Making the Invisible Visible!

Katrina Dalziel & Elen Wyn Davies
Focus Group results – Positive feedback

• Our subject librarian is excellent – there are workshops to help you find things.
• The subject librarian is like phone a friend. Staff and students really benefit from the services SLs provide. My SL will search for you and show you what to do.
• Cooperative with department – useful contact.
• Great
Focus Group results – Worrying feedback

• Didn’t know existed.
• More publicity needed to promote subject librarians. Photos of who you need to approach would be useful in the library.
• Did not know there was one.
• Can be difficult to find an email address [for SLs] to email for help with queries.
Back to basics

Adopt a notice board

Photographs
Back to basics

Central Hall Bookcase

- Subject Help folders
- Database Guides
- Contact details
Making hidden resources visible

<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like them - very convenient (a)</td>
<td>13</td>
<td>29.24%</td>
</tr>
<tr>
<td>I don't like reading from a screen (b)</td>
<td>9</td>
<td>26.47%</td>
</tr>
<tr>
<td>I don't know how to use them (c)</td>
<td>8</td>
<td>20.93%</td>
</tr>
<tr>
<td>Other (b)</td>
<td>3</td>
<td>6.52%</td>
</tr>
<tr>
<td>No answer</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Not displayed</td>
<td>1</td>
<td>2.24%</td>
</tr>
</tbody>
</table>

E-book surveys
Facebook

Swansea University Library and Information Services
Getting outside the library

Feedback gathered:
• 571 slips were filled in
• 27% A place to study
• 27% Books
• 6% PCs and loans of laptops
• 6% people to help me

What were we promoting?
Us!

Freshers Fayre Stall
Getting outside the library

• Promoting *iFind Research*
• “Library on tour” 10am-3pm

• Feedback gathered:
  “*That’s just what I need!*”
  “*I’ve already used the new system & it is a definite improvement on the old one*”
• 2\(^{nd}\) highest “Hits” on *iFind Research* for one day.
Love Your Library Day

- Promotion of Library services
- Launch of the Assignment Survival Kit (ASK) online tool
- Feedback gathering
  - Text
  - Twitter
  - Heart-shaped post-it note
- Fun 😊
Love Your Library Day – 14th February 2011
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- 15 text messages
  
  Ur library is the bestest evah! Huzzah for librarians. Ur the tops.
  cakes in PC3 r yummy
  I want the bear
  - I love you, Library. Platonically. Anything else would probably be illegal.
  
  Library staff r grt!
  
  the library looks great

- 13 tweets
  
  PaulRJones: The Staff in the library are fabulous! @lis_swanswsea_uni
  1 day ago via web - Reply - View Tweet

  Mark_H_Swansea: RT @L_OS_Cymru: Today is Love Libraries Day @lis_swanswsea_uni - Please tweet your support and tell them why you love libraries #savellibraries
  1 day ago via TweetDeck - Reply - View Tweet

  Ukipling: RT @L_OS_Cymru: Today is Love Libraries Day @lis_swanswsea_uni - Please tweet your support and tell them why you love libraries #savellibraries
  1 day ago via Hootsuite - Reply - View Tweet

  ClareBoucher @lis_swanswsea_uni The sky is grey but in the Library everything is pink for Valentine's Day
  1 day ago via web - Reply - View Tweet
Love Your Library Day – 14th February 2011
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• 231 post-it notes completed

“The library is awesome it has all the facilities needed to help me with my degree, it also provides me with the quiet I don’t get at home having 4 kids!”

“The library is well stocked with research materials; homely and quite inviting to serious scholars”

“The smiles were infectious, the cake delicious”
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