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|  | Celebrating Swansea University Authors / Dathlu Awduron Prifysgol Abertawe |
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|  | Part of the Libraries Together Reading Roadshow |
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Celebrating Swansea University Authors / Dathlu Awduron Prifysgol Abertawe

**Summary of Project:**

Celebrating Swansea University Authors was a project run by Swansea University Library staff during the end of 2011. The aim of the project was to create a way for promoting the books Swansea University academic staff have published to current undergraduate and postgraduate students and in turn to the wider academic population at Swansea University and beyond. It also aimed to encourage students and new researchers to publish their own work by describing the research and publishing process.

The project involved creating 10 short promotional videos of between 3-5mins in length where academic staff at Swansea University describe the research they had undertaken whilst writing their books and the path they undertook to become researchers. The videos were then hosted on the internal University teaching video channel E-Stream as well as on a You Tube channel created specifically for this project <http://www.youtube.com/user/CelebrateSUAuthors>

The project culminated in a launch event held in the library during November 2011, attended by University staff and the authors as well as invited staff from other institutions. Eye catching A1 posters were also created for the launch, which include innovative QR codes linking directly to the authors video. These posters are now on permanent display in Swansea University Library and Information Centre.

 **Objectives**

* To increase the profile of Swansea University staff who have authored books, and showcasing the research they are undertaking.
* To give University authors a forum to present one of their books, as well as share their stories on what inspired them to write it
* To inspire readers to potentially read a wider selection of books
* To help inspire current students to become future researchers and authors.
* To create a permanent display of interactive posters of authors to place in the Library, as well as an online presence.

**Target audience**

The main target audience are the undergraduate and postgraduate students at Swansea University. The videos are available to view by Swansea University students via the internal University teaching video channel E-Stream, and also on You Tube, which is a public and global medium. By hosting the videos on You Tube it is also hoped it will be viewed by academics and students from other institutions both in the UK and abroad who are interested in these subject areas.

**Budget breakdown**

The project was funded by grant money provided by the Welsh Government as part of the Libraries Together Reading Roadshow. The Libraries Together partnership encompasses public, academic and health libraries throughout Swansea, Neath Port Talbot, Pembrokeshire, Carmarthenshire, Ceredigion and Powys. The Reading Roadshow was a series of events held in the partnership libraries at the end of 2011 to *“promote reading to a wider audience and  encourage customers to make better use of their libraries.”* Swansea University were awarded a grant of £700 which was allocated as follows:

* 10 Posters @ £37.00 plus VAT £444 (inc. VAT)
* Catering for launch event £256
* Video production In-house (paid by Swansea University)
* QR codes creation Free
* YouTube channel Free
* Staff time Paid by Swansea University

**Total = £700**

 **Launch event**

The launch event was held in Swansea University Library on 3rd November 2011. In order to celebrate the launch of these videos all the authors who participated in the promotional videos were invited as well as selected staff from other Higher Education Institutions and the local Public Libraries.

It was very well attended with around 30 attendees, including a library colleague from a neighbouring Higher Education institution, the Registrar and the Pro-Vice-Chancellor for research of Swansea University. Attendees were invited to view the project posters and refreshments and a buffet were provided.

During the launch the project videos were played on large screens and a number of mobile devices were available with library staff on hand to demonstrate how the posters could become interactive by scanning the QR code straight from the poster to play directly. The project was met with great enthusiasm by all who attended the launch event.

**Press coverage**

A press release was sent out from Swansea University’s Press Office, which appeared on the main University’s web pages in November 2011, this was also promoted via the Library’s web pages, blog and Twitter feed. The story was also promoted by the Reading Roadshow blog <http://readingroadshow.wordpress.com/2011/11/08/youtube-captures-writers-launch-project/>
All the posters are also available to view via the Library’s Facebook account with a link from each poster to the individual video. Available at: <http://www.facebook.com/swanuni.iss>

 **Statistics

You Tube**A specific YouTube channel was created for this project <http://www.youtube.com/user/CelebrateSUAuthors>

Total views of the You Tube Channel =1368

* Oxford Handbook to Clinical Diagnosis**Total views= 147**
* Clinical Teaching Made Easy: A practical guide to teaching and learning in clinical settings**Total views= 90**
* Adult Nursing: Preparing for Practice **Total views= 64**
* Fundamentals of Nursing**Total views= 100**
* War and the Crisis of Youth in Sierra Leone**Total views= 104**
* Orientalist Jones **Total views= 168**
* Critical Representations of Work and Organization in Popular Culture **Total views= 203**
* David Hughes Parry: a jurist in society **Total views= 52**
* Essential Topology **Total views= 117**
* Principles of Biomechanics and Motion Analysis **Total views= 52**

**E-Stream**

The videos were also hosted on the University’s internal teaching channel E-Stream **Total views on E-Stream = 112**

**Evaluation**

The project has been a huge success both in terms of feedback we have had from staff who took part and the interest we have generated from staff who would like to take part in future videos. This has been displayed in the number of attendees to the launch event, the number of views on the You Tube and E-Stream channels and the number of enquiries we have had in the project since the launch.

Some of the feedback and comments we received included:

*“fantastic project”*

*“sounds really good as I don’t think our authors get enough recognition for their hard work in writing their publications”*

*“wonderful”*

The inclusion of QR codes made this project very interesting as it provides a direct link from the poster to the author speaking about their research. This gives the added element of the poster becoming interactive when scanned with a mobile device, which brings the book and it’s author closer to the reader. It was also interesting to use QR codes as part of the project as they were new to some Library staff.

The project has enabled Library staff to design a good template for future posters and a good structure for future videos, making the project very sustainable. The posters contain the branding of Swansea University Information Services and Systems as well as the details of the books, which will hopefully encourage readers to come and borrow the titles from the library.

The A1 posters produced for the project are on permanent display in Swansea University Library however due to the success and popularity of the project we have already received requests for posters to be printed for display in individual departments on campus which we are in the process of providing. As a result of the success of the project Swansea University Information Services and Systems will continue to fund future posters and videos.

Since the launch of the initial 10 videos we have recently added a new video by Yogesh K. Dwivedi in which he discusses his two volume book *Information Systems Theory: Explaining and Predicting* which currently has had a total of 243 views. We are also in talks with a number of interested academics from a variety of departments to produce further videos and posters.

**Supporting Materials

Swansea University Press Release (November 2011)**<http://www.swansea.ac.uk/news_centre/news/celebratingswanseauniversityauthors.php>

**Celebrating Swansea University Authors**Talented writers from Swansea University will be inspiring budding authors to put ‘pen to paper’ with the launch of the Celebrating Swansea University Authors project.

Published authors in each College were invited to be filmed speaking about their selected book and what inspired them to write. The ten very interesting short videos are available on the new ‘Celebrating Swansea University Authors' YouTube channel: <http://www.youtube.com/user/CelebrateSUAuthors>

Posters to promote the authors and their books have also been produced and will be on permanent display in the University’s Library. The project, coordinated by the University’s Information Services and Systems Department, has been funded by the Welsh Government’s Reading Roadshow grant for local libraries to inspire reading in Wales.

Lori Havard, Head of Academic Support in the Information Services and Systems Department at the University said; “ We were delighted to have been awarded funding for our project which we have used to create videos and posters at very little cost.

“ We hope that the stories told in the videos will encourage students to read the interesting publications which our staff have crafted and perhaps inspire them to go down the path of publishing their own research. If this pilot is successful we will be looking to use this project to promote other exciting literary works produced by our talented academics and staff.”

The ten books and their authors are:
• Oxford Handbook to Clinical Diagnosis by Dr Keir Lewis, College of Medicine

• Clinical Teaching Made Easy: A practical guide to teaching and learning in clinical settings by Professor Judy McKimm, College of Medicine

• Adult Nursing: Preparing for Practice by Dr David Barton, College of Human and Health Science

• Fundamentals of Nursing by Sharon Harvey, College of Human and Health Science

• War and the Crisis of Youth in Sierra Leone by Dr Krijn Peters, College of Arts and Humanities

• Orientalist Jones by Dr Michael Franklin, College of Arts and Humanities

• Critical Representations of Work and Organization in Popular Cultureby Professor Carl Rhodes, College of Business, Economics and Law

• David Hughes Parry: a jurist in society by Professor Gwynedd Parry, College of Business, Economics and Law

• Essential Topology by Dr Martin Crossley, College of Science

• Principles of Biomechanics and Motion Analysis by Dr Iwan Griffiths, College of Engineering.

**A1 promotional poster**

