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

<table>
<thead>
<tr>
<th>Month &amp; Promise</th>
<th>Context</th>
<th>Conversation</th>
<th>Benefits to Customer</th>
<th>Delivery Mechanisms</th>
<th>Sharing &amp; Impact</th>
<th>Staff Development</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>September</strong></td>
<td>Customer Care</td>
<td>Customer Support</td>
<td>start of academic year</td>
<td>information to new students to use library services</td>
<td>+ get started in new ways</td>
<td>+ learning orientated teaching and learning in library, library, and partner college buildings</td>
</tr>
<tr>
<td><strong>Oct &amp; Nov</strong></td>
<td>Resources Skills for Learning</td>
<td></td>
<td>assignments due, students need use library resources</td>
<td>promote access to resources so students are familiar with their availability in the library</td>
<td>promote access to resources so students are familiar with their availability in the library</td>
<td>+ number of links to library resources included in each conversation topic</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td>Learning Spaces</td>
<td></td>
<td>assignments and exams period</td>
<td>winter holiday</td>
<td>promote range of learning spaces and how different types of spaces can be used to suit learning and study</td>
<td>+ understanding how spaces can be used to help learning and study</td>
</tr>
<tr>
<td><strong>Jan &amp; Feb</strong></td>
<td>Feedback Communication</td>
<td></td>
<td>NUS preparation</td>
<td>sharing results from focus group discussions</td>
<td>+ sharing results from focus group discussions</td>
<td>+ <a href="http://library.sunderland.ac.uk">http://library.sunderland.ac.uk</a></td>
</tr>
<tr>
<td><strong>March</strong></td>
<td>Equity</td>
<td></td>
<td>finding out what spaces are available in the library</td>
<td>+ enthusiasm for new spaces</td>
<td>+ enthusiasm for new spaces</td>
<td>+ sharing of learning and study</td>
</tr>
<tr>
<td><strong>April &amp; May</strong></td>
<td>Knowing Our Customers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+ learning and study</td>
</tr>
</tbody>
</table>
2013-2014 Themes

University Library Services
presents
YOUR LIBRARY RESOURCES

FRESH TASTY RESOURCES
available today from...
MY MODULE RESOURCES
DISCOVER
LIBRARY CATALOGUE

DIGITISED
BOOK
CHAPTERS

ARTICLES

JOURNALS

USEFUL
WEBPAGES

BOOKS

EBOOKS

IMAGES

RESOURCES
I LOVE
resources
direct links to key learning content
choose your favourites from our delicious range of resources and take them away with you today!

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
Feedback: using visual tools and sharing with customers
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


• Thank you and any questions?