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Reference Services at the Point of Need: A Pilot Project of Providing Librarian Office Hours

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Comments

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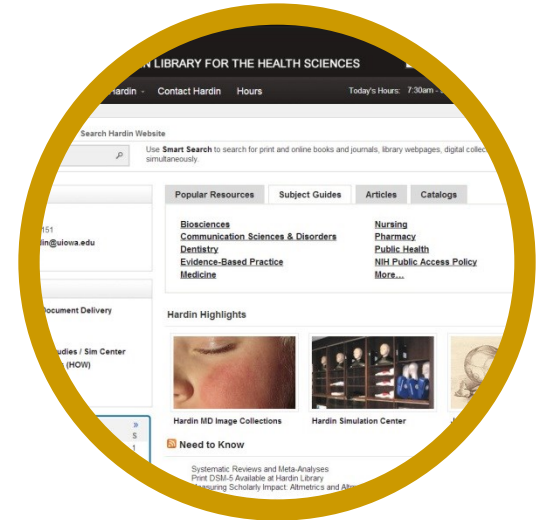
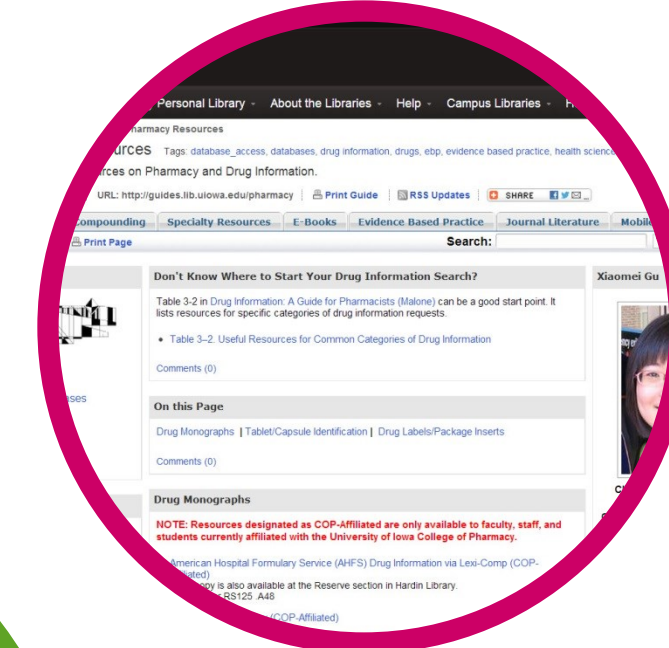
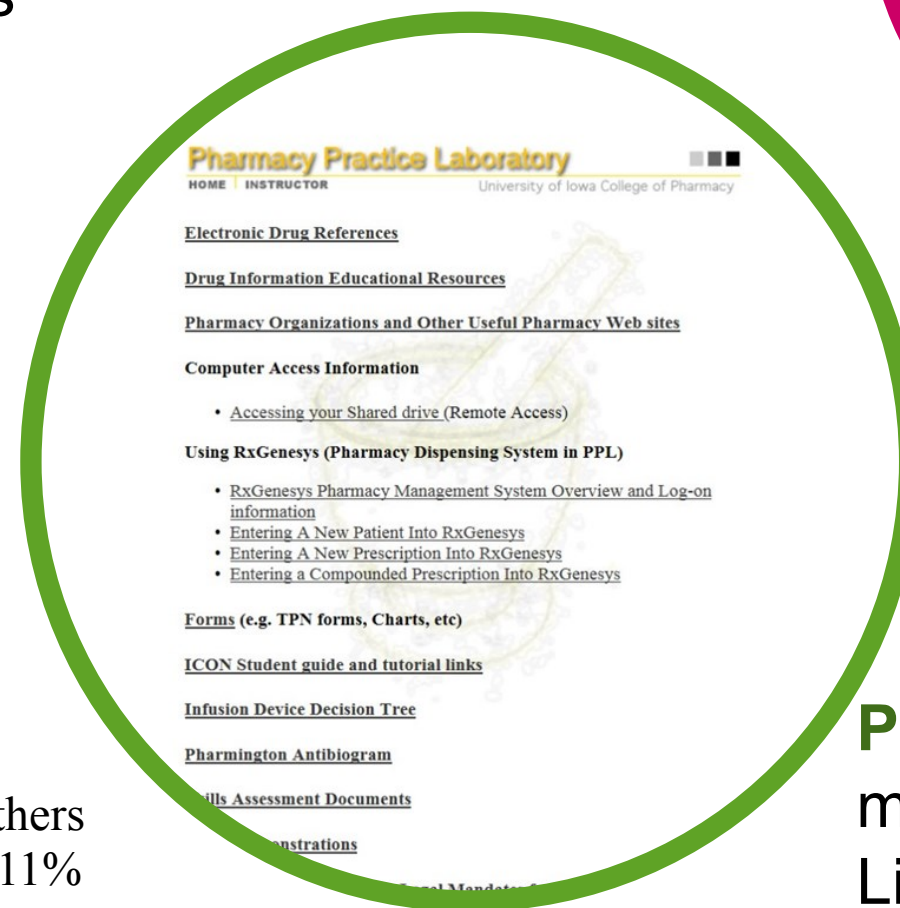
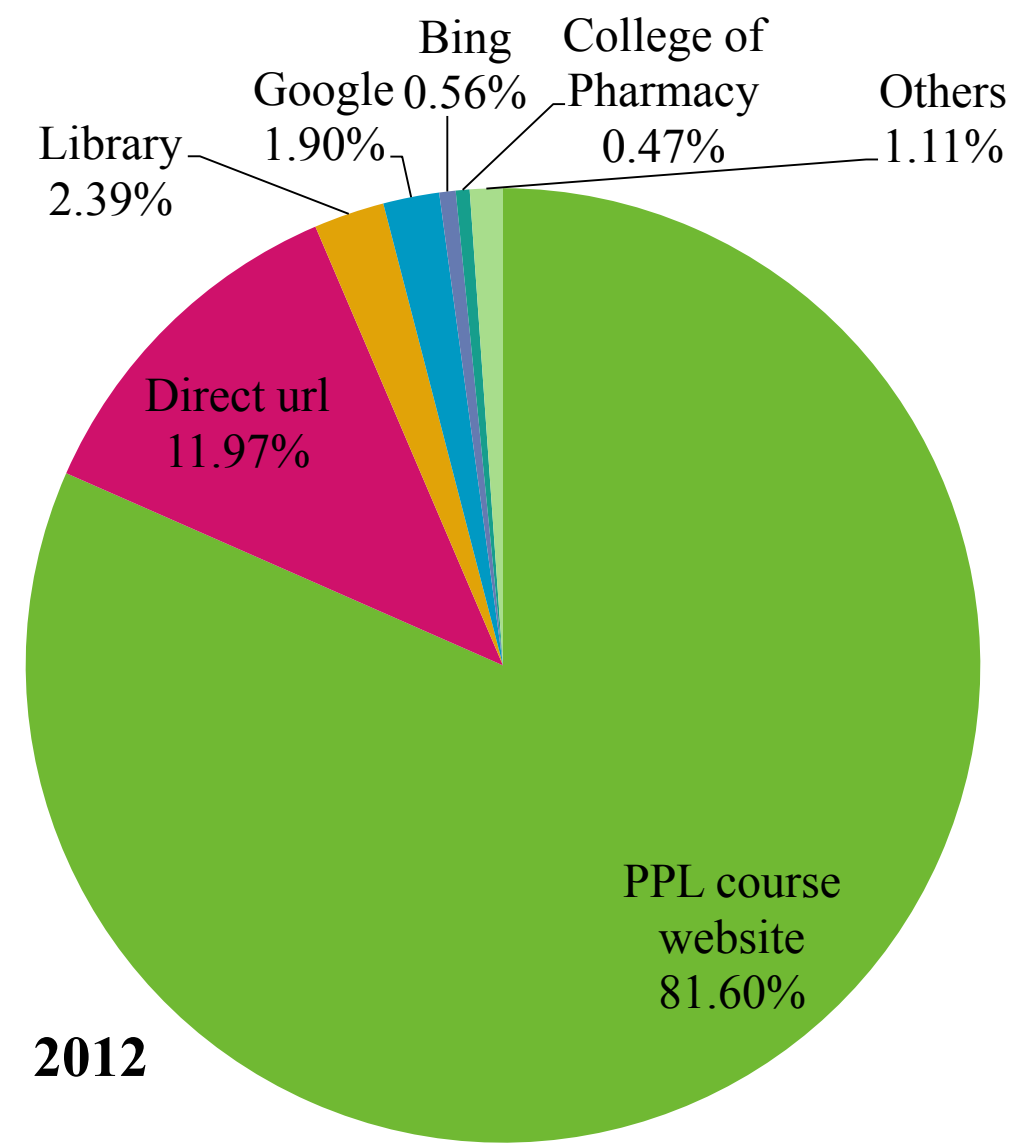
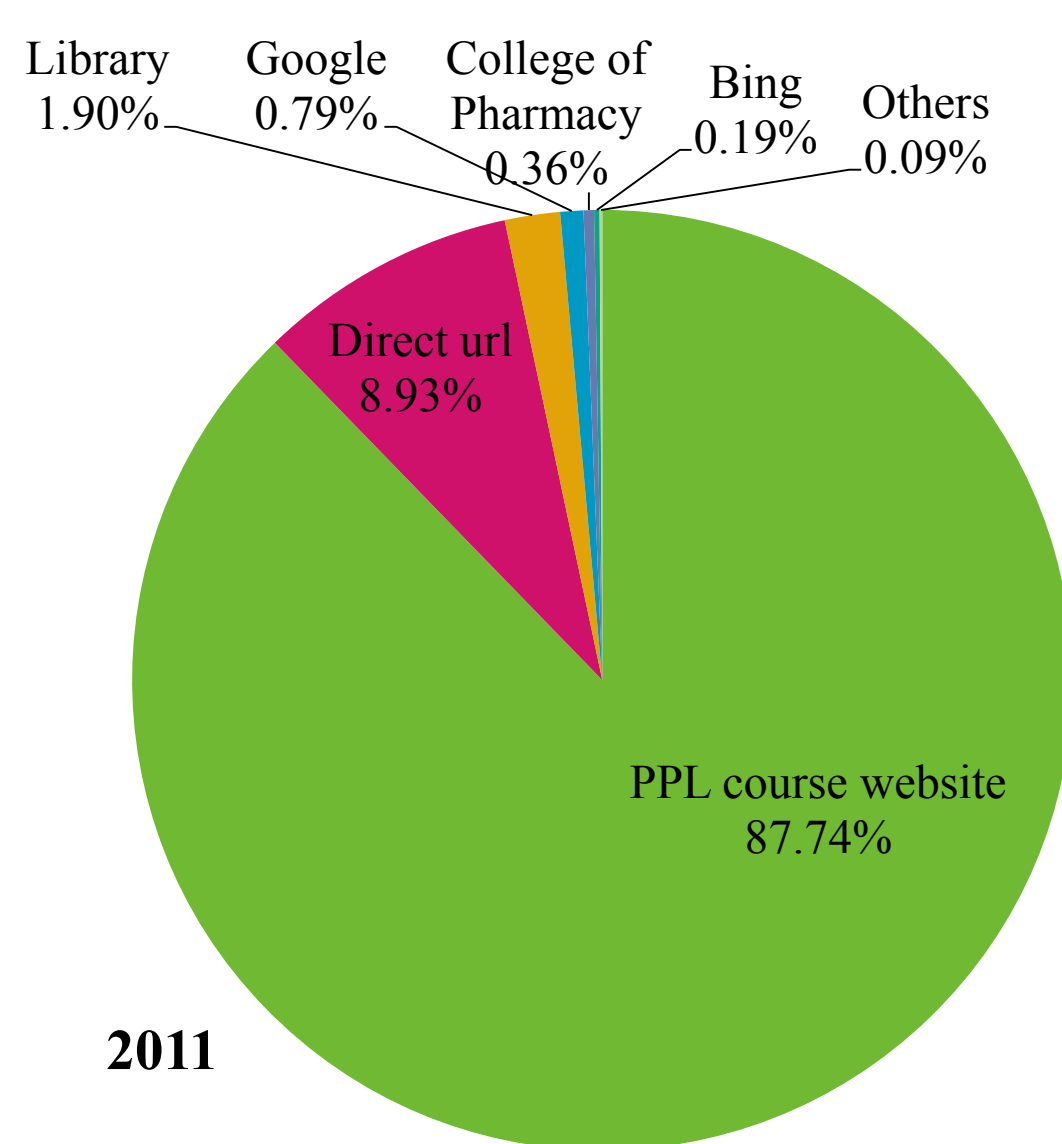
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Librarian and Faculty Collaboration Pushes Traffic to Library Subject Guide

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Among hundreds of subject guides developed at the University of Iowa Libraries, the Pharmacy subject guide has been consistently ranked as the most popular. This guide's Google analytics data showed most traffic came from the website of the Pharmacy Practice Laboratory course, where the librarian works closely with faculty on curriculum planning and teaching drug information and literature searching.

Pharmacy Subject Guide Homepage Traffic Sources Breakdown



Second biggest traffic source was the Pharmacy subject guide's **direct URL**, followed by the **Library website**.

PPL Course Website brought the majority of the total traffic. Librarian is heavily involved in planning and teaching drug information and literature searching.

In Spring 2013, the Pharmacy subject guide was added onto the quick navigation menu on the **College of Pharmacy website**, which is expected to soon become one of the top traffic sources.

