

# Pop Up and Get Noticed!

## Making the library service visible

Karen Goodwin, Academic Liaison Librarian (Sciences)

Jo Picton, Library Assistant (Sciences)



# 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

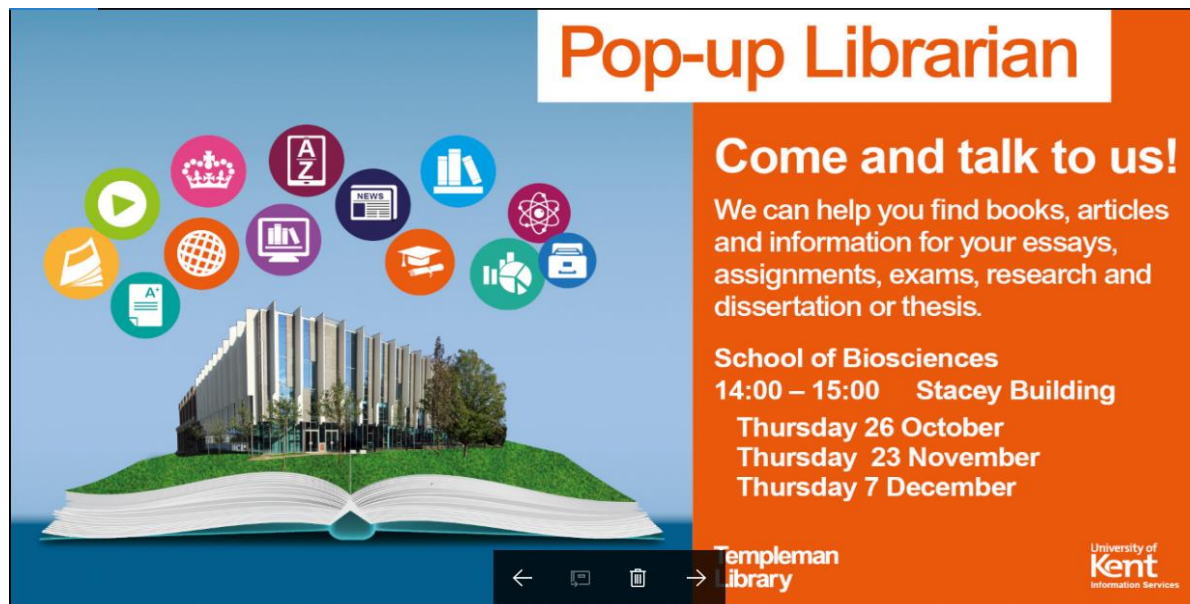
- Review at the end of Spring term 2016

## Enquiries

School	No. of enquiries	Type of enquiry
School Physical Sciences	2	Research skills training (from academic staff)
School of Engineering and Digital Arts	3	From students: Request for additional copies. From staff: informal introduction/s
School of Economics	5	Search help/reference management
Kent Business School	2	Search help/general library enquiry

# Re-launch – September 2016

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



The graphic features a blue background on the left with a cluster of colorful icons representing various academic and library services, including a play button, a crown, a book, a newspaper, a bar chart, a globe, a graduation cap, a thumbs up, and a document. Below these icons is a photograph of a modern building with a glass facade, which is placed on top of a large, open book. The right side of the graphic has an orange background with white text.

## Pop-up Librarian

**Come and talk to us!**

We can help you find books, articles and information for your essays, assignments, exams, research and dissertation or thesis.

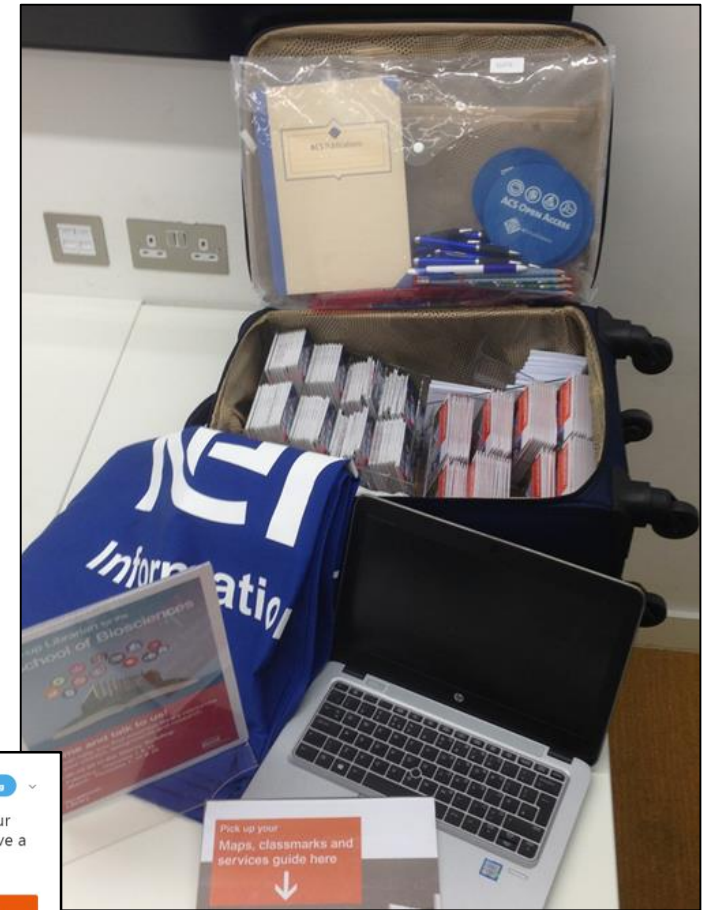
School of Biosciences  
14:00 – 15:00 Stacey Building  
Thursday 26 October  
Thursday 23 November  
Thursday 7 December

Templeman  
Library

University of  
Kent  
Information Services

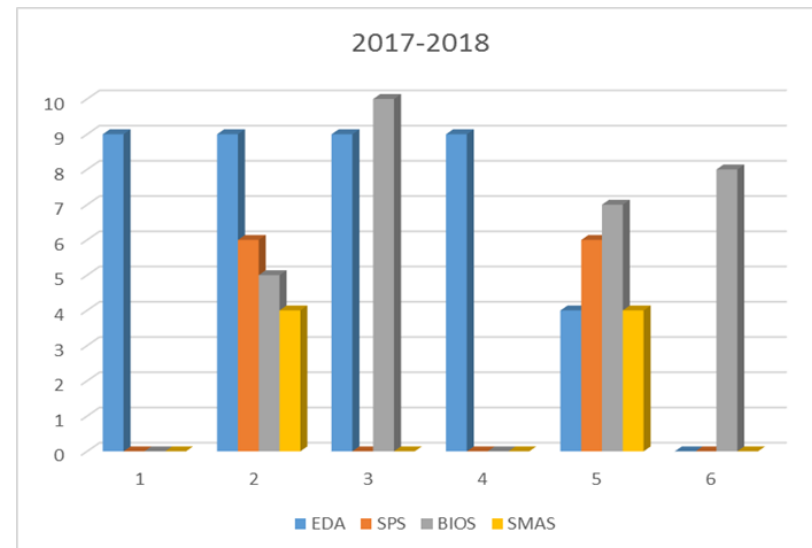
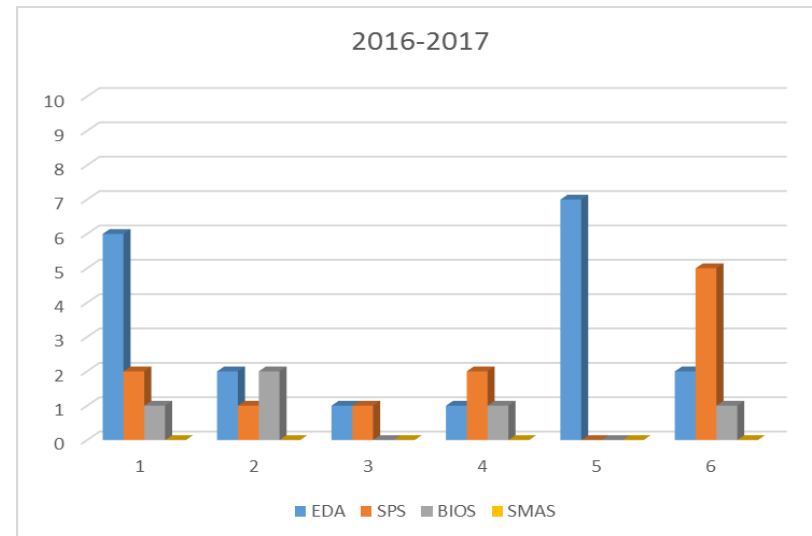
# Marketing and Publicity

- 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'





# THE UK'S EUROPEAN UNIVERSITY

**Jo Picton** | Library Assistant (Sciences)

Academic Liaison Services | Information Services | University of Kent

**Karen Goodwin** | Academic Liaison Librarian (Sciences)

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<http://blogs.kent.ac.uk/sci-ex>

@KentLibScience



[www.kent.ac.uk](http://www.kent.ac.uk)

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