

# 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** [ ]  Mrs [ ]  Ms [ ]  Miss [ ]  Mr [ ]  Dr [ ]  Other

|  |  |
| --- | --- |
| First name | Andrew |
| Surname | Eynon |
| Job title | Grŵp Library & Learning Resources Manager |
| Organisation name | Grŵp Llandrillo Menai |
| Organisation address | Llandudno Road |
| Town | Llandudno |
| Postcode | LL28 4HZ |
| Email address | a.eynon@gllm.ac.uk |
| Twitter account @ | @llandrillolib |
| Organisation profile/overview 100 words maximum |
| GLLM is the largest FE college in Wales and has one of the largest FE library services in the UK – with 10 campus libraries and 30 library staff. GLLM library service has been responsible for a number of projects in Wales and the rest of the UK including the use of social media in FE libraries, Reader development in FE, Jisc Digital Literacy projects and the Welsh Information Literacy Project. The library service is also responsible for delivering library curriculum to library staff across Wales at all levels from 2 to 5. |

CATEGORY ENTERED (please tick):

Category 1 – Demonstrating Marketing Excellence

[ ]  Public libraries [x]  Further education libraries [ ]  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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| Borrow a Book for Christmas Lucky Dip  |

Context

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

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| The ‘Borrow a Book for Christmas’ project was part of our library service’s marketing strategy and the college’s Reader Development promotion. We wanted library users to see the library as a source for obtaining books for leisure reading as well as academic course related books. The library has an excellent collection of non-academic books; this project was aimed at drawing students’ attention to these resources. We used the Christmas period (when people usually have more time to read) to promote the library service and reading for leisure. We did this by wrapping the books in Christmas paper to create an element of Christmas surprise; they didn’t know what book they were choosing. One of the challenges we faced was getting non-library users to take part in the project, as not all students use the library service. Another challenge we faced was making the project inclusive to all our library users i.e English, Welsh and Students who are learning English.  |

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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| Aims and Objectives Our aim was to widen learner participation in leisure reading, raise library profile and showcase existing leisure reading stock.* Encourage existing users to borrow non-academic leisure books.
* Attract new library users through advertising this project.
* Work within a time scale - Christmas period (between the 8th and 16th of December)
* Involve students in the project - encourage peer-led library activity.
* Create a project that would not need a large budget
* Appeal to all college students, despite their varied interests, language skills and preferences. For example, include both English and welsh books, as well as some ‘quick read’ books.
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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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| Both Bangor and Rhos Library was taking part in the project. We created a Google Drive Sheet in order to ease collaboration between Rhos and Bangor library staff. This worked well as staff could combine ideas and work together. The idea was to encourage reading for leisure. Because we were targeting such a varied group of people it was important to include books that would appeal to everyone (the language of the book and whether it was appropriate for ESOL students was noted on the label). We looked at existing stock to ensure that we could accommodate all our users and potential new users.We arranged a meeting with the student representative, which was successful; she volunteered to help with book selection and to help with marketing and she. She also brought in other students to help. This was the first time for the library to work with this year’s student representative and I feel that we achieved a goal of developing a new partnership with the student union, which will be beneficial to both parties. We worked with the English department staff who also made book suggestions and brought their students down to the library to take part in the activity, developing further our working relationship with tutors. We also asked tutors if we could make classroom visits to encourage learners to take part. This gave an opportunity to explain the activity and answer any questions learners had. As one of our marketing strategies, the college twitter was used to promote the project and to reach a wider audience. We arranged for the advertising image to be on the college network screen so that all students would see when logging on to the college computers. We also created a bilingual presentation to be on the library’s large screen. This presentation was on throughout the Christmas period. An important marketing strategy was our collaboration the ‘Love Libraries’ campaign. We used the Love library promotion items i.e. bags, pens and books marks, as freebies for those taking part. We wanted to tie in the Love Library campaign and promote the library service.<https://twitter.com/ColegMenai/status/807238842503794689/photo/1?ref_src=twsrc%5Etfw> |

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 critical aspect of implementing “Borrow a Book for Christmas” (*BABFC*) was to achieve as much ‘visibility’ for the initiative as feasible, on campus. To this end a number of methods were used to promote and raise awareness of the initiative amongst key parties.* Campus staff – all staff, inclusive of teaching staff, business support staff and others, were alerted on 5 December 2016 via e-mail to *BABFC*. There were concerns that all staff members do not consistently and positively engage with e-mail as a means of communication and therefore one couldn’t simply rely on this one message to reach the desired impact. It was nevertheless felt entirely appropriate to send the message, as it would somehow help reach a positive outcome.
* LLT staff. The small team of LLT staff based at Bangor were aware of the initiative some time in advance of its implementation and as practical preparations for its delivery approached, all staff contributed and became actively involved.
* All parties.
	+ *Social Media.* Both the college (@ColegMenai) and the Library and Learning Resources Co-ordinator (@AledMenai) tweeted about *BABFC* on the 6, 8 and December 2016. There is of course a Twitter feed at the college’s home site <https://www.gllm.ac.uk/menai>
	+ *Network desktop*. The *BABFC* graphic was promptly installed on each Bangor user’s (learners and staff) network desktop. This would mean that the graphic would appear on a rotational basis with other graphics on any PC used on campus.
	+ *Promotional posters*. The graphic was also used for posters, physically displayed in selected locations.
	+ *Direct contact*. The LLT team felt that, even in the social media age, direct contact with members of teaching staff and potential participants amongst the learners would be a vital means of communication. The impact of the “word of mouth” about *BABFC* in attracting individual or groups to participate should not, it was suspected, be underestimated. Using this outlook, LLT team members would if supporting learners in another context and if appropriate draw their attention to *BABFC*. This would apply to learners visiting the library or conceivably the open access IT centre, or to those being supported in a classroom environment. Any time spent describing or delivering *Reading Ahead* were used as suitable opportunities to promote *BABFC*. Similarly, if LLT team members were in face to face contact especially with members of teaching staff, in classrooms, offices or corridors, the discussions were used as opportunities to highlight *BABFC*. Direct contact with two members of staff who teach English literature was instrumental, it transpired, to *BABFC*’s success.
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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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| *BABFC* was an initiative aimed at encouraging learners to read more, or to read at all, for leisure, particularly during a period out of college term. Its duration was two weeks only, and its timing at the end of the autumn term with Christmas and the New Year recess approaching lent it a distinctive ambience. There was almost a ‘celebratory’ atmosphere to the event with participating learners having almost reached the end of their first term on their course, and looking forward to the recess and, beyond, the remainder of their course. With at the time an increasingly festive atmosphere pervading the campus in general, it seemed entirely appropriate that some learners were opening “gifts” aimed at encouraging and developing their well-being and literacy skills.The outcomes for learners were* Participation by both English and Welsh speaking learners. Some who already had bilingual skills were able to choose a ‘mystery parcel’ marked as Welsh language content
* Participation by learners from diverse ethnic backgrounds
* Participation by learners who might not otherwise have visited or, less still, borrowed from the library
* The prospect of engendering in those who participated a future interest in reading for pleasure, with an added benefit for them of improved literacy skills to help with course progression
* Identification of the library as a place where active and positive engagement occurs, and not limited to passive activates such as reading in private, writing up assignments, etc.

Differences made to the LLT service were* Increased circulation, in the short term as a minimum, but hopefully sustained to the medium or long term
* A strengthening of the working relationship with learners and especially with some curriculum areas
* Identification of the library as a place of discovery; quite literally in this case of unwrapping a “gift”
* Identification of the library as a source of reading material for leisure, pleasure and entertainment, and not solely for academic study
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Date of Project

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

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| 8 – 16 December 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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| *Borrow a Book for Christmas* was a brief and modest attempt to encourage learners to, in addition to celebrating and indulging during the festivities, find some private time during their holiday to discover or re-discover the advantages of reading. Reading as a leisure activity is a proven means of improving well-being and the advantages it leads to in literacy skills can prove beneficial to any learner. BABFC was viewed as one means in a series, at college, of developing and supporting learner literacy. In addition to benefitting the number of learners who participated, it was also hoped that the initiative would add value to, and be seen as advocative of, the library service. |

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

|  |  |
| --- | --- |
| 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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