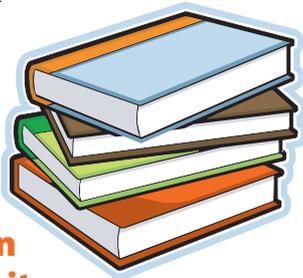


“We put our library conduits on every public computer because our patrons use them and really seem to like them. This has resulted in fewer demands on our staff and our patrons report greater satisfaction with our service. ”

Tammy Allgood,
Web Services Librarian,
Arizona State University



How Can a Conduit Help Your Library?

More than 3000 libraries around the world have already created custom conduits and they cite the following benefits:

- Improve access to library tools and **reduce the number of questions** to staff members.
- **Increase use** of existing library online research tools.
- Increase use of **self-service** tools.
- **Extended reach** of the library and its services to the users' homes.
- Platform is **free** to use - no cost, ever.
- **Easy to use** - no tech knowledge required.
- Conduit tools help **raise donations** to your library.

Technology is having a major impact on leading libraries, which have done a good job connecting technology solutions with target audiences. These libraries have adopted a “culture of assessment” and in order to build their “library 2.0”, they surveyed students, faculty, staff, and patrons to identify points of need. The following case study describes how academic and public libraries have leveraged the Conduit® Platform to create a better overall library experience despite tighter budgets.

Libraries Embrace Browser and Desktop Tools to Address Changing Behavior

For years, academic and public libraries have been building web-based technology resources for their patrons who are increasingly more comfortable and reliant on the Internet to find information and conduct research. Despite the availability of these solutions, however, these tools have been under-utilized by patrons who don't know where to start. “We needed a tool that could help us raise the profile of our online self-service tools,” said **Tammy Allgood, web services librarian of Arizona State University Libraries.**

Kate Borowske, reference librarian/Graduate Programs at Hamline University agrees: “Students are sometimes overwhelmed by our library website. The toolbar gives us an opportunity to help them focus on the databases, ebooks and websites that will be most useful for research in their discipline. It also provides a more visible, easy-to-use link to our services, such as the Reference Desk and Interlibrary Loan.”

These comments are common among librarians at both academic and public libraries that needed a solution to alert patrons to these tools and drive them to the library websites. And with tighter budgets, their available funds and resources to build new tools was limited.

Student Interest in Emerging Library Technologies

Academic Discipline	% Who Stated They Use & Like Browser Toolbars
Business	74%
Communication	78%
Education	83%
English	70%
Fine Arts	81%
Humanities	84%
Life/Health Sciences	79%
Physical Sciences	73%
Social Sciences	77%

Informing Innovation, by Char Booth

Browser Toolbars Are More Popular Than Any Other Library 2.0 Tool

According to research report by **Char Booth with Ohio University**, called “Informing Innovation: Tracking Student Interest in Emerging Library Technologies”, the vast majority of students from every major discipline expressed receptivity to toolbars for conducting research and finding information.

Academic Libraries

- Bush Library
- Colorado State University
- Duke University
- Medical Center Library
- Georgetown Law Library
- Indiana University
- Fine Arts Library

Public Libraries

- Columbus Metropolitan Library
- Cuyahoga County Public Library
- Oakville Public Library
- Ottawa Public Library
- Skokie Public Library

Cuyahoga County Public Library

The Cuyahoga County Public Library Toolbar allows users to find and access library resources and search engines from anywhere. Cuyahoga uses the tools from the Conduit Platform to increase self-service use of:

- The library's catalog
- The 24/7 KnowItNow online reference & research databases
- The user's account, to renew books or request materials
- The Library home page and general information

In fact, both graduate and undergraduate students preferred browser toolbars over all other library 2.0 technologies:

Relative and Absolute Library Technology Receptivity by Academic Status				
		Undergraduate	Graduate	Total
Facebook	number of students	1937	248	2185
	% within ac. status	66%	42%	
	% of total respondents	55%	7%	62%
MySpace		622	123	745
		21%	21%	
		18%	4%	21%
Browser Toolbars		2269	482	2751
		77%	82%	
		64%	14%	78%
Text Messaging		2037	436	2473
		69%	74%	
		58%	12%	70%
Mobile Browsing		614	131	745
		21%	22%	
		17%	4%	21%
Web Calling		1006	287	1293
		34%	49%	
		26%	8%	37%
Blackboard		1964	369	745
		67%	63%	
		56%	10%	66%

Informing Innovation, by Char Booth

Library Services 'To-Go' Are Easy to Use

Thousands of libraries across the globe are using the Conduit Platform to provide a gateway for patrons to the vast resources available on their websites. Conduit provides a variety of tools with which libraries can streamline all of their useful tools into a single service, available in any Internet browser. These browser add-ons represent the latest in Library 2.0 technology solutions that make it easier for patrons to more easily conduct research and find resources, without the help of a librarian. In addition to adding their own existing research tools to their customized toolbar, libraries use the platform to host complementary services like **LibX**, **social media** and **language translation** tools, and **chat with a librarian**. More, these conduits can be taken "to-go" and installed on the home PCs of students, faculty, staff and patrons.

According to Allgood, the key to their success using the Conduit Platform is ease of use. "Conduit is amazingly easy and fast — I was able to develop our first toolbar in under 15 minutes. I was impressed with the ease in updating components and the fact that changes are automatically pushed to users with no additional work necessary. It's a practical solution for libraries." According to both academic and public librarians, the key benefits of the Conduit Platform are:

- **No IT support required**
- **No impact on browser or computer performance**
- **Compatible with Internet Explorer, Firefox and Safari; works with Windows, Mac and Linux**
- **Updates can be pushed live automatically to all installed community toolbars**
- **Safe & Secure — Conduit has earned the "Safe Download" certification by TRUSTe**

A B O U T C O N D U I T

Conduit enables libraries to deliver a powerful, custom browser add-on that can be used from library or home computers. Using Conduit's patented, award-winning technology, libraries can offer a branded research tool that includes direct access to library resources, as well as Library 2.0 and social media tools.

Conduit has established successful relationships with more than 3,000 libraries around the world as part of its global network of 200,000 web publishers and 60,000,000 users. The free Conduit SaaS platform has earned the TRUSTe certification and supports all leading operating systems and Internet browsers including Internet Explorer, Firefox and Safari.