

Highlights

- **February 2018:** askON celebrated 10 years of service
- **June 2018:** Virtual Help Pilot ended and transitioned to the Virtual Help Service; askON continued providing support for three non-askON Ontario college libraries
- **Jan-Dec 2018: 12,489** questions received; **16%** increase in askON traffic compared to 2017

Types of Questions Received

- **66%** research; **15%** library services/policies; **12%** technical (including remote access); **7%** non-library; **0.3%** inappropriate
- **76%** click-to-chat; **20%** proactive; **4%** text

Information Literacy

- Staff helped visitors build information literacy skills in **89%** of reference questions
- Staff helped visitors use search tools (**61%**), develop a search strategy (**38%**), access information (**21%**), evaluate results and refine the search (**21%**), and cite resources (**15%**)

Duration of Questions

	<5 min	5-10 min	10-20 min	20-30 min	30-45 min	45-60 min	>60 min
Chat	34%	24%	23%	9%	6%	2%	2%
Text	53%	15%	15%	7%	5%	2%	2%

askON Visitors

- **51%** used the service because they were working off campus; **39%** prefer to receive research assistance online, **32%** were searching primarily for online sources
- **98%** were satisfied with the service they received

askON Virtual Reference Skills

- **97%** displayed excellent/good askON staff enthusiasm
- **98%** demonstrated excellent/good/satisfactory questioning skills during the reference interview
- **81%** confirmed understanding of visitor's information needs
- **98%** demonstrated excellent/good/satisfactory skills at consulting authoritative sources
- **95%** demonstrated excellent/good/satisfactory ability to work with visitor and explain how to search resources
- **5%** demonstrated a need for RUSA training in searching with the visitor, **3%** in refining the search, and **2%** in consulting sources

"The service was very fast and effective. I received answers to more than what I came to ask and it was extremely helpful and accessible!" –askON Visitor