

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	Communication with people who can implement things	Gain support to effectively run service for user satisfaction.	ASAP, ongoing	Management Governor. External Partnerships	Presentations, meetings
Entitlements promotion					
Customer experience	wifi facility	to promote flexible solution to lack of computers	within 12 months	management IT	feedback from customer surveys
External promotion	bands T-shirts	encourage non-users & grab people's attention	bands are a term	Events team	Blog spot on toolkit.
Understanding and engaging with non-users	Open days, displays, visits to outside organisations.	Encourage potential + new users. Advertise + market the service.	ASAP, ongoing.	all staff involved, Teamwork.	Feedback forms, use this to monitor + improve the service.
Atmosphere and presentation	Zoning	To separate areas to distinguish use	ASAP, ONGOING	COLLEGE AND WHOLE LRC TEAM	BY USE / SURVEYS SHARING GOOD PRACTICE
Staff engagement	Good communication monthly meetings	Top down and bottom up to inform, plan and generate new ideas.	MONTHLY	WHOLE TEAM	SHARE GOOD PRACTICE ON TOOLKIT BLOGS ETC.

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	BLOG POSTING	TO SHOW IMPROVEMENTS IN SERVICES	ASAP	CUSTOMER SERVICES	
Entitlements promotion					
Customer experience	QUEUE BOSTING / FLOOR WALKING	TO REDUCE QUEUES + HELP ORIENTATION	FRESHERS WEEKEND + WEEK AFTER	CUSTOMER SERVICES / ALL STAFF	
External promotion	STAFF PRESENCE AT OPEN DAY	TO SELL OUR EXCELLENT SERVICE	JUNY 2ND 2008	IS STAFF	
Understanding and engaging with non-users	POSTERS (FOOLKIT)	TO ENCOURAGE NON- USERS ∴ STUDENT'S UNION DIPS	ASAP	GRADUATE TRAINEE	
Atmosphere and presentation	WELCOME SIGN	TO WELCOME ALL USERS AS THEY ARRIVE AS LARGE DESK IS UNWELCOMING	ASAP	CUSTOMER SERVICES	
Staff engagement	SMILEY ON STAFF PC	REMEMBER TO SMILE!	ASAP	CUSTOMER SERVICES	

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	Identify non users	Visit classrooms to engage students and staff and inform of services.	OCT. NOV-DEC	Rep from each campus L.C.	Feed back internally & across campuses.
Entitlements promotion					
Customer experience	Re visit Innovation Audit	To ensure clutter removal and areas welcoming	Summer	all staff	
External promotion	Identify non-users	To ensure we promote services and facilities to non-users	OCT. NOV-DEC.		
Understanding and engaging with non-users	Identify non 3 non or low level user groups.	Discover reasons for non-use by visiting classroom	OCT. NOV-DEC	Each campus Learning Centre rep,	Feedback internally & externally
Atmosphere and presentation	Re visit Innovation Audit	To ensure clutter removed and areas welcoming.	Summer	all staff	
Staff engagement	Staff Dev. session.	To disseminate information & ensure all staff on board with innovation plans.	July.	All L.C. staff.	

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	Website Focus Group New-Staff included	Market Library to University Management + Teaching Staff	In progress	University Management + Teaching Staff	Library Survey.
Entitlements promotion					
Customer experience	Easy, Better Library - Experience	Provide easier access + promote collection Good study environment	In progress	All	Library Survey.
External promotion	Leaflet/ web-site	To attract new users -	In progress "	All/ RDO	Feedback from RDO
Understanding and engaging with non-users	Leaflet/ websites	Raise awareness of service for prospective students + visitors	"	All/ RDO	Feedback from RDO
Atmosphere and presentation	improve signage De-clutter consistency of signage	Help + guidance for users	In process [Work in progress]	All	Review Sept 2009.
Staff engagement	Staff- Meeting Focus Group	Staff: ownership Improve moral	"	Select staff with appropriate skills/talents	" Performance Review

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	Support from senior management	Need funding for more staff - refurbishment celebration maybe			
Entitlements promotion					
Customer experience	Layout of areas	Need specific areas for eg. quiet, noise, one-to-one, group working.			
External promotion	Freshers' Fair	Stalls at fairs - shows a welcoming face.			
Understanding and engaging with non-users	Low usage by academics	often only used for Periodicals or to put books on R/L.			
Atmosphere and presentation	Cluttering of areas, reception counter area	Counter is too big, space could be used for impulse fiction. "welcome desk"			
Staff engagement	Staff cohesion -	Staff are overwhelmingly the most important factor in library experience			

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	Realistic to Senior Support from Senior management	Promotes or use at top level. Get to max money for library. Keep jobs.	University management makes	Senior management	
Entitlements promotion					
Customer experience	Training on Staff Customer experience at service providing service	Create good impression Users come back	Training throughout year	All Staff	
External promotion	Presence at Freshers Fair	Welcoming Awareness	Student Freshers week Prep our Summer	Volunteers?	
Understanding and engaging with non-users	Skills, non- library oriented events	Get users into library - use our services, see benefits	After Jan.	Volunteers?	
Atmosphere and presentation	Booker Information Desk Extra Sign for Library	Because we haven't got one!	A.S.A.P.	Senior management + Estates	
Staff engagement	E-mail newsletter	Keep staff updated. Better communication	Set up over Summer?	Me? Steve Watkins?	

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	meeting with Tutors	<ul style="list-style-type: none"> - BETTER COMMUNICATION - BETTER WORKING RELATIONSHIP 	- ON GOING	learning resource co-ordinators	
Entitlements promotion					
Customer experience	USCR survey love it/hate it card	<ul style="list-style-type: none"> - to ascertain user feedback positive & negative - anonymous - not too much to think about. 	now	WRC	
External promotion	College more involved with Partnership libraries	<ul style="list-style-type: none"> - to share good practice - to learn from other libraries - to arrange visits 	- on-going	Regional Development Office	
Understanding and engaging with non-users	VISIT TO CLASSROOMS TO ALL	To discuss learning resources with students - why don't they use WRB.		WRB learning resource coordinator	
Atmosphere and presentation	de-clutter	<ul style="list-style-type: none"> - streamline library - clear outlines 	by September	me	
Staff engagement	Internet searching for Librarians/students	encourage staff & students to use internet search engines other than Google.	Sept/October	learning resource co-ordinators	

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	Regular docs in the staff Newsletter	Promote online resources. Ask staff to pass information on to their students.	Each month	Nettie etc	
Entitlements promotion	"10 things you didn't know about your library"	Attached to wage slips. Promotion	August	Rachel	
Customer experience	"Love-It-Hate-It Board"	Find out what students think.	Autumn	Ani	
External promotion	List of amenities outside the entrance	Tell people what we've got.	September	Rachel	
Understanding and engaging with non-users	Induction Packs for Evening students.	To bring in more part-time evening students.	Autumn		
Atmosphere and presentation	Weeding Day	Get rid of unwanted stock. Free up space.	Once a year.	Tutors	
Staff engagement	Train Tutor in online Resources	Tutors can pass on info. Include use of online resources in assignments.	Before Christmas	Me..	

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	Collect anecdotal evidence	To provide use this as evidence of value of library to staff & students	Day to day (visitors book) Focus groups Staff questionnaires Student names	Students staff Ext. users	Evidence Results to tutors & senior management
Entitlements promotion					
Customer experience	User survey	To collect positive & negative feedback	Annual	Students Staff Ext users	Library team Head of Directorate
External promotion	Signage	To raise awareness of library To help students & staff to find library + use it more	As soon as possible	Students Staff Ext users	Record signage stats Library team Senior management -
Understanding and engaging with non-users	Event eg eg celebrity visit	To find out why people don't use the library - use feedback forms? use post-it boards?	Around Christmas time	Students Staff	Library team Senior management
Atmosphere and presentation	Keep library staff tidy (see Innovative Manual in Toolkit)	To make library look more professional / nicer	All the time	Library staff	Team
Staff engagement	Part-time as tutors	To make it easier for them To motivate front line staff groups to use the library	Beginning of year	Part-time teaching staff	Part-time teaching staff

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	TARGET LECTUREES	PROMOTING RESOURCES + SERVICES TO THEIR STUDENTS	STAFF DEVELOPMENT WEEK	SALLY LECTUREES	STUDENT QUESTIONNAIRE STAFF QUESTIONNAIRE
Entitlements promotion					
Customer experience	Coffee machines	RELAXED ATMOSPHERE	Summer 08	LRC	STUDENT focus group + QUESTIONNAIRES.
External promotion	TARGET STUDENTS	PROMOTE RESOURCES + SERVICES	FRESHERS WEEK	LRAS	INCREASED CIRCULATION + LOANS
Understanding and engaging with non-users	STATS	TO FIND OUT WHY THEY DON'T USE THE LRC	Summer 08	JOHN	STUDENT QUESTIONNAIRES
Atmosphere and presentation	CREATE POSTGRAD AREA.	QUIET STUDY AREA.	START OF ACADEMIC YEAR	SALLY GILLIAN	STUDENT QUESTIONNAIRES
Staff engagement	JOB SHADOWING	TO SEE ALL ASPECTS OF THE LRC SERVICE	THROUGHOUT THE YEAR	ALL STAFF	STAFF FEEDBACK.

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	TARGET LECTURERS	TO HELP PROMOTE OUR SERVICES + RESOURCES TO STUDENTS.	SEPTEMBER	ME! ME!	STUDENT + STAFF QUESTIONNAIRE
Entitlements promotion					
Customer experience	WiFi	TO SATISFY STUDENT DEMAND	SUMMER 08	C.I.S.	
External promotion	Freebies Free Stamp	PROMOTE RESOURCES + GET STATS ON WHO IS + ISNT USING LIBRARY ETAL BOOKING	ASAP	KETU ASTON	
Understanding and engaging with non-users		↓			
Atmosphere and presentation	ZONES AREAS	TO IMPROVE FACILITIES FOR INDIVIDUAL / GROUP WORK ML. FLEXIBLE FURNITURE	SUMMER 08	HEAD OF SERVICE + DEBITY@TU.	
Staff engagement	ASK STAFF TO TAKE PHOTOS OF OTHER LIBRARIES	TO LOOK @ DE-CLUTTERING + TAKE PROPER SERVICE	SUMMER 08	LIBRARY ASSISTANTS.	