Promoting iCONN

We depend greatly on libraries to promote awareness and use of iCONN throughout the state. To facilitate this, we now have a number of informative promotional materials which can be ordered in print or downloaded for local printing.

The 11 x 17 posters and bookmarks for kids depicted to the right and below are new and can be ordered online at http://www.ebscohost.com/iconn. The materials will be shipped directly to you in the quantities you specify:

A new tri-fold brochure at http://bit.ly/11uNtpR can be edited and printed locally with your library information added:

The current iCONN bookmark depicted below can be ordered via fax using the printed form at http://bit.ly/yyvYth.

iCONN Radio Promotion

Radio spot: http://www.cslib.org/iconnsitemap/staff/PublicServiceAnnouncements.aspx

This 60-second radio spot will run on 13 commercial FM radio stations in CT during priority drive times from August 26 (when most schools start) through the week of November 18th. The goal is to air the spot ten times per week on each station and to target each station for a week to two weeks during the allotted time and to stagger the cities where the spot runs.

What else are we doing to promote iCONN?

- Updated “iCONN's Advantages Relative to Google/Bing/Yahoo/etc.” at http://www.cslib.org/iconnsitemap/staff/iCONNsAdvantages.aspx and will be developing a video to complement this.
- Developing a streaming video on “How to Use iCONN OneSearch”
- Developing a coaster (4-inch diameter) with the iCONN logo on one side and “Top 10 Reasons To Use iCONN.org” on the other side – as depicted at http://bit.ly/13ZEySv. When it’s ready, EBSCO will insert two into each order for posters and bookmarks.
Getting Up-To-Speed on EBSCO Databases

Visit [http://www.cslib.org/iconnsitemap/staff/EBSCOiCONNTraining.htm](http://www.cslib.org/iconnsitemap/staff/EBSCOiCONNTraining.htm) to register for EBSCO onsite and webinar training on iCONN OneSearch (for all library types) and EBSCO databases (for specific library types), and how to use EBSCO Admin to generate your library’s usage statistics. All past webinars are archived (just click on the link for any past webinar).

Visit the following pages for many other online training resources for iCONN databases:

For public libraries and schools: [http://www.cslib.org/iconnsitemap/staff/OnlineTrainingPublicSchool.aspx](http://www.cslib.org/iconnsitemap/staff/OnlineTrainingPublicSchool.aspx)

For academic libraries: [http://www.cslib.org/iconnsitemap/staff/OnlineTrainingAcademic.aspx](http://www.cslib.org/iconnsitemap/staff/OnlineTrainingAcademic.aspx)

Changes to reQuest Defaults

To achieve better search results in reQuest, we changed the default search from “All Headings,” which is a keyword search, to “Title.” We did this in combination with a change in the default sort from “Relevancy” to “Number of Titles.”

This change was made after viewing and testing various combinations of searches using reQuest’s Top 100 Search Terms.

Popular Magazines—*Consumer Reports* is back!

iCONN’s Popular Magazines pages for public, academic, and school audiences are accessible from the iCONN landing pages, classic menu pages, and through individual links found in the iCONN Sitemap at [http://bit.ly/12FDYXU](http://bit.ly/12FDYXU).

Popular magazines including *Consumer Reports* are available.

Cengage Gale Database Usage Statistics

Although access to Cengage Gale databases through iCONN expired on June 30, 2013, library staff access to *Gale Admin* will remain active for all iCONN accounts and usage statistics and report data will continue to be available for up to three years.