

How we put the FUN into library services

Creating a find it , use it, (k)now it service

University of Sunderland Library Service



Marketing & Quality

- Start at the Beginning : Marketing toolkit .
Created by Kay Grieves Quality and Marketing Manager
- [Customer Service Offers](#)
- Quality Themes: used to drive forward our customer service offers
- Quality timeline: Staff development framework

The Quality Themes



CUSTOMER CARE

Every time you talk to us you will meet approachable, knowledgeable, caring staff whose key motivation is to help you and ensure you get the most out of library services.



CUSTOMER SUPPORT

We will give you help and support to enable you to use library resources to best effect.



COMMUNICATION

You will always have the information you need to ensure that you are aware of service developments that may affect you.



EQUITY

No matter where you are, when or how you reach us, we will strive to deliver an equivalent library service.



FEEDBACK

We will always consider your comments and suggestions and respond to you. We will take action and develop services where appropriate.



KNOWING OUR CUSTOMERS

We will always treat you as an individual and where possible will deliver support and services to meet your specific needs.



LIBRARY SPACES & ENVIRONMENTS

Library spaces and virtual learning environments that are responsive to your learning needs.



RESOURCES

You will have access to appropriate resources when you need them.



SKILLS FOR LEARNING

You will have the opportunity to develop information literacy skills that will help you to use library services to your best advantage, support your academic progress and your future development.

Quality timeline

2012/13 Quality Promise Campaign University of Sunderland Library Services

Month & Promise	Context	Conversation	Benefit to Customer	Delivery Mechanisms	Sharing & Impact	Staff Development
September Customer Care Customer Supp	start of new academic year	introduce new students to our range of library service offers	<ul style="list-style-type: none"> get started in 6 easy steps get help quickly at our welcome desks 	<ul style="list-style-type: none"> library welcome desks and induction welcome events in library, faculty and partner college buildings branding applied to new library guides, posters, getting started infographic, digital displays, welcome desks, facebook banner, twitter background and profile picture facebook & twitter conversational tools share planned messages 	<ul style="list-style-type: none"> number of new likes and follows during conversation, type and range of facebook posts and tweets online conversational tools enabled customers to share comments and opinions 	<ul style="list-style-type: none"> Discover online resource search system Single sign on
Oct & Nov Resources Skills for Learning	assignments due - customers need to use library resources global event: open access NSS feedback suggest focus on electronic resources as limits on hard copy stock availability	promote our ebook and open access resources as always available alternative to supplement handy copy stock	<ul style="list-style-type: none"> save time - read online now don't wait for reserved items ebook availability whenever our customers are and whenever they wish to access them 	<ul style="list-style-type: none"> facebook and twitter as conversational tools to reach off campus and on campus customers branding applied to conversational tools and within library via posters, reservation flyers and web icons web icon linking from library homepage to 10 most popular ebooks shelf edge 'wobblers' within library buildings - QR code points to ebooks in library catalogue 	<ul style="list-style-type: none"> number of link icon clicks on library homepage statistical analysis of ebook usage over campaign conversation period and accompanying changes to reservation / waiting list data customer sharing / comments via our online conversational tools (twitter / tumblr blogs / facebook) 	<ul style="list-style-type: none"> Outlook calendar system Saving and retrieving files Subject databases: Art Subject databases: Business The VLE Open Access Resources SMART Technologies Online Booking System
December Learning Spaces	assignment and exam period winter holiday	promote range of learning spaces and show how different types of space can be used to assist learning and study	<ul style="list-style-type: none"> find learning spaces that help you reach your potential identify location of different types of spaces understand how spaces can be used to help learning and study 	<ul style="list-style-type: none"> in-house displays where customers can post a comment detailing their favourite learning space and how it helps them learn / study customers share online via facebook and twitter storify used to archive customer comments branding applied to online conversational tools and within library via posters, digital displays 	<ul style="list-style-type: none"> physical sharing 'tree' and 'wishing line' within library building enabled customers to post and share comments / opinions online conversational tools also enabled customers to share comments and opinions storify used for first time to record and develop narrative of customer conversation comments 	<ul style="list-style-type: none"> Learning Spaces Conversation Judging Learning Spaces Competition
Jan & Feb Feedback Communication	NSS preparation pre-spring	sharing makes ideas grow - join our adventures in conversation	<ul style="list-style-type: none"> share ideas and shape library services further develop conversational tools that customers prefer to use enhance learning support experience 	<ul style="list-style-type: none"> backchanneling - library twitter used as teaching support, pre-during post sessions increased twitter use achieved by targeted engagement of library staff types: staff development and staff briefing sessions branding applied to online conversational tools and within library via posters, digital displays customers share online via facebook and twitter 	<ul style="list-style-type: none"> customer sharing / comments via our online conversational tools (twitter / tumblr blogs / facebook) storify used to record and develop narrative of customer conversation comments. Sharing of narrative with library staff illustrates impact of customer conversations and staff engagement / activities 	<ul style="list-style-type: none"> Introduction to Twitter Using the MFD's and printers Intra-library loans Knowledge Base Launch Prism Enhancements
March Equity	mid year	providing an equitable quality of services to all our customers regardless of location and time they choose to use our services.	<ul style="list-style-type: none"> feeling part of the 'big picture' enhancing quality of service out of hours and online / off campus identifying with who staff are - experiencing a more 'human' online interaction 	<ul style="list-style-type: none"> making 15 second videos and sharing them online customers share online via facebook and twitter 	<ul style="list-style-type: none"> customer sharing / comments via our online conversational tools (twitter and facebook) measures number of video views online 	<ul style="list-style-type: none"> Equity Conversation: Making videos London Campus Developments
April & May Knowing Our Customers	exam and assignment time end of academic year	responding to changes in customer needs at exam time	<ul style="list-style-type: none"> more quiet spaces during exam time responsive, prepared staff space use changes to reflect customer need 	<ul style="list-style-type: none"> creation of 'pop-up spaces' e.g. increased quiet / silent spaces customers sharing online via facebook and twitter branding applied to online conversational tools and within library via posters, digital displays sharing opportunities within library buildings 	<ul style="list-style-type: none"> customer sharing / comments via our online conversational tools (twitter / tumblr blogs / facebook) sharing of pop-up customer comments in pop-up spaces 	<ul style="list-style-type: none"> Preparing for Exam Time session Staff Solution Briefings MFD Troubleshooting sessions Rowing Support sessions Reflective practice sessions

2013-2014 Themes

University Library Services
presents

YOUR LIBRARY RESOURCES

FRESH TASTY RESOURCES
available today from...

BOOKS

EBOOKS

IMAGES

USEFUL WEBPAGES

MY MODULE RESOURCES
DISCOVER
LIBRARY CATALOGUE

resources to take away!

I ♥ RESOURCES
direct links to
key learning content

choose your favourites from
our delicious range of
resources and take them
away with you today!

DIGITISED BOOK CHAPTERS

ARTICLES

JOURNALS

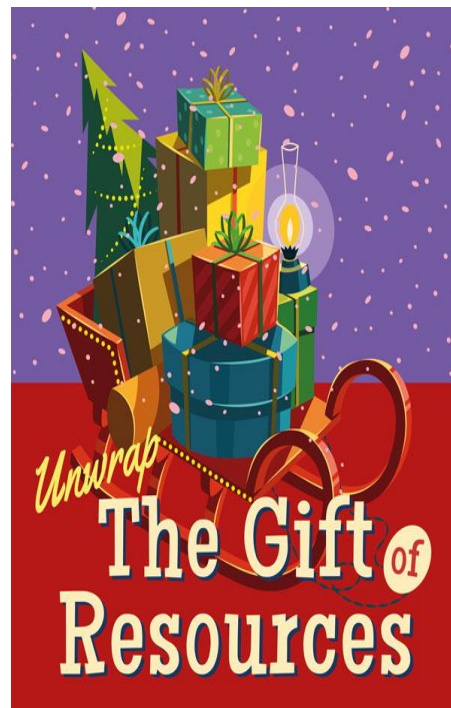
VIDEOS

investing in resources, investing in you

The Library Bag: very useful



The Christmas campaign and prize draw



For March to April the promotion was Investing in You

LEARNING SPACES INVESTING IN YOU & YOUR LEARNING RESOURCES

Find your perfect learning space at the library

24/7 SPACES all day all night

DIFFERENT SPACES for your different study choices

REINVENTING SPACES for your changing study needs

POP-UP SPACES that appear just when you need them

REVIVING SPACES with longer cafe opening hours

BOOKABLE SPACES online at the library webpage

FINDABLE SPACES with live online computer availability service

YOU SHARED LIBRARY & YOUR LISTENED

RESPONSIVE
VARIED
WELCOMING
FLEXIBLE

facebook.com/uniofsunlib - library.sunderland.ac.uk - tweet.uniofsunlib

University of Sunderland Library Services

SKILLS & SUPPORT INVESTING IN YOU & YOUR LEARNING RESOURCES

YOU SHARED LIBRARY & YOUR LISTENED

Skills and support to help you shine!

SUPPORT FOR LEARNING
one to one support at our libraries
online library at our webpages
Instant online help at Library LiveChat, Facebook and Twitter

SKILLS FOR LEARNING
expert liaison librarian support
face to face skills development
new online skills support suite

SHARING FOR LEARNING
being part of the library conversation and shaping your library service

twitter.com/uniofsunlib
library.sunderland.ac.uk
facebook.com/uniofsunlib
@uniofsunlib

Feedback: using visual tools and sharing with customers

over the last year university library services has invested in...

MORE BOOKS FOR YOU

please share how having more books is helping you

THE MORE OF YOU WHO SHARE, THE BETTER PRIZE YOU WILL WIN!

We really want to hear how you think we're doing.
So please take a book card and share what you think is important to you about having more books online and on the library shelves.
Post your book card on the 'share-ometer' and you could be a winner!

If we reach a total of 50 entries, one of you will win a £20 Amazon voucher

If we reach a total of 100 entries, one of you will win an Amazon Kindle

If we reach a total of 200 entries, one of you will win an iPad Air

You told us you needed more books on library shelves & e-books. We've improved this in 3 ways:

- created 10 extra copies of core books
- expanded your choice of e-book reading
- bought more eBooks

Over the past 12 months we've bought 7022 new items for you - that's a third more than the previous year!

you can also share online at facebook.com/univofsouth and by tweeting @univofsouth

share & win with your library 'share-ometer'

The Results of the Share-ometer



Thanks to:

- Just to mention that all of the campaigns are developed by Kay Grieves our Quality and Marketing Manager
- And all the Artwork is done by Michelle Halpin our Marketing Co-ordinator

Whats next for sharing, capturing and using the marketing tool to shape the service

- SMT and the liaison librarians will start this process in June
- <http://www.pinterest.com/pin/135530270010806443/>
- Thank you and any questions?