Marketing to our non-users

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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

Tom Brough, 2012
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?
If you ask, you might find out...

- Too much noise
- Uncomfortable furniture
- Not easily accessible
- I need equipment that is not available to me there
- I prefer to find resources elsewhere

Mann K (2013) *Disabled students’ perceptions of the library*. Unpublished Graduate Trainee Project, University of Bradford Library
Undergraduate Borrowing patterns
May 2014

All except final years

- Frequent borrowers: 2672
- Occasional borrowers: 3595
- Never borrowed: 551

Final years

- Frequent borrowers: 1579
- Never borrowed: 12
- Occasional borrowers: 972
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?

Average book issues per student vs degree classification

1st
2:1
2:2
3rd
Ordinary

Tips for engaging non-users

1. Appear in unexpected locations
Library and Careers on Location

Greetings from Library On Location!

Student Central
Horton
Sports Centre
Chesham
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.
- 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

We can help with that.

Can give these a go!

..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
In summary

➢ Don’t wait to be asked!

➢ Look for unclaimed territory

➢ You’re doing a great job: shout about it!