Most usage comes from the US, Texas, and Waco areas where Baylor University is located.

From September 26 to March 1:
- 2,781 visits
- 2,281 unique visitors (81.0%)
- 9,523 pageviews
- 2,035 pages/view
- 1:05 minutes/view
- 53.7% bounce rate

Visitor Flow:
- Most people enter from the mainpage
- "LibGuides" REFERAL connections come from
  - email alerts
  - library pulldown menu
  - research paper timeline
- "Searching" REFERAL connections come from
  - search
  - libguides.
- "Writing at Weeks 5-9 and Weeks 12-15"
- "Research at Weeks 4-6 and Weeks 11-15"
- "5623 pageviews
  - 2201 unique visitors (80.07%)
  - 53.77% bounce rate
  - 2.05 pages/visit
  - 2.59K visits (+2 more pages)
  - 2 delmail.php
  - 1 mailme.php
  - 6 mail.php
  - 69 mail.php
  - 2 date.php
  - 3 other

Steps earlier in the research process seem to have more usage than steps later in the research process.

We don’t know why they love it.

We do know:
- overall usage is increasing
- usage mimics weekly and semester rhythms
- traffic comes from some unexpected places
- very few students sign up for email alerts so the emailed survey for feedback is ineffective
- the LibGuide is used mostly for planning and research stages and not for writing and revising stages

We think we can improve usage by:
- adding callouts to the timeline to increase discoverability of the Research Paper Planner
- conducting focus groups to find out how and why students use the Research Paper Planner
- continuing to promote the Research Paper Planner via instruction
- promoting the Research Paper Planner through both traditional and social media

Steps:
- Planning Steps 1-4
- Research Steps 5-7
- Writing Steps 8-10
- Revising Steps 11-15

The Research Paper Planner is divided into four stages:
- Planning: Steps 1-4
- Research: Steps 5-7
- Writing: Steps 8-10
- Revising: Steps 11-15

The Research Paper Planner Timeline recommends spending more than half of the time writing and revising.

The LibGuide statistics indicate that almost half of the usage is spent on finding guidance on planning.

The LibGuide statistics indicate that almost half of the usage is spent on finding guidance on planning.

During the week of September 17-23, the library embarked on a promotion campaign:
- Article in school newspaper
- Bookmark distribution
- Banner on library webpage

The Research Paper Planner is introduced during instruction:
- at all levels
- in multiple disciplines
- seem to increase usage only slightly in the short term
- may increase usage in the long term

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