

**Maryland AskUsNow!**  
**Computers in Libraries Conference**  
**March 24, 2006**

Interested? See [www.askusnow.info/join](http://www.askusnow.info/join)

For more information please contact:  
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**“...a partnership of Maryland public, academic, and special libraries.”**

**Public Libraries:**

Allegany  
Anne Arundel  
Baltimore County  
Calvert  
Caroline  
Carroll  
Cecil  
Charles  
Enoch Pratt/SLRC  
Frederick  
Harford  
Howard  
Montgomery  
Prince George's  
Queen Anne's  
Somerset  
St. Mary's  
Washington  
Wicomico

**Academic Libraries:**

Allegany College  
Anne Arundel CC  
Baltimore City CC  
Prince George's CC  
UM College Park  
Villa Julie College

**Special Libraries:**

Maryland State Law  
Maryland State LBPH

**Get answers from a librarian, not a machine!**

## A Quick Look Back

- **When did we start?** Planned in 2002; Launched on March 17, 2003.
- **What is it?** “Maryland AskUsNow! is a 24/7 live online interactive service. It uses the expertise of librarians to provide answers to questions, research guidance, and help navigating the Internet.” Format is *Live chat* with *E-mail follow-up*.
- **How do our customers access it?**
  - Yellow icon on our partner library’s home pages and links throughout site.
  - The statewide promoted [www.askusnow.info](http://www.askusnow.info) page.
  - Links on K-12 school, nonprofit, and other organization’s web sites.
- **Why do it?** Allows the public to have access to the same trusted library service in a new desirable format, at their time and place of need. Plus, our staffs are learning a lot about using online sources to provide quality reference service.
- **Why cooperate?** It’s much more cost effective. We are drawing from each library’s strengths. And, we are learning from each other while we do it!
- **Who’s involved?** It’s provided by over 250 librarians for 266 hours a week at our 27 public, academic, & special library system partners across Maryland. In addition, librarians from around the country with “*QuestionPoint 24/7 Reference*” back us up at busy times, overnight, and weekends. Training is provided by the project.
- **Where do we get the software?** *QuestionPoint* is a service of OCLC. The backup staffing, chat software, and e-mail follow-up software are all included in our contract with QuestionPoint. The software is all online, so nothing is loaded on our machines.
- **Who’s paying for this?** LSTA grant funding from Maryland State Department of Education, Division of Library Development and Services covers the total cost of our QuestionPoint contract, full-time coordinator, travel, training supplies, and statewide marketing. Partner libraries contribute existing staff and Internet workstations.



### It’s Busy!

- **What is usage like?** Our goal at the beginning was to eventually receive 1000 questions each month, which has been surpassed every month! The highest month of usage so far was April 2005, with 5970 questions submitted. Spring and fall are busiest. In total, we have received over 120,000 questions since the service launched.
- **Who are these people?** In the first half of 2005, 44.36% of people who filled out the AskUsNow! pop-up survey identified themselves as “Student (Kindergarten – 12<sup>th</sup>). About half of all survey responders say they’ve used the service before. Over 40% of people find out about it just by seeing the link on the library’s web site.

### Sample Questions:

- “What kind of salary should a nurse make?”
- “This question relates to electric or gas scooters. I need to look up the Maryland law that governs the use of these scooters on public roads in Maryland?”
- “Does the library have a copy of HP and the Half Blood Prince?”

### Exemplary Survey Feedback:

- “The service was very knowledgeable and they knew just where to look to find the information that I needed!”
- “Fast, helpful, easy to use, friendly and I can always count on!!”
- “My librarian rep. was very nice and helpful she should get a raise!”

## A Model Service for Others



When we planned AskUsNow! in 2002, we had several models to draw from in the state, as well as large new cooperative services like *Q and A NJ* in New Jersey. Since then, our service has become an example for many others, including emerging state projects in Arizona, Louisiana and the province-wide *Bibliothèque nationale du Québec*. In 2004, our service was one of only two to receive the *Exemplary Digital Reference Service Award* from the U.S. Dept. of Ed.’s Virtual Reference Desk Project.