Pop Up and Get Noticed!
Making the library service visible

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Introduction

- Background to Templeman Library at the University of Kent
- How Pop Up Librarian began
- Possible reasons for lower use of the Templeman library in the Sciences
  - Proximity of Science schools to library
  - E-first purchasing policy
  - PC suites and study space in schools
  - High level of lab teaching
Beginnings of Pop-Up Librarian

- Drop-in point at point of need
- Taking the library service out to the Schools
- Increase visibility of Sciences library team
- Low-key launch to pilot the scheme
Initial review

- Review at the end of Spring term 2016

Enquiries

<table>
<thead>
<tr>
<th>School</th>
<th>No. of enquiries</th>
<th>Type of enquiry</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Physical Sciences</td>
<td>2</td>
<td>Research skills training (from academic staff)</td>
</tr>
<tr>
<td>School of Engineering and Digital Arts</td>
<td>3</td>
<td>From students: Request for additional copies.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>From staff: informal introduction/s</td>
</tr>
<tr>
<td>School of Economics</td>
<td>5</td>
<td>Search help/reference management</td>
</tr>
<tr>
<td>Kent Business School</td>
<td>2</td>
<td>Search help/general library enquiry</td>
</tr>
</tbody>
</table>
Re-launch – September 2016

- Re-define identity and promote to Schools
- Extend to additional science schools
- Review timings
- Physical locations / visibility
Marketing and Publicity

- Pop Up ‘kit’ + laptop
- Freebies 😊
- Publicity and digital screens
- Use of social media – Twitter/FB
- Promotion to students in Schools
Benefits so far...

- Recorded statistics
- Student ‘interactions’ and specific enquiries
- Contact with academics in the school
- Establishing a presence in Schools
- Building relationships
Developing Pop Up Librarian...

- Humanities and Social Sciences Faculties
- Pop Up Librarian in the library

Future planning

- Pop Up concept in different locations across campus? Different promotional events?
- Themed Pop Up sessions e.g. research support, dissertation support at key points of the year
- Capturing feedback and demonstrating ‘impact’