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**2016/17 ULS Marketing Calendar – November 2016**

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| Themes/ dates | Lead(s) from marketing | Network members | ULS Partners | Activities |
| NovemberReading list feedback event & launch of new intranet page on how to read a reading list? Feedback 21st to 27th NovTheme : “Spotlight on your reading lists” | HSSESP |  | RM(Reading List Group Lead)& Business Analyst (DM) | Planning: Meetings held with Reading List Group Lead (Rebecca Mogg), David Melkevik and Sue Elias) 19th September.Meeting with project group held 24th OctoberWeekly meeating to be arranged from 31st October 2016Notes: |
| Survey questionsDeadline:14/11/16Survey analysisDeadline end Jan 2016 | SE/RSHS | ALL | RM & DM | Questions (on access & quality of reading lists) to be drafted – Done. Formatted by RSSurvey Monkey version RSDoneAll comments to be typed and sent to HS w/b 31/11/16HS to collate and send to DMw/b 12/12/16DM to code and analyse results and share with Subject Librarians by w/b 30/1/17 |
| Intranet pageDeadline18/11/16 | SE |  | RM | Intranet page will be created (student & staff) with guidance on understanding your reading lists. Done |
| Display materialDeadline11/11/16In site by 14/11/16 | RS/SP/SE |  | n/a | 3 elements (A2 or A3posters) and a banner using a film review theme to attract attention:• 1 The story so far: ULS action on reading lists (investment, ebooks, online ordering improvement on delivery times, guidance to academics, digitisation, intranet page etc.) •2 Feedback on post it notes ( displaying comments from forms) • 2 Coming soon ( intranet page & online reading lists) |
| Guidance for Network members on promoting feedback formsCirculated by 14/11/16 | HS |  | n/a | Advice to staff to be circulated on generating feedback from users e.g. placing feedback forms on enquiry desks, study areas and social areas, best use of sweets. Done. Picktochart poster and email HS. |
| Social & Digital MediaDeadline 14/11/16 | RS |  |  | Social Media Rs to devise a hashtag for the event which will be used to promote the in site activities and share feedback throughout the week. DoneLiaise with Social Media Group to agree timetable of tweets/ retweets using #CUReadingLists DoneMonitor online survey results from 21/11/16 (RS) |
| User incentives:Deadline:Circulated 14/11/16Max cost:£100Staff incentives  | HS/SEHS/SE |  |  | Purchase of sweets and prize draw (Blackwells voucher). Costco £48Poundland £25 DoneStaff incentive: prizes ( boxes of biscuits) for sites gathering most feedback forms: 3 categoriesLarge: ASSL, Bute/ Architecture, HealthMedium: Aberconway, Science, TrevithickSmall: Aberconway Guest, Archie Cochrane, Biomed, Brian Cooke Dental, Julian Hodge, Music, Postgraduate Study Zones, Senghennydd, |
| Rota for stands/ Subject Librarians21-27th |  | ALLDMRM | Subject Librarians | Rotas in each site for SL & DM slots.Send to HS on 28/11/16More direct engagement with users – DM will tour site with his t-shirt! He will be using Snap chat to capture feedback.Focus on staffing stand or encouraging users to complete the form at enquiry desk. Subject Librarians will be encouraged to cover the stands (RM has consulted with College Leads). |
| CommunicationsBeforeAfter | HS |  |  | Email to Marketing Network with survey forms & rota template sent 14/11Email to Customer Services Managers sent 14/11Email to Subject Librarians by site 16/11 explaining their role and College Lead support. DoneAnnouncement of staff prize winners26/11/16 (chosen by Deputy Librarian) DoneContact student prize draw winner 8/12/16 DoneBook ULS Briefing for presentation Feb 2017 |