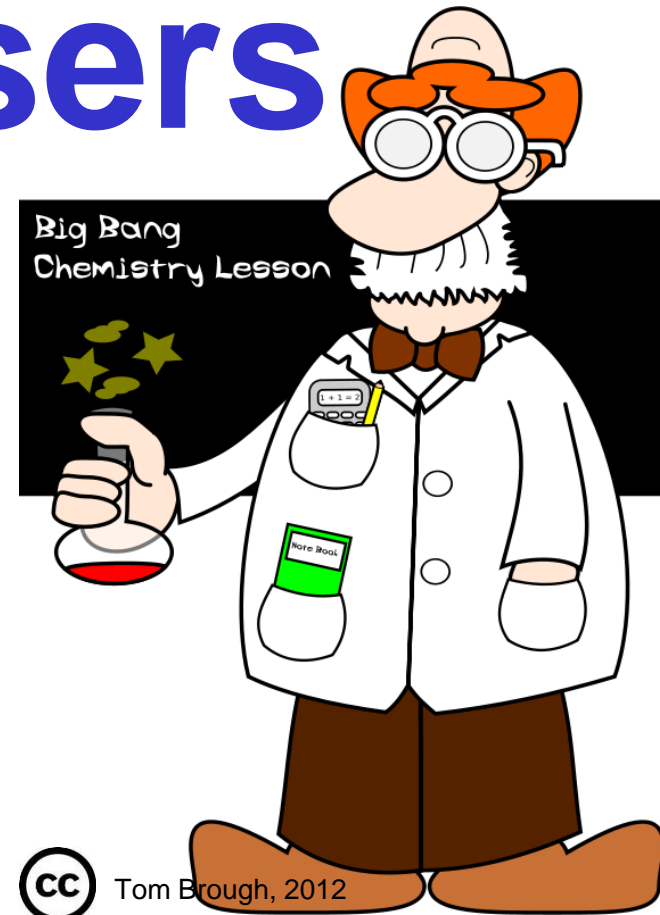




UNIVERSITY of
BRADFORD

Marketing to our non-users

Sarah George, Subject Librarian for
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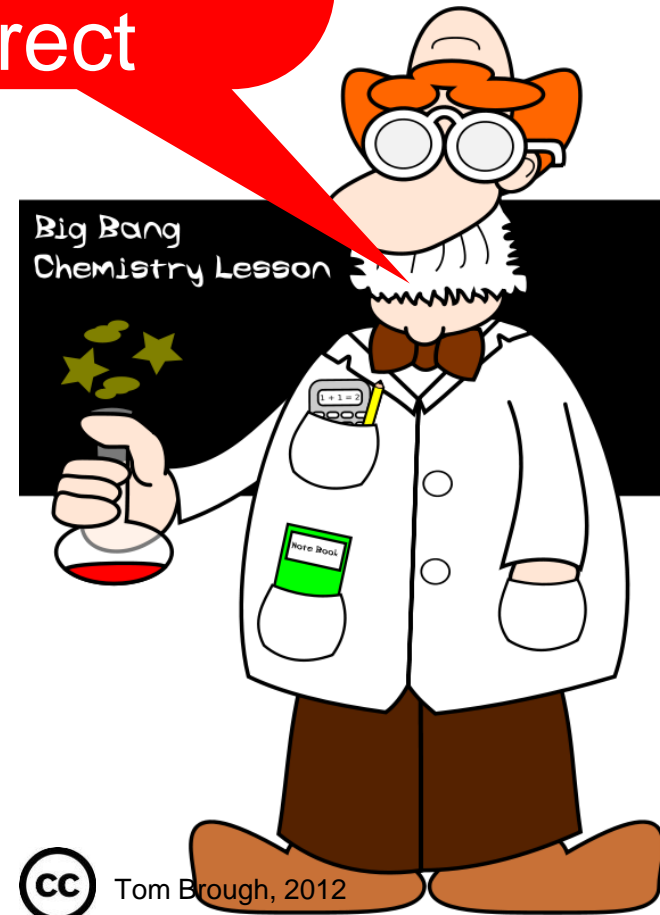


Tom Brough, 2012

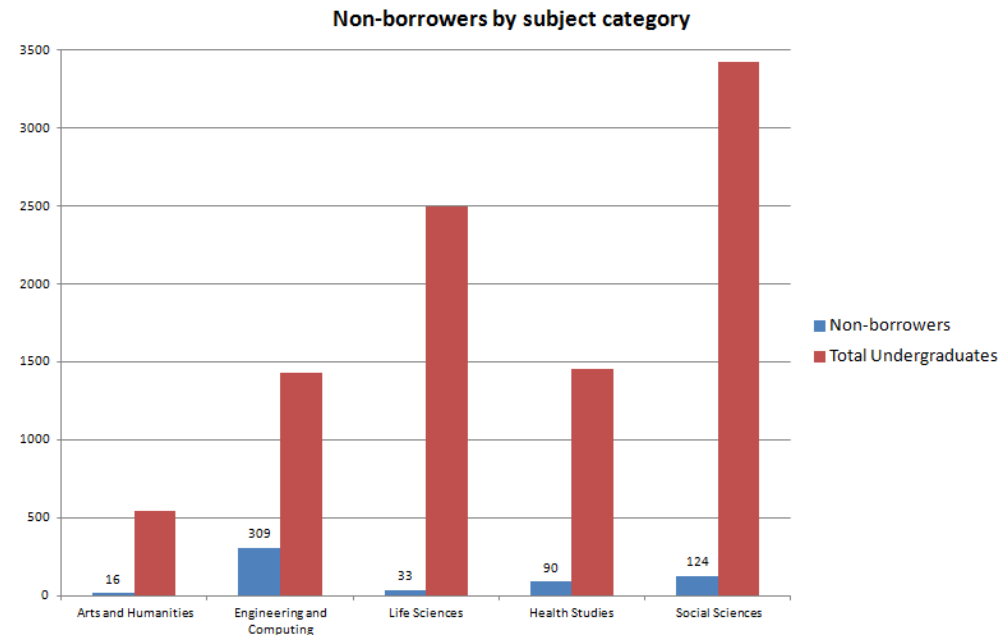
What makes a non-user?

- Never visits the library
- Never borrows books
- Never logs on to electronic resources
- Uses our resources but without knowing it

I never use library resources, I just use Science Direct



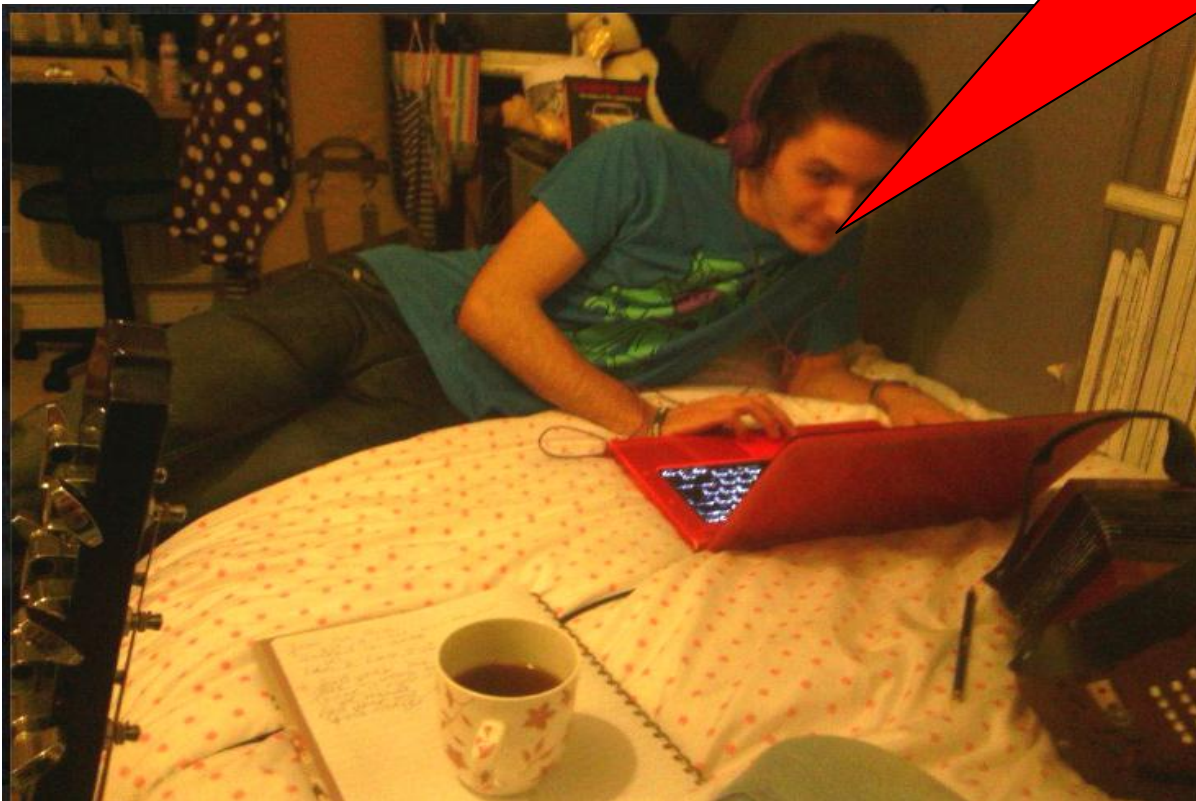
Why don't students use the library?



- Why would I need a library?
 - Single text book
 - Subject-specific needs
- Bad experience?
 - Customer journey mapping: break points

Why don't students use the library?

- Low expectations?



You're closed for the whole summer, right?

Too much
noise

I need
equipment
that is not
available to
me there

~~If you ask, you might find out...~~

I prefer to find
resources
elsewhere

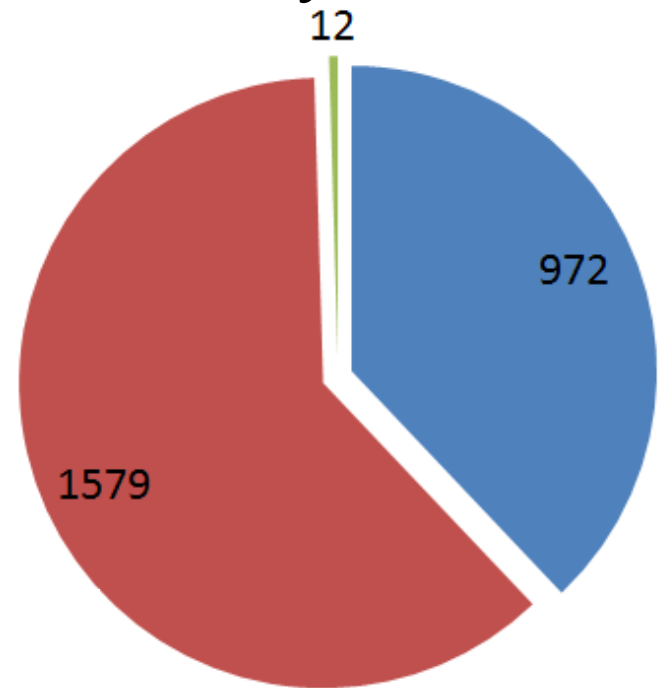
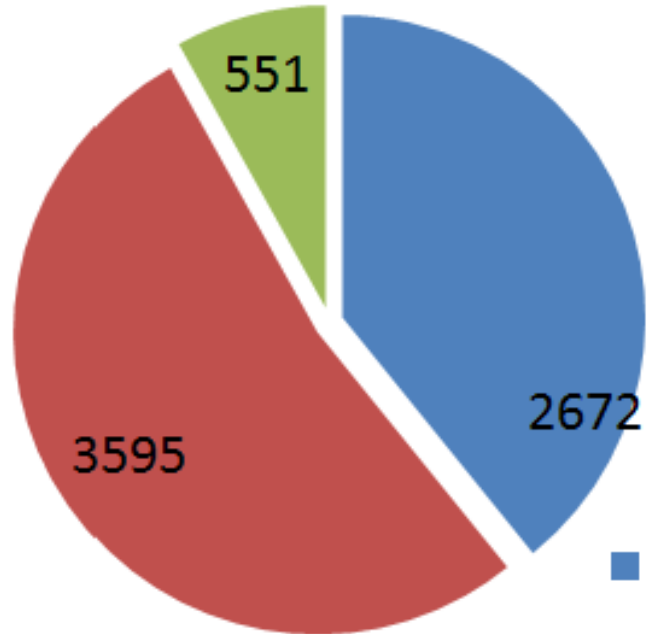
Not easily
accessible

Uncomfortable
furniture

Undergraduate Borrowing patterns May 2014

All except final years

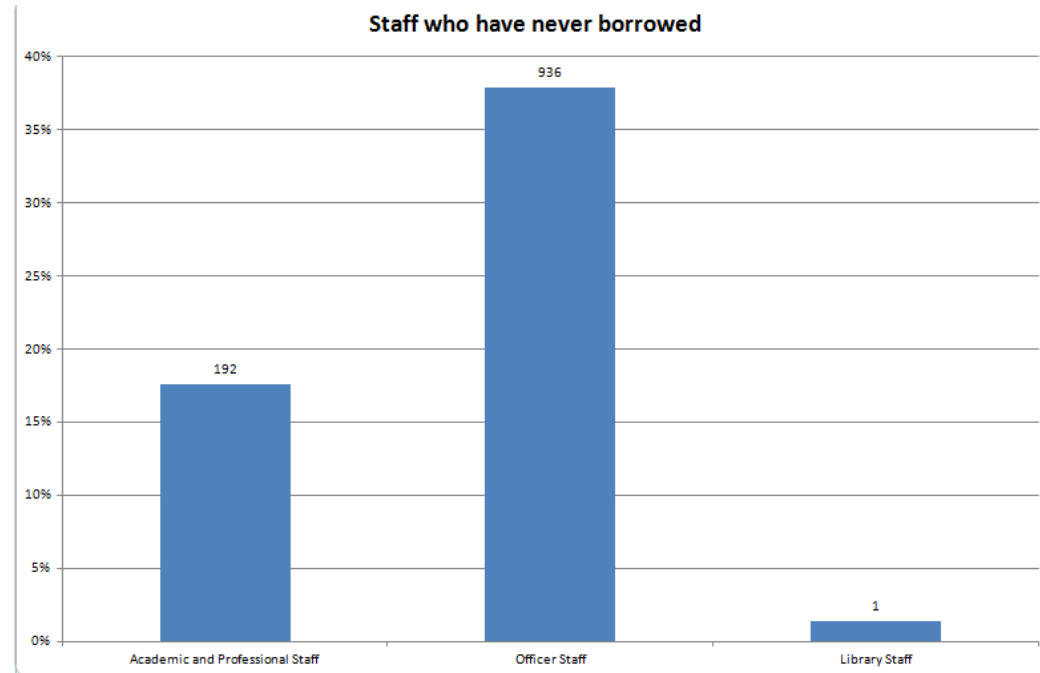
Final years



- Frequent borrowers
- Occasional borrowers
- Never borrowed

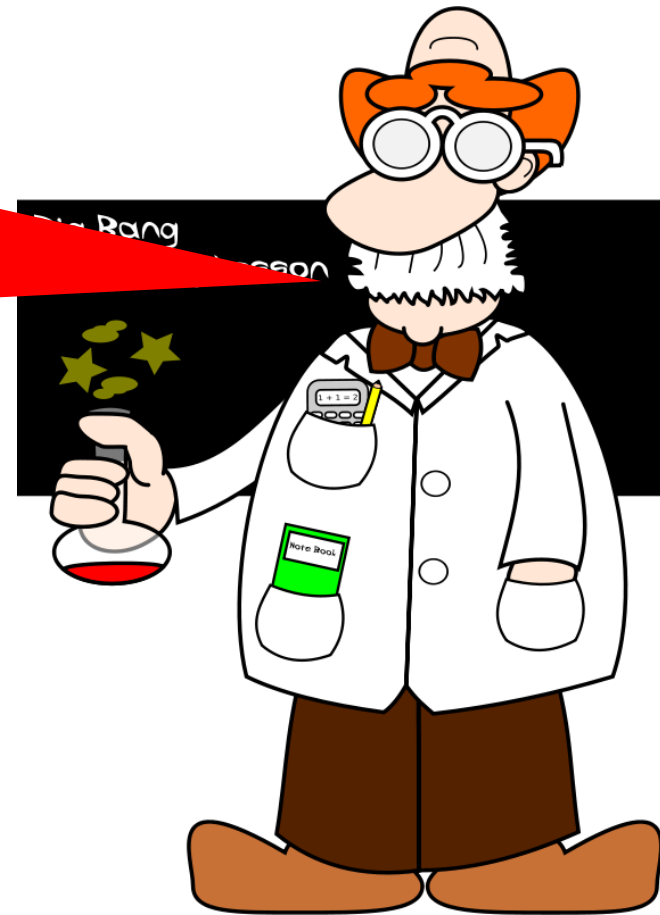
Why don't staff use the library?

- Non-library using roles
 - Administrators
 - Clerical staff
 - Technical staff
 - Facilities staff
- Do they know they can?
- Gatekeepers

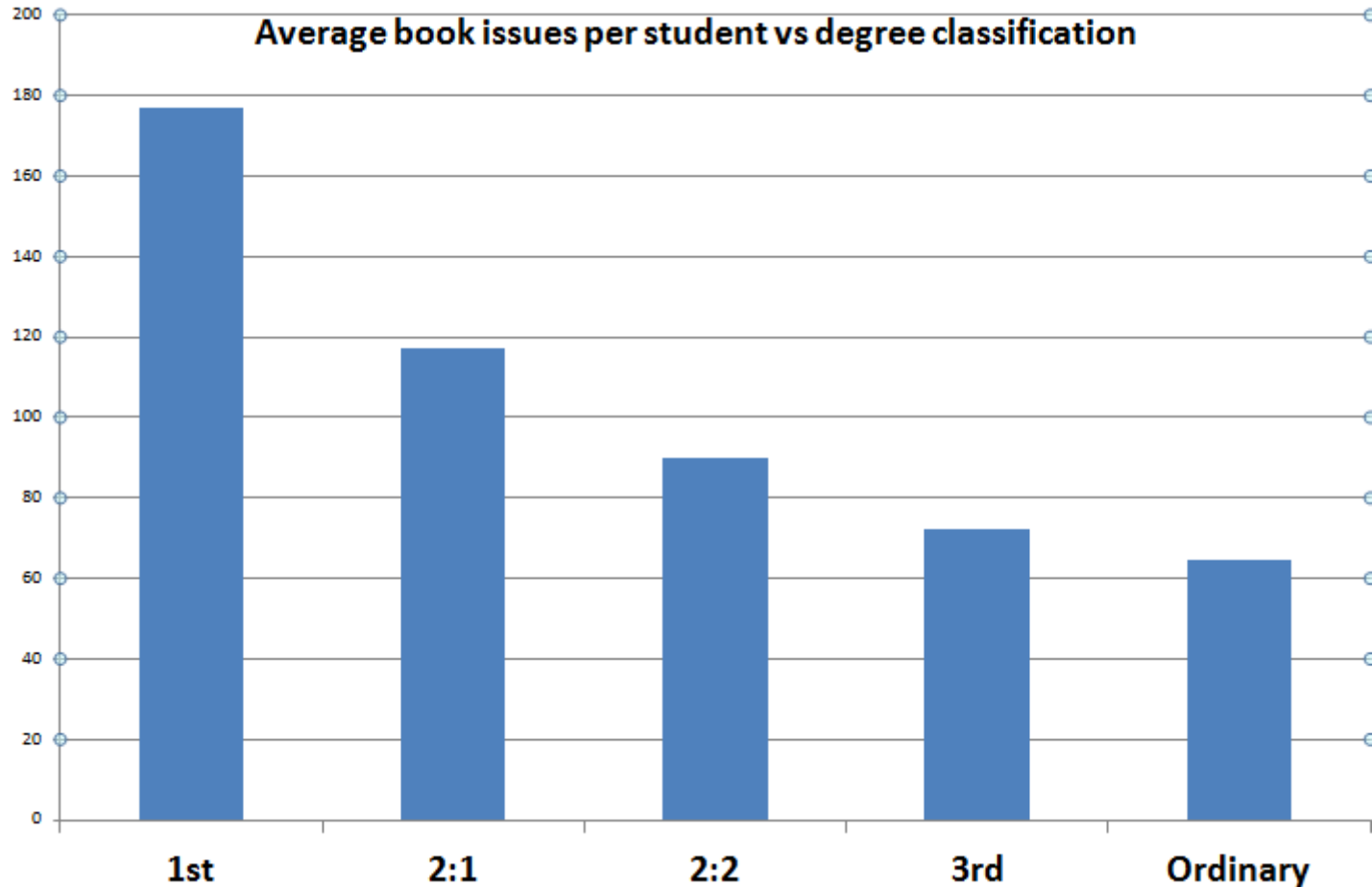


Does it matter?

Why does the library need money when we've got the internet?



Does it matter?

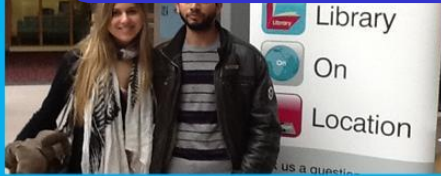


University of Bradford contribution to Library Impact Data Project: Stone G and Ramsden B (2012) Library Impact Data Project: Looking for the Link Between Library Usage and Student Attainment *College and research libraries* Available from <http://crl.acrl.org/content/early/2012/11/08/crl12-406.abstract>

Tips for engaging non-users

1. Appear in unexpected locations

Library and Careers on Location



Student Central



Horton

Greetings from Library On Location!



Chesham



Sports Centre



Room 101



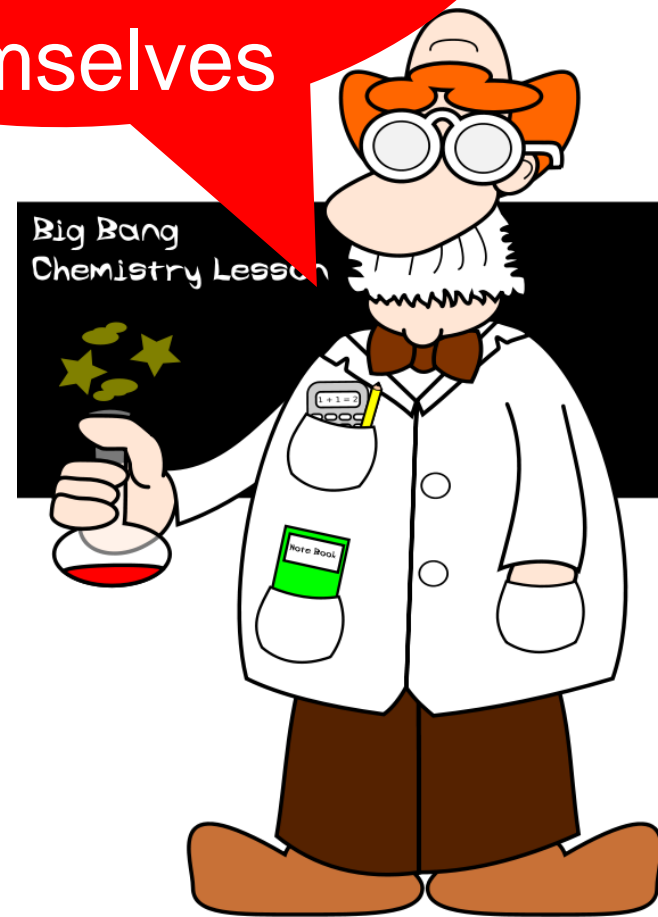
Party on the Amp



Teaching

- Point of need
- Type of need
- Give me ten minutes...
- Use evidence
 - Resource-specific enquiries
 - Level of enquiries
 - External examiners' reports

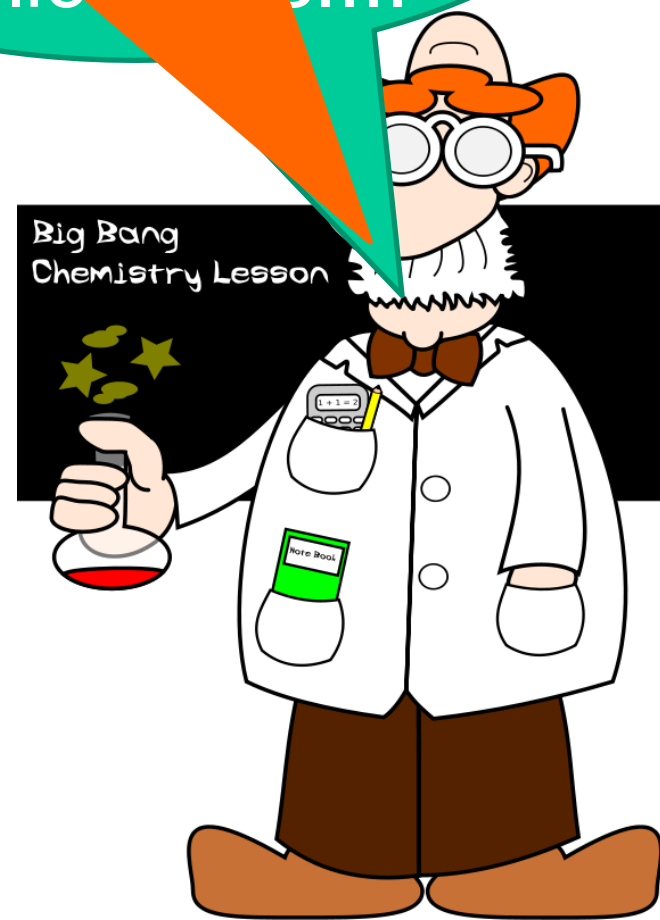
Finding information is easy, my students can work it out for themselves



Liaison

We will contact you
with any library
issues

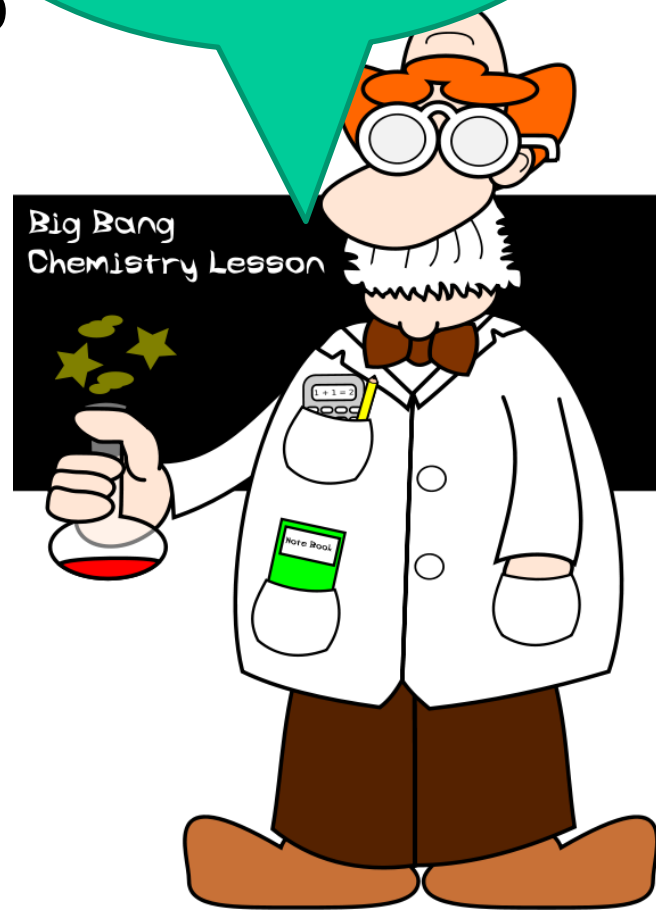
- Go to meetings
- Get on mailing lists
- Don't rely on others' perceptions of "library issues"



Assessment

- Second-marking
 - Link information skills directly to marks
- Get your own assessment
 - Makes you un-ignorable
 - But it's a lot of work!
- Supervision?

Anyone free to second-mark this essay?



Tips for engaging non-users

1. Appear in unexpected locations
2. Find a bandwagon

University policies

Figure 1: Graduate Attributes and Qualities (QAA Scotland, 2011)



Can give these a go!

We can help with that

..and that...

That's what we do best!

Plagiarism

Could you run this through Turnitin for me?

What does this originality report mean?

Have they really collaborated with a student in Grimsby?

Is this plagiarism or poor practice?



Tips for engaging non-users

1. Appear in unexpected locations
2. Find a bandwagon
3. Bombard the marketing department
4. Engage the gate-keepers

100 Objects

from Special Collections at the University of Bradford



In summary

- Don't wait to be asked!
- Look for unclaimed territory
- You're doing a great job: shout about it!