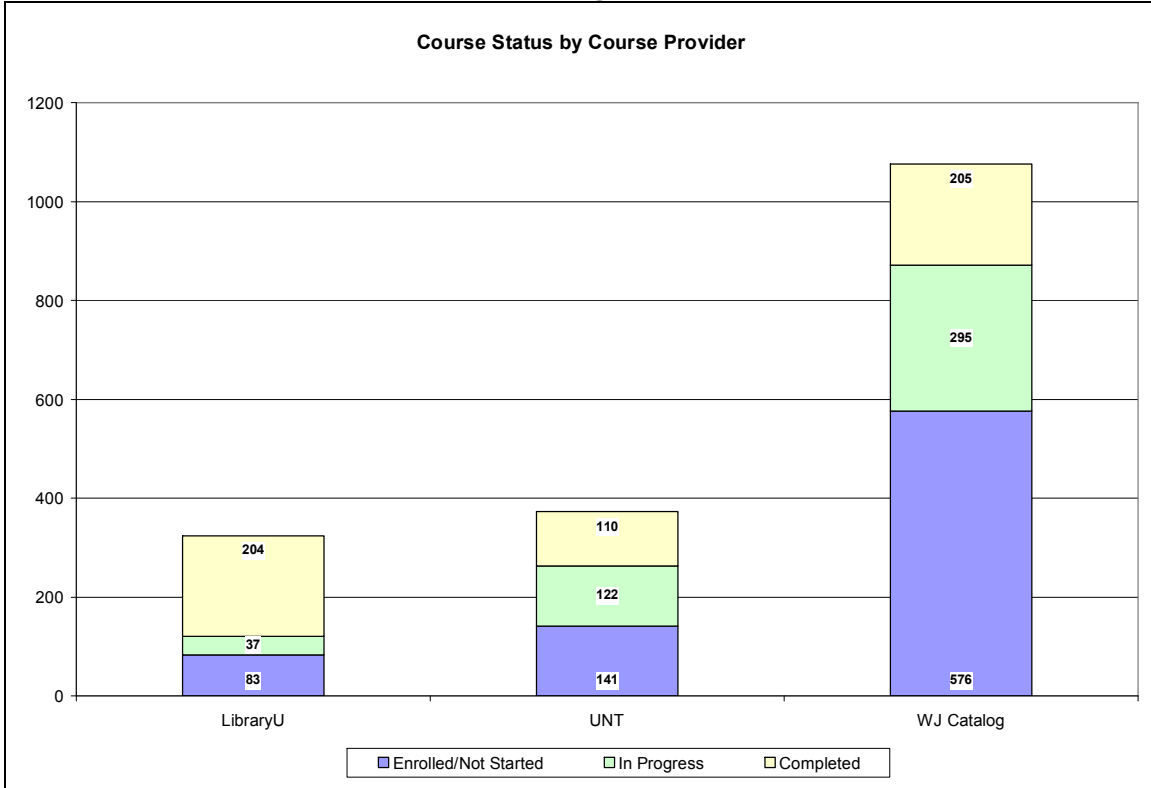
Course Status Composite (August, 2008 – May, 2009)



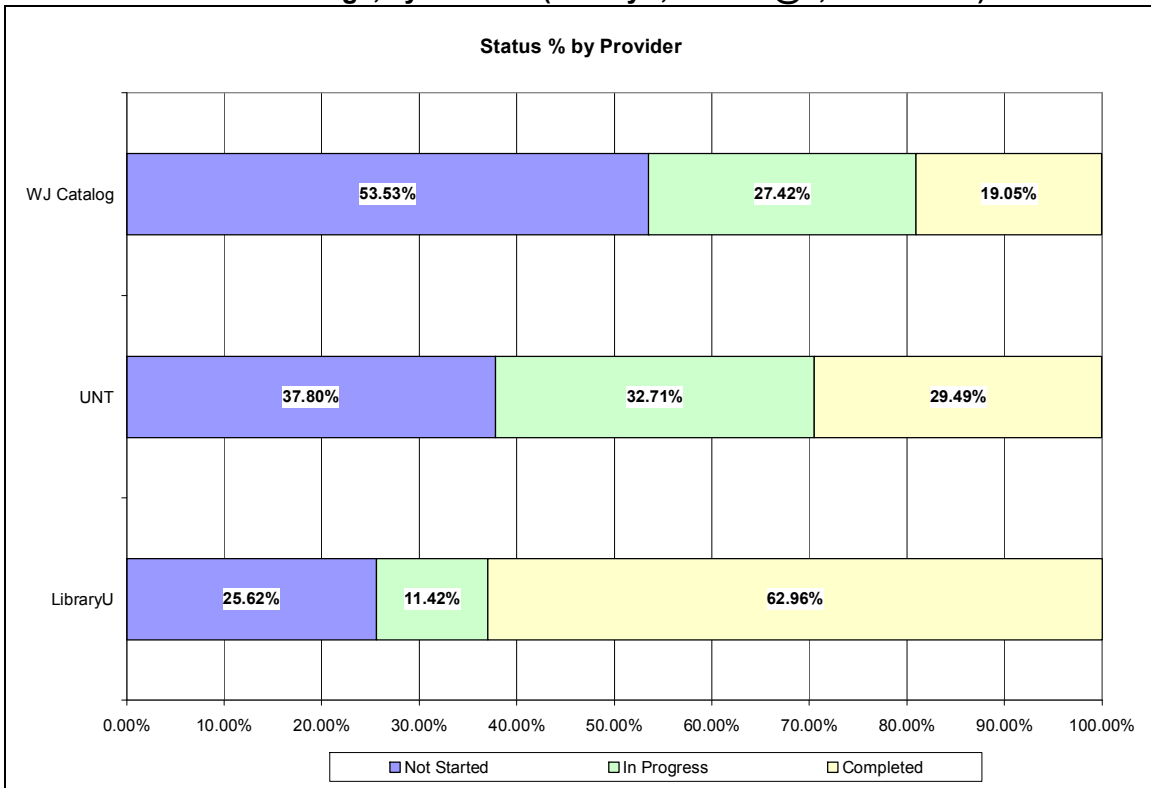
Course Completion Rate, by Provider (LibraryU, UNT-LE@D,WJ/Skillsoft)



Course Status, by Provider (LibraryU, UNT-LE@D,WJ/Skillsoft)



Course Status as Percentage, by Provider (LibraryU, UNT-LE@D,WJ/Skillsoft)



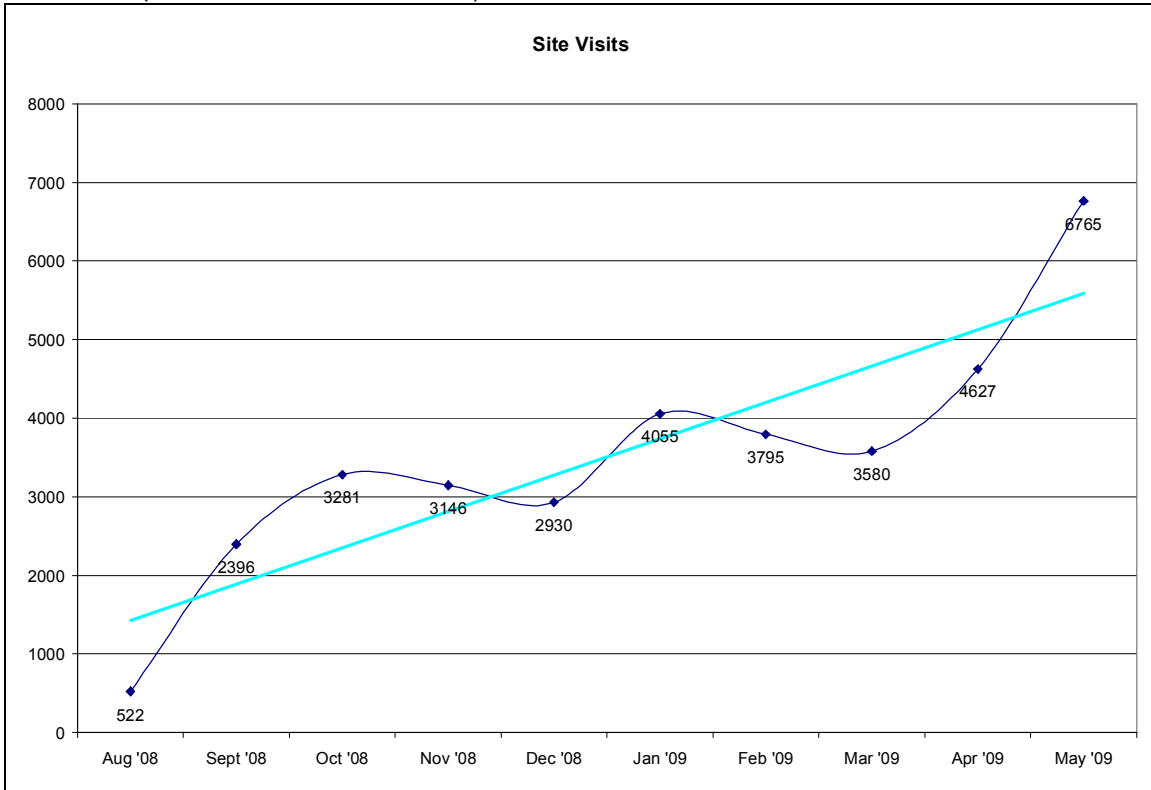
The analysis of the course enrollments reflect similar trends as seen with WJIL user registrations overall. Of note:

- July 2008 – course registrations were frozen during migration.
- August 2008 – Feb 2009 course enrollments dipped below trend line, again this is attributed to migration issues and platform stability.
- Dramatic increase in course enrollments past trend line in March – April 2009 due to increased promotion of course catalog and work with Chicago Public Library.

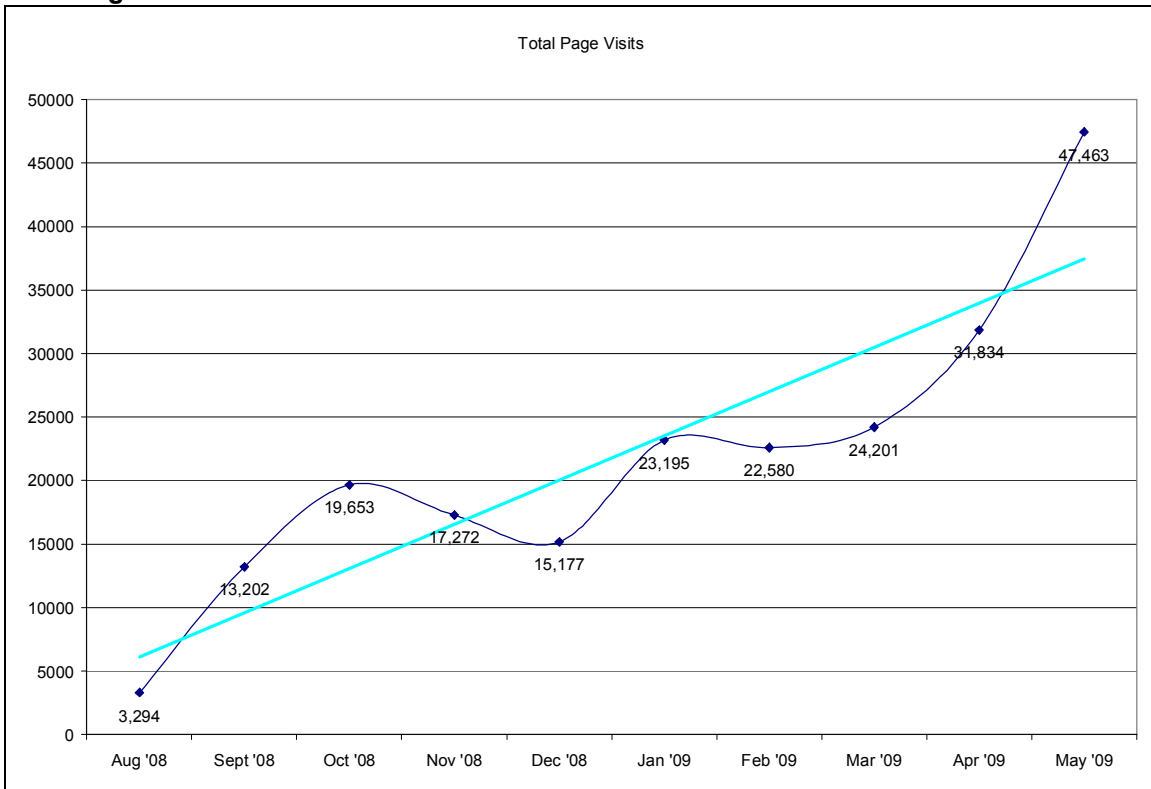
Course status rates include Available (enrolled, but not yet launched the course), In Progress (course has been launched), Completed (all course requirements have been met for completion). Please note that the courses provided by the University of North Texas – LE@D program require the learner to trigger a completion status and therefore do not provide as much accuracy in completion rate.

- Overall, 45% of courses have not yet been started. From the WJ Catalog/Skillsoft offerings, this rate is even higher at 53.5%.
- Percentage of completion of LibraryU courses is highest at 63%. UNT-LE@D courses have a completion rate of 29.5%.
- LibraryU courses account for 18% of the total courses during the 10 month reporting cycle. These courses have only been available for 3 of those 10 months.
- LibraryU courses have the largest percentage of engaged enrollees, with over 74% of enrollees having started or completed the course.

Site Visits (visit = a continuous session)



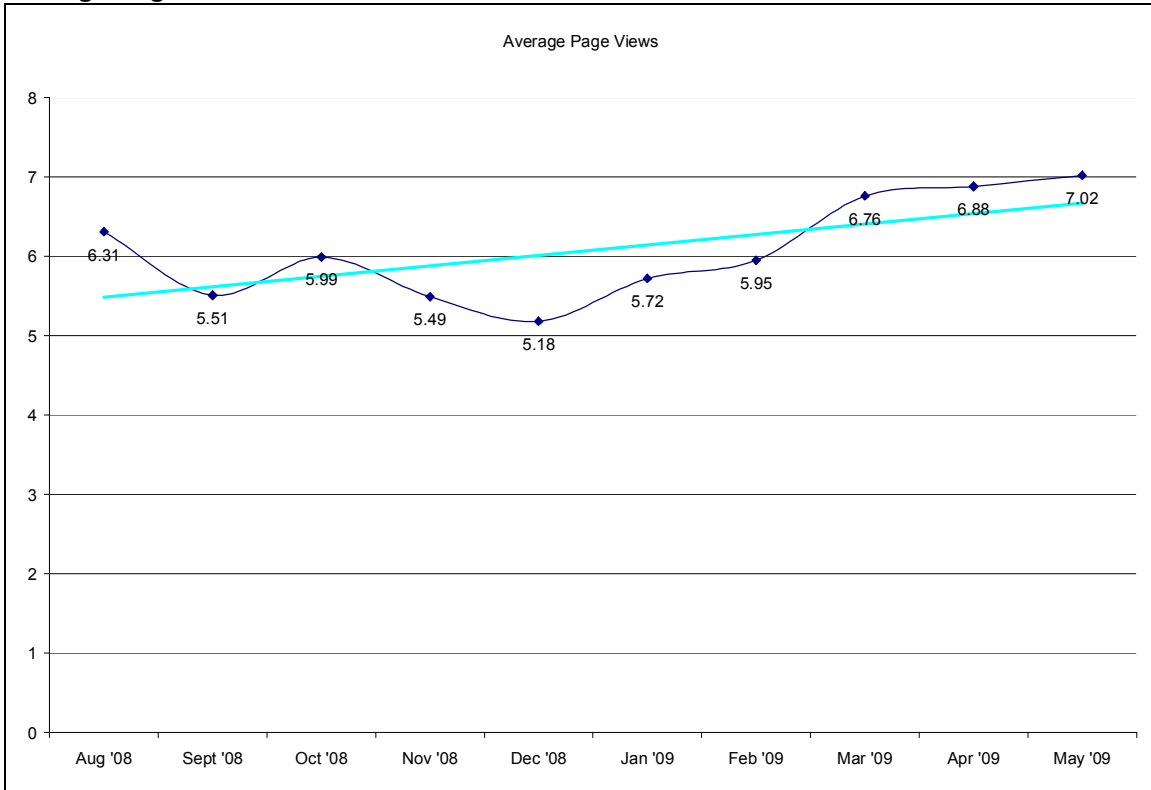
Total Page Visits



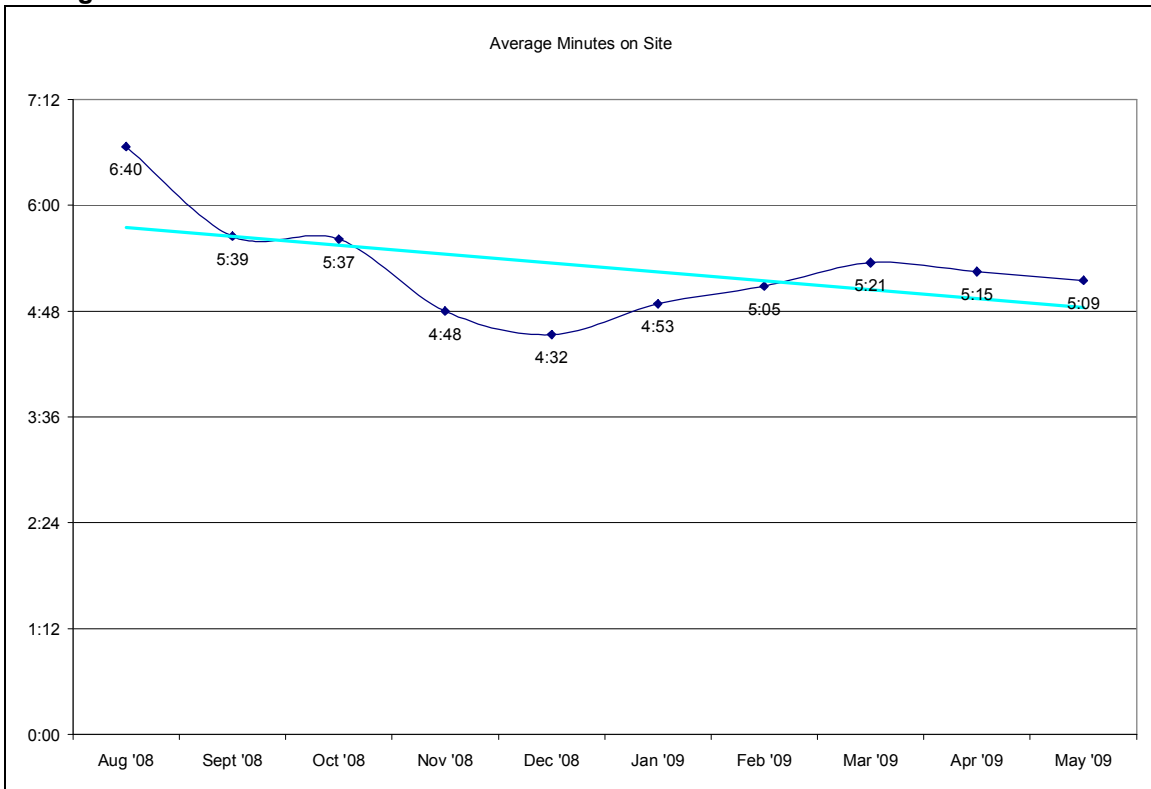
Analysis of Site Visits and Total Page Visits show similar patterns and trend lines. Specifically:

- From October, 2008 – March, 2009 , a three month cycle of spike, followed by slight decrease for two months, followed by another spike has emerged, with the overall trend showing an increase usage pattern. Could this cycle be related to budget timelines, ISL program announcements, conferences and events?
- Both Site Visits and Pages Visited increased dramatically in May, 2009, far above the trend line.

Average Page Views



Average Minutes on Site



Correlation of Average Page Views per visit and Average Minutes on Site per visit raises the following observations:

- Low point average for both average page views and minutes on site occurred in December, 2008, a typical low-user period.
- Trend line showing average minutes on site declining could equate to improvements in site performance, as well as improved familiarity of site enabling users to find content more quickly.
- Increased average of page views increased in March – May, 2009 which could be attributed to growth in content, increased cross-linkage and/or faster response time when navigating on the site which encourages users to visit more pages.