

# CELEBRATING AND REWARDING MARKETING EXCELLENCE IN WELSH LIBRARIES, ARCHIVES AND MUSEUMS

#marketingawards

## MARKETING

## EXCELLENCE

## AWARDS

## 2017

## Entry form

ENTRY FORM FOR CATEGORY 1: DEMONSTRATING MARKETING EXCELLENCE AND CATEGORY 2: JOINT MARKETING PROJECT OF THE YEAR

Please complete this section if you are entering Categories 1 and/or 2 only. Please note these details will be used for all future correspondence regarding this specific entry. All fields are compulsory. This information will be used for publicity, therefore please ensure all sections are completed accurately.

**Title** [x]  Mrs [ ]  Ms [ ]  Miss [ ]  Mr [ ]  Dr [ ]  Other

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| --- | --- |
| First name | Helen  |
| Surname | Staffer |
| Job title | Library Customer Services Manager |
| Organisation name | Cardiff University – University Library Service |
| Organisation address | McKenzie House30-36 Newport Road |
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| Organisation profile/overview 100 words maximum |
| Cardiff University Library Service provides online and physical library and information resources for the University community. We aim to provide a flexible study and research environment across our 14 subject-specific libraries, with study spaces to suit all learning needs and long opening hours. There are more than 1.3 million printed books in the library collection. However, traditional printed material is just one element of the resources available, as Cardiff offers a rapidly expanding range of online resources including around 775,000 online books and journals, as well as indexes, databases, statistical collections and full text archives.Find out more at <http://www.cardiff.ac.uk/libraries> |

CATEGORY ENTERED (please tick):

Category 1 – Demonstrating Marketing Excellence

[ ]  Public libraries [ ]  Further education libraries [x]  Higher education libraries

[ ]  Health libraries [ ]  Archives [ ]  Museums

Category 2 – Joint Marketing Project of the Year

[ ]  Joint Marketing Project of the Year

The total word count for the section below must not exceed 2500 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file. Alternatively please provide relevant links.

Project title

Enter the title or name of the marketing project – this will be included in all relevant publicity.

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| Spotlight On Your Reading Lists |

Context

Describe the background/reason for this project. What challenges or opportunities were you faced with?

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| This project was undertaken in response to two separate strands of feedback regarding reading lists. Taught students have highlighted a variation in satisfaction with access to items on their reading lists and academic staff have noted poor facilities for managing their reading lists. The University Library Service (ULS) Strategy Action Plan 2016-17 sought to address this feedback by setting the task of purchasing and piloting a reading list management software product to the ULS Education Group. With a competitive UK market for reading list software the Strategy Action Plan noted the importance of gathering up to date market research. This required an evaluation of current student satisfaction and preferences that would underpin the user requirement element of the project documentation for the tender exercise.Challenges:* In 2016 Cardiff University’s Student Experience Committee issued survey guidance and a new approvals process to tackle the problem of students being over surveyed. Professional Services, such as ULS, were required to submit any formal surveys they wished to run for pre-approval, with the likelihood that permission would be refused. The ULS Education Group consulted the ULS Marketing Group for advice on how to overcome this challenge. The resulting collaboration shaped a week long informal feedback event, delivered in 12 site libraries, on two campuses, supported by social media activities.
* The marketing strategy sought to address the challenge of improving levels of ULS staff engagement with students to increase the level of feedback. Feedback levels had declined since the first ULS feedback event in 2013 which gathered 775 comments from users. A survey of users’ preferences for service improvements held in 2016 saw only 311 forms completed.
* We also faced the challenge of finding an interesting theme or hook for the event which would form the inspiration for eye-catching promotional material and attract the interest of our intended audience. Reading lists may serve an important function for students but is a dry subject lacking a “buzz” or any obvious element of fun to inspire students.

 Opportunity**:*** AnotherThe Reading List project offered the opportunity to work with its full-time Lead, a Business Analyst on secondment to ULS from the University’s Project Management Office. His skills, knowledge and enthusiasm proved to be central to the success of the event.
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Aims and Objectives

State the aims and objectives that were set for this project – where possible these should be SMART objectives – for example, how many new users or people attending the event were you hoping for?
If possible, include budget and timescale information.

What is a SMART objective? Specific, Measurable, Achievable, Realistic, Time-bound

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| The ULS Reading List and Marketing Groups identified four key objectives for this marketing event:* The first was to **gather sufficient feedback to improve ULS insight** into the taught student experience of accessing books, journals and e-resources on reading lists. Survey questions were to be drafted by the ULS Reading List Group and Business Analyst leading the reading list project. The ULS Marketing Group’s role was to engage ULS staff and students to maximise the level of feedback. Only an increase in the level of feedback would reflect the growth in student numbers over the past three years and ensure that the project’s user requirements were based on meaningful data from students across all three colleges.
* We set ourselves a challenging objective of **exceeding the 2013 response rate by at least 5**% (i.e.811) with this increase reflected across all sites. We felt this was achievable if we worked closely with Marketing Network members based in each site library to increase motivation and confidence levels.
* Our second objective was to **involve Subject Librarians** during the week-long event. Customer Services staff formed the majority of Marketing Network members, created site displays and engaged directly with users during marketing events. We felt that the nature of this theme would benefit from Subject Librarian input. They would contribute their specialist subject knowledge and stock selection experience to the reading list discussion with students. The timing of the event was therefore influenced by Subject Librarian availability. We asked Subject Librarians to book slots on their site feedback stands to ensure that the outcome was measurable as well as realistic.
* Our third objective was to use the survey to **assess the quality of reading list information** provided by academics. Once feedback had been analysed by the Project’s Business Analyst, it would provide individual Subject Librarians with data, broken down to School level, to share with Student/Staff panels. The aim of the Reading List Group was to improve both the quantity of reading lists received by ULS and the quality of the lists in response to students’ needs and preferences reflected in the survey results.
* The fourth objective was to **launch a new student intranet page** to help taught students to locate items on their reading lists. It included training resources on how to decipher reading lists and use the catalogue to find books, journals and eBooks. These pages were being planned but were brought forward when the ULS Marketing Group suggested that the event would be the perfect platform for the launch.

**Budget**This feedback event, supporting a key ULS objective, was assigned over 50% of the 2016/17 marketing budget i.e. £250. This would be divided between prizes and incentives and printing costs. All multimedia designs were created in house by our talented staff. |

Strategy & Planning

Outline the strategy taken to achieve your objectives and justify your marketing approach – did you undertake any research for example; have your developed new or existing partnerships; did you target a new audience or try a new approach to promoting your services?

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| Two planning meetings were held between the Reading List Group Lead, the Project Lead / Business Analyst and ULS Marketing Group members to agree objectives and the strategy to deliver them in early September and mid October 2017. An Action Plan (see attachment A) was put in place outlining our shared objectives our roles, responsibilities and deadlines for tasks prior to, during and after the event. Weekly meetings of the ULS Marketing Group followed to monitor progress and completion of actions.**Research:** Taught student satisfaction rates with reading lists had been monitored by the Reading List Group for a number of years. Internal Cardiff University annual surveys of first and second year taught students, National Student Survey feedback from graduating students and the 2015 ULS Survey had shown dissatisfaction, despite an increase in book budgets. Using this feedback the Group developed a successful business case for the purchase of reading list management software. This survey sought to gather detailed data to inform the technical and user requirements of the tender, ensuring the product chosen met the needs of taught students.Strategy:**Timing** - The deadline for completion of the tender project provided a framework for the timing of the event. This was further refined by Subject Librarians’ induction and training workload and the first wave of essay deadlines and seminars when demand for reading list items would be at a peak. The week of 21st to 27th November 2016 was confirmed. All deadlines for actions and communications were set working back from this date.**Target audience** – Users of reading lists i.e. taught undergraduate and postgraduate students were the focus of the event. This excluded the two library sites that exclusively served postgraduate doctors. All other 11 sites would take part to gather feedback from students across the three colleges.**Objectives**:* **Maximising feedback** – to halt the decline in response rates the group agreed:
	+ The duration of the event was extended from five to seven days to capture feedback from part time students.
	+ Members of the Marketing Network shared practical ideas that had been successful in previous events with colleagues.
	+ New partnership - The Project’s Business Analyst background in Lean techniques and his experience of stakeholder engagement was utilised. He provided enthusiasm and practical support throughout the event.
	+ Social media played a key role in promoting the survey in sites. A blog was created outlining the aims of the survey. An online version of the survey (on Survey Monkey) was made available for those who were unable to visit site libraries. Twitter was used to share feedback as it was gathered in site.
* **The participation of Subject Librarians** – the Marketing Group sought the endorsement of College Lead Librarians for participation and drafted communications for Subject Librarians outlining the aims of the event and their important role. Bookings were managed by local Marketing Network members to measure Subject Librarian involvement.
* **Sharing feedback with students and academics** - following the event the ULS Marketing Network would collaborate with the Business Analyst to collate, share and analyse survey forms in readiness for the tender to be written in spring 2017. Survey data would be made available to Subject Librarians by the end of January 2017.
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Tactics and Implementation

Set out the plan of activities undertaken to implement the strategy and evidence these over time and against budget. Include examples if appropriate – you may append or link to two additional pieces of supporting evidence – if internet links are included please ensure these will remain live until March 2017. What promotional activity did you undertake; did you use social media and/or traditional media?

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| * A bilingual survey form was drafted by members of the ULS Reading List Group. This was circulated to Marketing Network members a week before the event. Local printing to meet demand minimised over printing. Forms were available on stands, at enquiry desks and online. **(Cost £50.00 for 1000)**
* Three eye catching posters using a film review / Hollywood/ cinema theme headlined “Spotlight on Your Reading Lists were created by the ULS Marketing Group (see attachment B). These were printed centrally and distributed to sites (who were able to state a preferred size**). (Cost £66.00)**
* A seven day feedback event was held in 12 ULS libraries to gather “reviews” from students on the quality of their reading lists and their experience of finding items in ULS collections.
* A new intranet page, created by the Reading List Group, was launched on 21st November offering guidance to students on how to find reading list items.
* Display stands were in place on 21st November, created by ULS Marketing network members who were sent tips from colleagues on how to encourage students to take part. This was in the form of a poster displayed in staff areas.
* Display stands were staffed between Mon-Fri, 10am and 3pm by Subject Librarians, the Reading List Champion (Project Business Analyst) who spent the week on display stands, wearing his “Reading List Champion” t-shirt and using Twitter to share feedback throughout the week. The example he set in each site demonstrated practical techniques for engaging with students which increased ULS staff confidence levels.
* Sweets were provided as incentives **(£78)** for students to share their feedback along with the chance of entering a prize draw**. (cost £20)**
* Two prizes were offered to ULS staff for collecting the most feedback and creating the best dressed display. **(cost £10)**
* Social media (Blog and site Twitter accounts) tweeted and retweeted feedback comments during the week using the hashtag #CUReadlingLists. (See attachment B)
* Marketing Network members typed up all comments collected on the feedback forms. The Project’s Business Analyst undertook a full analysis of the results. Subject Librarians attending Spring Student Staff panels will share results with partners within their Schools.
* The event was delivered within budget, with total expenditure of £224.
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Results/Measurements/Outcomes

Present the results of the project, state whether your aims and objectives were achieved and if they were delivered on time and within budget. Evaluate the project using measurements where possible, such as number of new members/visitors, added value to the organisation and digital marketing metrics where applicable (Google Analytics, Facebook insights, Tweetreach). Reflect on what could have been done better; is the project sustainable, could it be rolled out to other user groups or organisations?

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| **Objective 1:** To gather at least 811 completed feedback formsResult: AchievedThe event gathered 838 completed survey forms, exceeding our target. This increase was seen across all sites with a positive response to competitive elements for staff. All 12 sites entering the feedback competition and eight submitting entries for the design prize. The Project Lead was happy with this level of response, especially the take up across all colleges to reflect different levels of reliance on reading lists across academic disciplines.Only eight survey forms were completed online. The impact and level of student engagement via Twitter (as measured by Twitter Analytics) was not significant, other than to raise the profile of events within the site. There were 54 tweets using #CUReadingLists from 7 different library accounts. Tweets from the central ULS account, cardiffunilib, were seen 4784 times but only elicited a response 95 times. The most successful site Twitter account, butelibrary, saw their tweets viewed 3858 times, with 109 responses. This reflects the high level of followers for this account (currently over 2,500).There are obvious lessons to learn and share within ULS on how to develop a successful Twitter account which can effectively support marketing events. However, the ULS Social Media Group is investigating the effectiveness of other social media tools for this task, including Instagram.**Objective two:** the involvement of Subject LibrariansResult: Partially achievedThis objective involved the steepest learning curve. If we were to repeat this approach we would involve Librarians from all colleges early in the planning process. Even though Reading List Group members included Subject Librarians we experienced suggestions to amend promotional material and even survey questions late in the process. A more explicit steer from College Leads and more tailored communications were required but by the end of the week 75% of Subject Librarians participated in the event.**Objective three:** assessing the quality of reading lists.Result: AchievedResponses to the survey question “What do you think makes a good reading list?” have given us ample evidence to share with academics. The key messages were to keep them short, to indicate which items were essential texts and which were back ground reading and to check that they are in print. Free text comments also highlighted a need to include the number of copies held in a library and the class mark – both of which would be made possible by reading list management software. The additional resource and skills of the Project’s Business Analyst improved the turnaround of this data.**Objective four:** launch the new intranet pageResult: AchievedThe intranet page was created in time to be launched at the event. Promotional material (flyers, plasma screen images and social media alerts) were created for use during and after the feedback week and ULS staff refer students to the resource at Library enquiry desks. The resource will be included in all taught student inductions at the start of the next academic year and will be highlighted in student/staff panels and all inductions with new academic staff. |



Date of Project

Provide the start and (if appropriate) finish dates of the project.

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| Monday 21st to Sunday 27th November 2016 |

Summary

Provide a brief summary of your project (approx. 150 words) to be used for promotional purposes on the website, social media, etc.

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| Spotlight On Your Reading ListsCardiff University’s Library Service (ULS) held a week long feedback event in November 2016 to gather “reviews” from students on the quality of their reading lists and their experience of finding items in our collections. The event was organised collaboratively by the ULS Reading List and Marketing Groups. Feedback was needed to gain insight into readers’ satisfaction, habits and needs and to inform the user requirement element of a tender for reading list management software. The event also featured the launch of a new intranet page which offered guidance to students on how to find reading list items. The event achieved the highest level of feedback of any ULS feedback event to date and data will be shared with students and academics to improve the quality of readings lists. |

ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR

Please complete this section if you are entering Category 3. Entries must be nominated by a manager or equivalent – you cannot self-nominate. The nominee must give consent to be nominated.

# Please tick the relevant box below

# [ ]  Library Marketing Champion

# [ ]  Archives Marketing Champion

# [ ]  Museum Marketing Champion

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| --- | --- |
| Name of nominator |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |



Why are you nominating this person?

The total word count for the section below must not exceed 1000 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file.

Alternatively please provide relevant links.

# [ ]  Notable achievements [ ]  Challenges and barriers overcome

# [ ]  Differences made to the service [ ]  New partnerships

# [ ]  Examples of innovative or creative working [ ]  Examples of engaging colleagues in marketing

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Contact details of nominee

|  |  |
| --- | --- |
| Name of nominee |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |

Please submit the entry form and any additional documents to jane.purdie@wrexham.gov.uk by 20th January 2017.

Thanks for entering the Marketing Excellence Awards 2017.

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