
News from member libraries

Durham University

SILVER MARKETING EXCELLENCE AWARD

In November 2010 the Chartered Institute of Library and Information Professionals (CILIP) presented Durham University Library with a Silver Marketing Excellence Award for excellence and innovation in marketing. The library 24x7 campaign, which promoted the library's trial of 24-hour opening during the main university examination period, was praised for detailed research, customer involvement and careful planning despite the short timescales involved.

The library worked with Durham Students' Union, Nightline and the University Counselling Service to build a campaign around a balanced approach to study and rest. The chairperson of the CILIP Publicity and Public Relations Group, Linda Smith, who presented the award, said 'Students can relate to these messages and carefully chosen graphics. We congratulate you on creating engaging but corporate messages.'

OPENING OF THE WOLFSON GALLERY

After significant redevelopment work transforming the Wolfson Hall at Palace Green Library from a student PC room into a special collections gallery, the Treasures of Durham University exhibition opened to the public on 15 January 2011. Running throughout 2011, the Wolfson Gallery's inaugural exhibition showcases hidden gems from the university's collections, including medieval manuscripts, printed books, objects and documents. The treasures on display span millennia and tell the story of life and work in the North East region, across the country and around the world. Over 2000 visitors viewed the first of the changing 'spotlight' displays, which explored the theft and recovery of the university's Shakespeare First Folio.

POSTGRADUATE RESEARCHER STUDY AREA

A dedicated research postgraduate study area was unveiled in October 2010 on level 4 of the main library. As well as offering a combination of formal and informal study spaces, the postgraduate study area provides wireless internet access, networked PCs and printing facilities. The

room is also equipped with books on undertaking doctoral research. A swipe-card entry system ensures that this study space can only be accessed by postgraduate researchers and library staff.

BUILDING DEVELOPMENTS

The library is currently undergoing major building works. At the main library an £8 million, four-storey extension is being built, which will provide an additional 3200m² of space. The extension is due to be completed in early 2012. In the summer of 2011 level 2 of the main library is also being completely refurbished. Palace Green Library is undergoing extensive redevelopment and the modern collections (law and music) currently stored there are to be moved permanently to the main library in summer 2011. When the work is completed Palace Green will continue to house the library's special collections whilst providing a research hub and exhibition centre not only for the university, but the wider community.

MORE BOOKS

From November until March the library ran a 'more books' campaign, which was a concerted effort to address the often heard, yet ambiguous, complaint that 'there are not enough books in the library'. Students were actively encouraged to tell the library specifically about the books they couldn't get hold of. Where appropriate, the library responded by purchasing new and additional titles that students recommended. This alternative to the traditional ordering route (academic members of staff recommending books for purchase) proved very popular and over 300 titles were purchased in response to 'more books' requests.

PATRON-DRIVEN EBOOK ACQUISITION

The library has trialled patron-driven ebook acquisitions with Coutts via the MyiLibrary Patron Plan, which has proved very popular. Almost 600 titles have been purchased since the trial began in August. A selection of pre-profiled MyiLibrary titles covering a wide range of subject areas has been uploaded to the library catalogue, including important non-subject parameters such as maximum price and currency of the content. Titles are automatically purchased the second time any library user opts to use them. Previous studies have shown that titles selected by users attract higher usage than titles purchased for them, and this has certainly been the case in Durham. As such, the Patron Plan represents good value for money whilst offering the user valuable input into the selection process.

READING LIST SUCCESS

A comprehensive review of reading-list acquisition processes (based on feedback from library and academic colleagues), together with a University Senate mandate requiring all academics to provide the library with reading lists, led to an unprecedented 95% of reading lists being received by the library for the 2010-11 academic year. This was a superb achievement with tangible, positive effects of resource provision for taught courses. In order to maintain this momentum, the library's Resources for Courses group is already working to identify further ways in which the process can be streamlined ahead of the 2011-12 acquisition process, which will begin in June.

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CUSTOMER SERVICE EXCELLENCE

Libraries and Learning Innovation (LLI) is very pleased to announce that it has achieved full compliance in its most recent assessment for the Government's Customer Service Excellence standard. The service was also awarded 'compliance plus' in two of the elements for its work on customer journeys and benchmarking. The assessor highlighted a number of key strengths, noting that LLI:

- responds positively to feedback, developing its services accordingly
- provides a raft of interesting, informative and easy to read information
- has in place robust processes for monitoring performance
- performs very well in relation to its standards.

WORLD BOOK DAY EVENTS

The library used World Book Day to focus on ebooks, running workshops and demonstrations and producing a downloadable guide and online tutorial. The aim was to explain the differences between ebooks from providers such as Amazon and those available in academic libraries alongside answering frequently asked questions of referencing, printing and downloading.

On World Book Night library staff chosen as 'book givers' enjoyed the experience of distributing free books to members of the public in the city's train station as well as in the local RAF base and a well-known supermarket.

SKILLS FOR LEARNING

The Skills for Learning team who provide workshops on academic literacy, maths and IT to the university has seen an increase in demand for their services in the autumn term with attendance at some sessions almost double those of the previous year. New titles in their podcast series include student confidence and analysing research data.

Add weight to your mind, not to your bag



Find out more about ebooks and how to access them.

Come along to a Library workshop on World Book Day,
Thursday 3rd March

Headingley Library room JG219 11:00 – 12:00

City Campus Library room LS310 14:00 – 15:00

No need to book, just turn up.



Borrow an **ebook** from The Library

The team also launched a Facebook page to accompany their Twitter account and produced a video to help promote the service.

SAVE IT, SECURE IT CAMPAIGN

The library ran a Save IT, Secure IT campaign during the autumn term to remind students of the importance of looking after their data. The publicity campaign was accompanied by a Win IT quiz, testing students on their knowledge of data security and good practice. In addition new software installed on the library PCs and student-loan laptops now displays a message and beeps if a student logs off without removing their USB.

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PHILIPPA DYSON

Philippa Dyson retired in the summer of 2011. After starting her professional career at the University of Birmingham, she joined the Hull College of Higher Education in 1981. Six heads of department later, along with six changes of institutional name plus the physical relocation of the institution from one city to another, and changes of job title too numerous to mention, she ended her career as Deputy Librarian: Academic and Customer Services. She particularly enjoyed her membership of the SCONUL Working Group on Space Planning and her contribution to various buildings visits.

University of Liverpool

Over the three years since 2007/8 we have seen an extraordinary rise in the use of both our libraries: an increase of 40% in entry figures at the Sydney Jones Library and of 30% at the Harold Cohen Library. Part of this is attributable to building projects described in a previous SCONUL Focus, but the rise continued inexorably, well after these projects had finished. This has coincided with a decline of about 13% in staffing levels, so it is gratifying that we have continued to achieve consistently high scores in a variety of student surveys, including the NSS, International Student Barometer, *Times Higher* and Postgraduate Taught Experience Survey.

To our great delight we were left a legacy of about £1m by the late Janet Gnosspelius, to be spent on the Sydney Jones Library. Miss Gnosspelius qualified in architecture at the university and was a regular user of 'the Syd' in the 1970s and 80s. She was also, incidentally, one of the children upon whom Arthur Ransome modelled characters in the series of books that followed *Swallows and Amazons*. We intend to use the funding to create a staff and postgraduate researcher area in the currently mothballed 'Senate Drum', which is connected to the extended Sydney Jones Library. This is the former circular debating chamber for Senate, and should make an excellent silent reading room. The circular chamber is enclosed within an outer rectangle, which will allow us to create a variety of social and computing spaces for postgraduate researchers.

The library has recently developed a collection management policy in conjunction with the academic community; this has won support, although it is still causing some controversy within the university because it recommends that the default form for purchase of both journals and books should be electronic. Although the default in relation to books is subject to some very significant exceptions, including for books that are 'likely to be read from cover to cover', the academic community still feel that a Rubicon is being crossed.

The university has adopted a policy requiring academic staff to deposit copies of all peer-reviewed research outputs in the Institutional Repository. This policy will come into force once a project to integrate the repository with the research information management (RIM) system is completed. The project is developing our systems to allow data on

research outputs to be captured in the repository, linked to the sources of funding that supported them, re-used in other university systems and to populate researcher profiles; it will be completed in 2011.

During the summer of 2010 we radically overhauled our search and discovery portfolio to enhance resource discovery. Our Millennium On-Line Public Access Catalogue (OPAC) was redesigned and upgraded to incorporate the advances of the latest release of the software and we implemented fully EBSCO Discovery Service (EDS) as 'Discover', our discovery platform. Library staff partnered with EBSCO from early 2010 and have been able to contribute significantly to the development of EDS. We judged EDS to be the service that best delivered effective resource discovery overall throughout the range of services we offer to students and researchers. With the full launch of EDS we ended our use of the MetaLib-federated search engine and replaced some of its additional functionality through implementation of LibGuides to support a subject-oriented approach to database access and resource discovery. You can read about 'Liverpool's Discovery' in the *Library journal* of 15 February 2011: http://www.libraryjournal.com/lj/home/888965-264/liverpools_discovery.html.csp

In order to generate user feedback on the library environment and the quality of our services we undertook an exercise to look in more detail at a typical student 'journey' through the library. Effectively a mystery-shopper exercise, the customer experience exercise was conducted over a couple of weeks in October/November last year in close cooperation with colleagues from the university's Market Research Unit. Some sixteen students were recruited and asked to evaluate and comment on a number of areas, including the external environment; the quality of assistance from staff; using the OPAC; finding material; signs and notices; noise levels; temperature; availability of work space, and so on.

By and large the overall ratings showed a fairly high level of satisfaction and the exercise did not specifically raise any issues we were not already aware of, no doubt as a result of our continuous evaluation of services by other means. It did, however, highlight that getting the detail right makes all the difference to how a service is perceived, and it helped to determine the library's priorities in certain areas; it will prove useful in our addressing longer-term issues to do with heating and ventilation control.

Other key issues that student feedback has highlighted are to do with noise in the study areas and the use of social networking sites, which students waiting for access to PCs for work purposes find particularly annoying. The library has launched a 'noise hotline' for students to email if they are being disturbed and, during the run-up to examination periods, we have introduced Facebook-free zones in which access to social networking sites is actively discouraged and policed.

Phil Sykes, University Librarian, was elected as Chair of Research Libraries UK in the summer of 2010. He is enjoying his duties and will continue until April 2012, when he will have served the maximum six years as a member of the RLUK Board.

Stan Davies, Head of Academic Liaison and Finance, retired in September. It was an 'end of an era' retirement in the sense that Stan had been with us 36 years and had been a senior figure in the library for much of that time. We took the opportunity to restructure in the wake of Stan's departure: David Clay, previously Stan's deputy, became Head of Academic Liaison; and we used the money formerly spent on Stan's post to contribute to the creation of a planning and finance division in the library. Carol Kay, who had recently been seconded to university-wide responsibilities, returned to us to head this; and we recruited Ben Mollit to specialise on the financial, quantitative and statistical side of things. It is noteworthy that initiatives carried out by this new division are already likely to save us a recurrent £50-60k annually, as well as allowing us to improve efficiency and quality through the application of BPI (Business Process Improvement) techniques.

Andy Sawyer, Science Fiction Collections Librarian, has worked with Katya Rogatchevskaia of the British Library, to co-curate the British Library's upcoming exhibition on science fiction in literature.

The exhibition will invite visitors to enter the world of the future, alien worlds, parallel worlds and virtual worlds, and speculate on how our universe might change. It will examine how scientific advances have influenced science fiction – and vice versa. The exhibits, including manuscripts, printed books, magazines, fanzines, radio broadcasts and author interviews, will be drawn from the British Library's collections and from the science fiction collections held in Special Collections and Archives at the Sydney Jones Library.

The exhibition, *Out of this World: Science Fiction But Not As You Know It*, runs at the British Library from 20 May to 25 September 2011.

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Royal Holloway

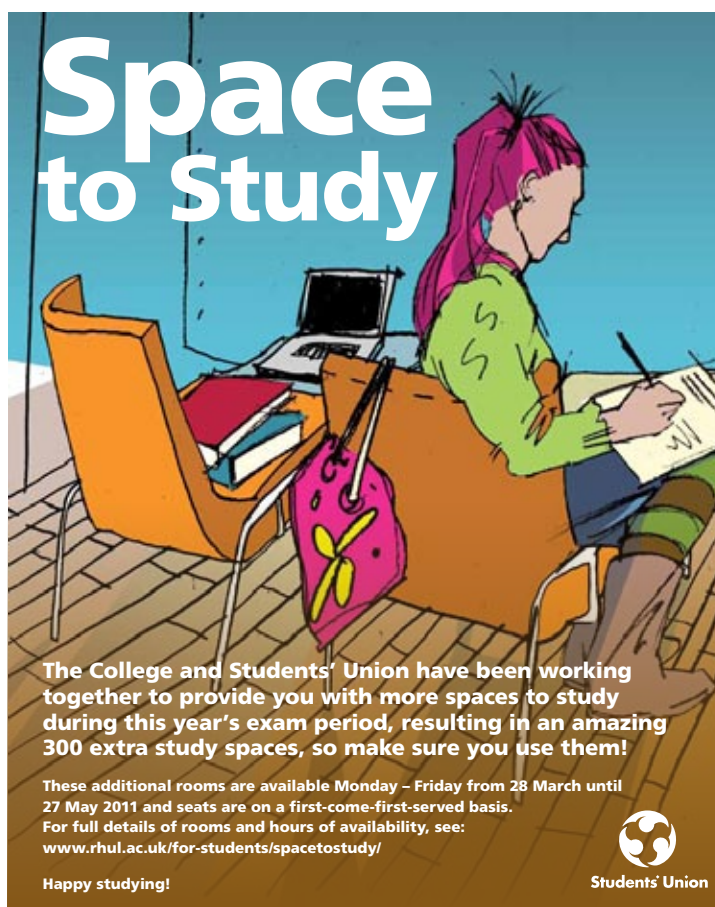
LIBRARY AWARENESS CAMPAIGN: YOUR LIBRARY LOVES YOU

In March 2011 Royal Holloway Library Services and Students' Union teamed up to find out what students think about the college libraries and to raise awareness of resources and services on offer. The week of activities included a 'suggestions day' during which students were encouraged to comment on library services and suggest books and other resources to be added to the library collection. On the 'Senate House Library day' students were introduced to the University of London's Senate House Library, its collections, study facilities and services. The final day of the awareness week focused on 'library and study skills'. Academic support staff joined librarians in promoting the library and academic skills support available to students. Feedback from staff and students indicates that the events were well received and we hope to repeat the awareness week early in the next academic year. During the week 230 suggestions forms were completed and 319 suggestions made.

SPACE TO STUDY

As part of an ongoing project to improve the student experience at Royal Holloway, the Library Services, IT, the Students' Union and the college have joined forces for a second year to provide students with more spaces to study during the exam period. Following a successful trial last year, extra study spaces are being made available from 28 March to 27 May 2011 in seminar rooms and lecture theatres. As a result students have access to an additional 300 study spaces per day during the busy revision and exam period.

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Space to Study

The College and Students' Union have been working together to provide you with more spaces to study during this year's exam period, resulting in an amazing 300 extra study spaces, so make sure you use them!

These additional rooms are available Monday – Friday from 28 March until 27 May 2011 and seats are on a first-come-first-served basis.
For full details of rooms and hours of availability, see:
www.rhul.ac.uk/for-students/spacetostudy/

Happy studying!

Students' Union



Royal Holloway
University of London