

You said: we did

Student outreach and shaping future services at
the OU Library

Wendy Mears and Jude Bennett



The Open
University

The Open University



- **76%** of directly-registered OU students work full or part-time during their studies
- **23%** of OU UK undergraduates live in the 25% most deprived areas
- **34%** of new OU undergraduates are under 25
- **23,630** students with disabilities studied with us in 2015/16.
- **31%** of students had one A level or a lower qualification at entry

Reaching Out

Website
polls

Student panel

Social
Media

News blog

Facebook
Live

Student
Hub Live

Student
experience
interviews

UX based
website
changes

Database
trials



The Library Student Panel: helping to transform the library



**Our students told
us...**

The Library is not
visible enough

They don't know what
to expect from the
library when they begin
studying

Becoming an OU Student



Badged Open Course

Designed for first time OU undergraduate students

Initial pilot to 220 students in February 2018

Innovative Methods

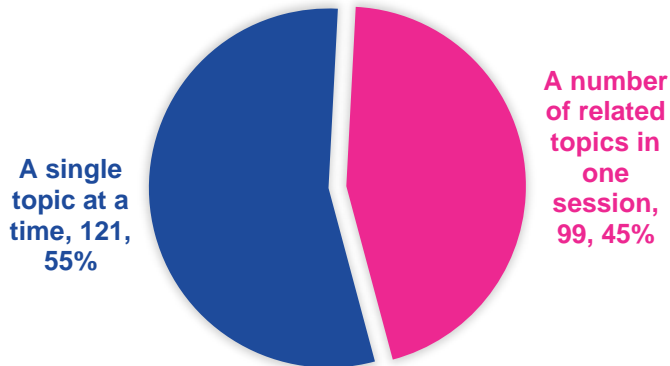


“When I’m doing a usability interview with a student and they tell me that they’ve noticed that using the library has been getting easier that gives me a sense of achievement”.

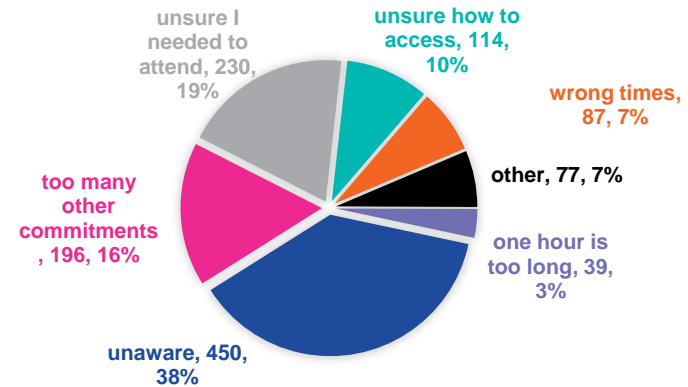
Keren, Digital Services Development Officer, OU Library

How online polls changed our training sessions

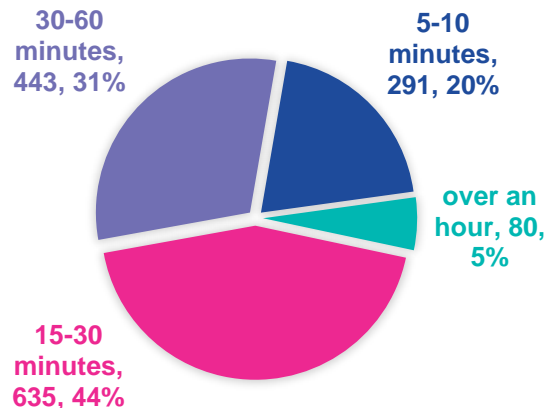
DO YOU THINK ONLINE TRAINING SESSIONS SHOULD COVER...



IF YOU HAVE NOT ATTENDED AN ONLINE TRAINING SESSION, WHAT IS YOUR MAIN REASON?



HOW LONG DO YOU THINK ONLINE TRAINING SESSIONS SHOULD LAST?



WE DID...

- Shorter 30 minute sessions
- Promoted on social media
- Promoted on module websites
- Single topic sessions
- Lunchtime, evening and weekend sessions

Database trials: involving our students in our decision making

“Used Firefox -
needed to make
text larger but that
was my needs.”

“Ideal for feedback
of public during
wars. Easy layout
and navigation
tools.”



The Telegraph
Historical Archive, 1855–2000

“Easy to use with useful
advanced options.
Works OK on Kindle Fire”

“I really hope that both this and the
Telegraph archive become a
permanent feature.”



Daily Mail
Historical Ar

“The quality of
scanning, display,
ease of use and
search/indexing
are all far
superior to the
British
Newspaper
Archive, which I
use for family
history research.”

“Very easy to
search and
navigate.
The page
being viewed
also gives a
list of articles
on the page
(and links to
them) which
is very
helpful.”

Love / Hate letters

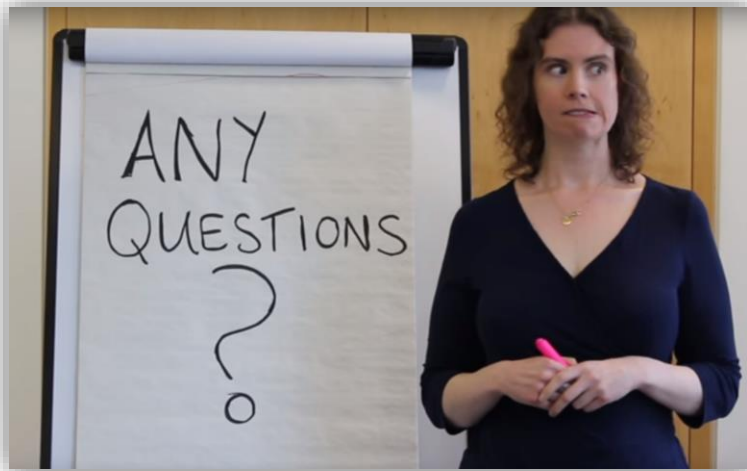
Dear Library
Twitter Account,
I cannot hold back,
I cannot lie,
I simply love you!

Dear Library Content
(within modules),
When we met
it was a
heart stopping
moment...

*Dear Mrs Harvard,
I was never very
good at referencing,
but using your
online tool takes the
proverbial pee.*

**Dear Library
Services,
I got fed up of
waiting for
you last night.**

Student Hub Live and Facebook Live



www.studenthublive.open.ac.uk

Student Shadowing Scheme

Any questions?

www.open.ac.uk/library



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