Using print and digital media to promote Library services

Sarah Kelly

USTLG Meeting
Friday 16 May 2014
Promoting the role of libraries, library services and librarians
Heriot-Watt University
Overview

– the sorts of things we have done here at HW
  • workshop programme

– what worked well / what didn’t
  • we’ve tried out a lot of things
  • ideas that you may wish to take away...or reject

– other promotional activities

– things that have hampered promotion
  • ‘challenges’

– some ideas for the future...
5 years of the Library Workshop Programme

- **2008/9 workshops started**
  - Semester 1: 3 topics / 3 workshops
  - Semester 2: 6 topics / 9 workshops

- **2009/10**
  - Semester 1: 9 topics / 14 workshops
  - Semester 2: 8 topics / 15 workshops

- **2010/11**
  - Semester 1: 8 topics / 15 workshops
  - Semester 2: 17 topics / 30 workshops

- **2011/12**
  - Semester 1: 21 topics / 41 workshops
  - Semester 2: 21 topics / 42 workshops

- **2012/13**
  - Semester 1: 32 topics / 61 workshops
  - Semester 2: 33 topics / 84 workshops
5 years of workshop Marketing

• 2008/9
  – In-house marketing using Adobe In-Design and MS Publisher
  – A3 posters and A5 flyers
  – Workshop description
    • a tagline/question
    • a ‘fun and intriguing’ title
    • blurb:description
• 2009/10
  – In-house marketing using Adobe In-Design
  – Library verbs
  – A3 posters
  – A4 booklet (Sem 1)
  – A5 booklet (Sem 2)
  – 1st evening workshop (Sem 2)

  – No flyers
  – Writing on A5 booklet subsequently thought to be too small
• 20010/11

- Increasing numbers of workshops offered
- Non-Library presenters
- Semester 2 devised a new look for our marketing
- Still in-house
- A4 4 page print booklet
- 1st use of quotes from previous participants
- 1st use of A3 chronological poster
- 1st use of plasma screen
  - 1 per topic per week
- 1st evening and weekend sessions
- All activities labour intensive
  - learning new graphic design software
• 2011/12
  – Continued with the A4 booklet and the A3 poster
  – Experimented with aligning workshops with SCONUL 7 pillars
  – More non-Library presenters
  – External presenter from Springer
    • ‘lunch and learn’ session
  – Moving away from ‘fun’ titles
  – 1st use of calendar
  – Booklet is now 6 pages long
  – Plasma screen used for topic and weekly slides
• 2012/13
  – Big change to marketing
  – Worked with Media Services to create new branding
  – 8 page A4 booklet, an A7 4 page folding card and an A0 chronological poster
  – Merged with IT (Information Services)
  – Formally included IT workshops in programme
  – 16 presenters from across the University
  – Renamed ‘Power Hours’
  – Divided topics into themes
  – Purchased A0 poster stand, 3 x A3 poster stand, A3 way finding stand, leaflet holders and a Digital Display
  – Could re-purpose images, blurbs etc
  – Produced in-house Digital Display and A3 posters
  – Produced more detailed plasma slides
  – Continued to produce in-house calendar
  – Did not include the 7 pillars details
  – Did not use verbs
LITERATURE SEARCHING / REVIEW
What is a literature review and how do I find suitable sources to review?

Have you been told to find more suitable ‘academic’ or ‘peer-reviewed’ material to use in your assignments? Do you have to undertake a literature review?

Have you tried searching for good information online (i.e. you’ve Googled it), but think there may be better information out there? If you still haven’t found what you’re looking for, then the non-subject specific session outlines good practice to help you get the authoritative information you need.

Mon 24 Sept* Mon 22 Oct or Tues 06 Nov 12:15-13:15
or Mon 15 Oct 16:15-17:15
PRESENTER: Sarah Kelly, Library

“Well presented. Interesting and clear. Thank you.”

Power Hours Workshop Programme
2012-13 (Semester 1)

CITING AND REFERENCING
This overview session will cover the what, why, when and how of citing and referencing. Find out how citing and referencing can help you avoid plagiarism and get tips on making the whole process a lot easier. This session gives general advice on good practice and is not specific to one citation style.


PRESENTER: Sarah Kelly / Marie Kennedy, Library

Pick up a booklet or see http://sguides.hw.ac.uk/powerhours
Power Hours Workshop Programme
2013-14 (Semester 2)
Edinburgh Campus Library

FOR WHO?
Most sessions are open to all students and staff. Workshops which are "Staff Only" are clearly marked.

WHAT?
The Power Hours programme offers a range of workshops aimed at enhancing information, research, study and IT skills. Choose from a variety of topics - from finding information online to preparing for exams and essay writing to coping with stress.

When?
Most sessions are held on Tuesdays or Wednesdays. The sessions are marked in the brochure.

Where?
The sessions are held in the Anderson Room or the adjacent Library Teaching Room, both on the top floor of the Edinburgh Campus Library. Local notices will direct you to the appropriate room.

Citing, Referencing and Avoiding Plagiarism

CITING & REFERENCING
Come along to this session to make sure you cite it right!

This session gives a general overview covering the what, why, when, and how of citing and referencing. Get some hints and tips to make citing and referencing easier and find out how the process can help avoid plagiarism. Examples used in the session will focus on a version of the Harvard style of citing and referencing.


PRESIDENT: Sarah Kitch / Marion Kennedy / Kirsty Thomson
Information Services

"The most helpful dissertation related lecture so far."

CITING & REFERENCING IN ACADEMIC WRITING
This workshop is intended for those who have already attended the Citing & Referencing workshop, or are familiar with the reasons for citing and referencing and style guides. This session build[s] on your basic knowledge of citing and referencing and looks in more detail at how to use citations in your academic writing, how you can use information sources to provide evidence and counter-arguments; and how you can show your mastery that you have read widely and understood the topic. You will be expected to take part in activities, both individually and with other participants in the class.

Wed 29 Jan 16:15-17:15, Mon 10 Mar 12:15-13:15

PRESIDENT: Sarah Kitch / Information Services

ENDNOTE
Find out how this desktop package can help you manage your references.

This session introduces EndNote desktop reference management software. Find out how to create and manage your references, use Cite While You Write and generate your bibliography or reference list using this desktop package. The session will cover:

- Building an EndNote library
- Entering and retrieving references
- Searching
- Downloading references
- Cite While You Write
- Generate and format a bibliography/reference list

EndNote is most suited to research students and academic staff.

Please email libslides@hw.ac.uk to secure your interest in an EndNote workshop. Sessions will be organised based on demand.

ENDNOTE ONLINE
Are you using EndNote in your academic work? This session will provide an introduction to using EndNote online.


PRESIDENT: Sarah Kitch / Information Services

ENDNOTE ONLINE
For specific citing & referencing queries, please contact libslides@hw.ac.uk

UNDERSTANDING TURNITIN
Find out how the plagiarism avoidance tool in Vision can help you cite it right!

- Are you an undergraduate? Does your lecturer use TurnItin and allow you to check your own assignments using Turnit in prior to final submission?
- Are you a postgraduate? Do you want to check your thesis or research papers in Turnit in prior to submission?

If you would like to know how Turnit in can help you avoid plagiarism caused by misunderstanding, misuse, or if you would like to know how to read and interpret reports generated by Turnit in, then come to this session on Turnit in for students.

Fri 14 Feb 12:15-13:15

PRESIDENT: Nicole Kipper, Academic Enhancement

"Excellent friendly delivery... well presented."

ENDNOTE ONLINE
See also "Dissertation / Final Year Project in the "Writing and Evaluating Information" section."
Power Hours Workshop Programme
2013-14 (Semester 2)

Distinctly Ambitious
www.hw.ac.uk/is/skills-development/power-hours.htm

Power Hours Workshop Programme
2013-14 (Semester 2)
Edinburgh Campus Library

TODAY!

CITING & REFERENCING IN ACADEMIC WRITING

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Wed 29 Jan 16:15-17:15, Mon 10 Mar 12:15-13:15

PRESENTER: Sarah Kelly, Information Services

KEEPING CONTROL OF YOUR DATA
When it's not so good to share......

Do you know who can see what you post on Facebook or Twitter? Do you store exam board papers, scans of your passport or other important documents on a USB memory stick? Would you have nightmares if you lost the contents of your mobile phone, iPad or laptop? Do you store University or personal data in the cloud? If you use mobile devices or social media for work, study or personal use then this workshop is for you! Come along to find out more about how to avoid common pitfalls and stay in control of your data.

Mon 10 Mar 13:15-14:15

PRESENTER: Ann Jones, Heritage and Information Governance
Other promotional media...
Academic writing

Workshops

<table>
<thead>
<tr>
<th>Title</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Writing</td>
<td>A good report is easy to recognise. Its title is precise and informative, its layout and format are well organised, with diagrams, graphs and tables well-presented and fully labelled. The writing style is accurate, fluent and concise, with headings to indicate the content of each section. This workshop will help you understand the purpose of a report, how to plan it and how best to structure it in terms of presentation and layout.</td>
</tr>
<tr>
<td>Style in Academic Writing</td>
<td>In this interactive workshop we will contrast academic texts with journalism and other kinds of writing in order to develop an understanding of the audience and purpose of academic texts which determines their structure and style. Participants will be asked to analyse texts and discuss their analysis with a partner.</td>
</tr>
<tr>
<td>The Write Stuff</td>
<td>Get advice on the main stages of essay writing, how to analyse titles, how to organise the material you collect; what to look for when editing your drafts; what kind of essays get good marks; how to plan, develop and write a good argument; what to do when writers block hits.</td>
</tr>
<tr>
<td>Writing a Literature Review</td>
<td>A literature review is a justification for doing research and for doing it in a particular way. Participants will explore the purpose of literature reviews in their field, the degree of criticality expected and the relationship to the rest of the dissertation/thesis or paper. They will also consider features such as finding a voice and taking a stance towards the literature under review.</td>
</tr>
</tbody>
</table>

Study support

Need help to learn better - or to manage your time? Our Effective Learning Adviser can help.

WiFi

Set up your devices to connect to eduroam.
Understanding Turnitin

**Turnitin for Students**

- Workshop slides
- Additional HWU screencast videos:
  - Submitting your assignment to Turnitin via VISION
  - Turnitin OriginalityCheck Demo
- Student Turnitin Manual
- Turnitin help for students: Getting Started section from Turnitin

**Understanding Turnitin**
Power Hour Workshops (Edinburgh) commencing 18/11

The following workshops will be held week commencing 18 November at Edinburgh Campus Library (Top Floor):

**Keeping Control of your Personal Information**
Mon 18 November – 12.15-13.15

**The Exam Survival Guide**
Tues 19 November – 12.15-13.45

**Word: Links, Footnotes and Captions**
Wed 20 November – 12.15-13.15

**Endnote Online**
Thurs 21 November – 12.15-13.15

The workshops are held in the Anderson Room or the Library. Signs in the Library will direct you.

More information on these sessions and the full Power Hour workshops program is available [online](#).
Student newsletter

News

Heriot-Watt students win Edinburgh Apprentice challenge

Heriot-Watt students celebrated success as they were awarded first and second place at the Edinburgh Apprentice, a business challenge competition.

more...
Current students
Internal information for current students at Heriot-Watt University can be found in this section.
Marketing Checklist

• A4 booklet
• A0 poster
  – For Library and distributed to contacts
• Digital Display (day and week)
• A3 posters (day)
• Library and IT tab in VLE
• Power Hours information on website
• Email to School contacts
• IS Blog
• IS twitter
• University Newsletter
• University Events
• Each stage has its own checklist
Has it worked?
LIBRARY WORKSHOP FEEDBACK 2011-2012

Name of Workshop: ____________________________
Date of Workshop: ____________________________

Your School:
- SBE □
- EPS □
- MACS □
- SLS □
- SML □
- IPE □
- EFS □
- SoTD □
Other: ______________________________________

You are:
- Staff □
- PhD □
- MSc □
- 5th Year □
- 4th Year □
- 3rd Year □
- 2nd Year □
- 1st Year □
Other: ______________________________________
Course Name: ________________________________

1. What were your reason/s for attending this session?
__________________________________________________________________________________________________

Please mark the appropriate box for the next 3 questions...
Strongly agree □ Agree □ No strong feelings □ Disagree □ Strongly disagree □

2. This session will help with my studies/research/teaching □

3. The session was delivered at the right pace □

4. The handouts/links were helpful □

5. Do you have any suggested improvements? e.g. anything you thought would be covered, which was not?
__________________________________________________________________________________________________

6. How and where did you find out about this session?
Poster □ Workshops □ Flyer □ Vision □ Email □ Twitter □ Library blog □ Other □
Details: __________________________________________________________________________________________

7. Are there any other topics you would like covered in the lunchtime programme?
__________________________________________________________________________________________________

Any other comments? ________________________________________________________________________________

Email address (optional): ____________________________
We very much appreciate your feedback. Thank you!
http://www.hw.ac.uk/library/workshops.html

Power Hours Workshop Programme

ABOUT YOU

Your School:
- SBE □
- EPS □
- MACS □
- SLS □
- SML □
- IPE □
Other: ______________________________________
Course name: ________________________________

You are:
- Staff □
- PhD □
- MSc □
- 5th Year □
- 4th Year □
- 3rd Year □
- 2nd Year □
- 1st Year □
Other: ______________________________________
An international student: Yes □ No □

ABOUT THE WORKSHOP

Strongly agree □ Agree □ No strong feelings □ Disagree □ Strongly disagree □

1. The session was delivered at the right pace (i.e. not too fast or slow):

2. The handouts/links were helpful:

3. This session will help with my studies/research/teaching:

4. Please tell us the best thing about the workshop:
__________________________________________________________________________________________________

5. Please tell us the least useful thing about the workshop or how you think it could be improved:
__________________________________________________________________________________________________

6. I would recommend this workshop to others: Yes □ No □

How did you find out about this session?
__________________________________________________________________________________________________

Are there any other topics you would like covered in the workshop programme?
__________________________________________________________________________________________________

Any other comments/questions?
__________________________________________________________________________________________________

Email address (optional): ____________________________
We very much appreciate your feedback. Thank you!
http://www.hw.ac.uk/skills-development/power-hours.htm

Form has slightly changed over the years, to ask more questions, but stick to one page
How did they find out about the workshop?

- Website: 25%
- Booklet: 15%
- Poster: 8%
- Lecturer/Friend/Colleague: 8%
- Twitter: 0%
- Blog: 8%
- Email: 7%
- Vision: 7%
- Email: 0%
Raising the profile: visibility

• Greater awareness of the services and support for learning, teaching and research IS can provide

• Academic, teaching and support staff direct students to the programme
  • Academic and teaching staff
  • Induction & Transition
  • Student Union support advisers
  • International Office

• Academic staff request tailored sessions to be delivered to their students
Reaching Science & Technology Subjects?

- SBE: 41%
- EPS: 12%
- MACS: 7%
- SLS: 14%
- SML: 6%
- IPE: 1%
- EBS: 0%
- SOTD: 0%
• 95% agreed or strongly agreed the workshops will help them with their studies, research or teaching
Really interactive, easy advice...

The content of the lectures are really helpful for improving my academic skills.

Very helpful and now more confident to start my essay.

It made me understand how to efficiently use the library and its resources.

Helped me understand and solve lots of questions.

Really interactive, easy advice . . .
Awesome job. Give the guy a raise!

Thank you very much. All in all very well done HW and all library staff

The workshop was extremely useful

Great explanation and great class interaction

Amazing!

Very well done & delivered. Really enjoyed and learned a lot from the workshop. I really admire the way you talk and your teaching style.

Very good!


Great explanation and great class interaction

Thank you very much. All in all very well done HW and all library staff

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Challenges

• Success of programme – 16 presenters, 35 distinct topics and 117 sessions, in 6 themes
  – Timetabling and subsequently marketing requires resources

• Changes or cancellation to advertised date/time
  – Promotion via so many channels, requires changes to many channels

• Lack of proper marketing budget
  – seen as an ‘add-on’ activity

• Lack of support from senior management re printed material
  – an assumption that students get all their information online
Future Plans - Workshops

• Re-introduce the marketing options in the workshop feedback form
  – Focus energies accordingly

• Now that process/procedures are in place, delegating some tasks
  – Free up time to work on consistent templates/branding and procedures for all print/digital marketing (not just workshops)

• Introducing ‘Power Bytes’
  – Promotion

• Making more material available via Vision
  – Promotion

• Looking at calendars in Vision
  – To ‘pop up’ on student dashboard
Future Plans – General Promotion

- Continuing to look at best practice and borrow ideas from others (universities and others)
- Requesting appropriate marketing budget based on existing and planned promotional activities
- Using evidence from Student Liaison committees that reiterated the need for printed material, especially during Induction
- Looking into more digital displays in other locations on campus, to attract non-building users
  - Issues of who should have displays where
- Introducing a ‘you-said-we-did’ board
- Introducing more regular ‘facts and figures’ (statistics and benchmarking group)
Summary

• Create a ‘look an feel’ for your service
• Create in-house or professionally if budget allows
  – Something in print is useful for raising profile
  – Poster is particularly useful for students
• Repurpose design elements across all media
• Use all other channels as resources allow
• Solicit feedback
Questions?
Non-Workshop Marketing

• Digital Display/ A3 posters are also used for:
  – Opening Hours
  – Library Policy
  – Announcement / Events
  – New Resources / Services

• Plasma Screen:
  – uses far fewer slides, now around 6
  – Library Policy
  – New Resources / Services

• Other print material we have tried:
  – Study, Research, Teach and International Students booklet
  – Induction z-card