

**Ahoy there Learners!
Library Treasure Hunt
Challenge**

as presented by
The Library Service Coleg Sir Gâr

**Marketing Innovation Awards
Application 2013**



Background information

Coleg Sir Gâr is an FE College based in South West Wales offering a comprehensive range of academic and vocational programmes that includes 14-19, Further Education, Work Based Learning, Adult and Community Learning and Higher Education. Annually it enrolls in excess of 10,000 learners. The College has five main Campuses based at Llanelli, Carmarthen (Pibwrlwyd and Jobs Well), Ammanford and Gelli Aur and primarily serves the unitary authority area of Carmarthenshire. The College has four libraries which cater for the needs of learners and lecturers across a wide range of curriculum areas, from entry level to Higher Education.

Concept

This year's Libraries Inspire theme is Health and Wellbeing; this echoes the College's Learner Wellbeing Strategy which states "the Wellbeing of our learners is at the heart of everything we do".

The library is a hub of College life and has always been a part of the holistic learner experience; the space a safe haven alongside the more traditional role of resource provision.

The Library was successful in its bid for funding of £500 from the Libraries Inspire Reader Development Grant to run an event in order to target new audiences, develop innovative activities to engage new and existing users, increase awareness of the relevant resources provided by the library and improve participants' information literacy skills.

Various teams within the College along with external support services are available to nurture learners' physical and mental Health and Wellbeing. This project was an excellent opportunity for the library to lead a collaboration with these groups to increase learner awareness of the Health and Wellbeing information and support available to them.

The internal teams who are involved in learner Health and Wellbeing and collaborated with the 4 College libraries were:

- 5 x 30 fitness team
- Learner Support Mentors (formerly the Engage Project)
- with the external team being Iechyd Da, a Carmarthenshire Youth Health Team based in Graig Campus Library (See Appendix 1 for a brief synopsis of the support teams).

Event description:

An event in the form of a Treasure Hunt Challenge which offered valuable prizes (e-book readers) was felt to be the most innovative way of engaging with a high volume of our users, both learners and tutors. It was felt that this would get users interacting with the physical and on-line resources available whilst raising their awareness of the Health and Wellbeing support services available by the teams involved in this collaboration.

The event was held over a two week period in early November 2012. This ensured that we were able to target the widest range of learners, both full and part time; day and evening; and apprentices, some of whom only attend college once every two weeks.

The Treasure Hunt was divided into 6 Health and Wellbeing themed challenges.

Challenge 1: Learners would search for physical clues within the library.

Challenge 2: An on-line section which would familiarise learners with using the library catalogue, electronic resources provided by the library and the library web-pages.

Challenge 3: Learners would need to find out information about the various 5 x 30 fitness activities available for them to participate in across the College.

Challenge 4: Participants would need to identify the Learner Support Mentor on their campus (who would be the person to contact if they had any issues that they needed help addressing).

Challenge 5: Iechyd Da got participants to think about eating healthily by identifying exotic fruit.

Challenge 6: This final section was a tie-breaker question which asked them to tell us in 20 words what they did to stay fit and healthy.

The main objectives of the event were:

- To support the “College Learner Wellbeing Strategy - where the Wellbeing of our learners is at the heart of everything we do”
- To engage with users and demonstrate the expanse of knowledge and support that the library team provides
- To raise the profile and value of the library and to encourage non-library users “in through the door”, to promote our essential resources, services and environment and inspire these new users to re-visit us in future
- To inspire learners to participate, get involved, try something new and engage with the library
- To develop information literacy skills to find quality information which will support learning in a fun and innovative way
- To enhance learners understanding of Health and Wellbeing and promote the support available to them through the various teams who collaborated in the Treasure Hunt. This in turn would strengthen bonds between staff and learners

Creative Thinking and Innovation

The project emerged from a team brainstorming session to create a viable submission to draw down Libraries Inspire funding. All previous library events have been stand alone; the Treasure Hunt was a chance for the library to lead the collaboration with the various teams in promoting the health and wellbeing theme.

Staff were given free rein to develop various creative displays within the libraries. This was embraced and increased ownership of the event, promoting confidence and independence within the team. The whole event was enhanced by the library assistants’ requests to wear fancy dress for the duration of the Treasure Hunt!



Graig and Pibwrlwyd Library Staff

Collaborating with the marketing department ensured that the promotional materials reflected library ideas whilst harnessing the marketing team’s creative talents.



The library regularly produces Helpsheets to meet learners’ academic needs. In this case library staff developed the “for Young Minds” Helpsheet with the aim of providing pre-selected valuable links to resources which support young peoples’ mental health. These helpsheets are available both on-line and within the libraries and these are now used by Learner Support Mentors to guide learners to reliable resources (Appendix 2).

The project funding enabled the library to purchase an e-book reader for library staff use. This was the first mobile device for the library and is being used to increase staff awareness of advances in technology and demonstrate to learners that academic e-books can be downloaded onto their own mobile devices.

The College and Library Facebook pages were used to constantly to feed information regarding the event to learners in an informal manner keeping the competition alive for its 2 week duration.

Developing Partnerships and Team Building

The library approached the collaborating teams prior to submitting the bid application. All teams were keen to be a part of the event as it was a way of raising their profile and their services to learners'; this has strengthened the relationship between all involved.

The Challenge was divided into 3 separate Campus Clusters - Dinefwr, Llanelli and Myrddin. The Faculty Directors for each cluster were keen to promote the competition and to select the winners.

Tutors across all curriculum areas and campuses were very eager to be involved as it was a way of getting their learners in to the libraries to familiarise them with the resources and improve their information literacy skills in an informal and fun way.

The event reinforced the working relationships between library staff across the four campus libraries. All staff were working towards the same goal during the two week period and the event turned into a light hearted competition between libraries.

The Library team worked closely with the College marketing and reprographic departments to develop and produce marketing resources. They designed all promotional materials, printed all materials in-house and wrote press releases for the event. The College's translation department were involved and ensured all materials produced were bilingual, in-keeping with the College's bi-lingual policy. Marketing support and guidance was also provided by the Libraries Inspire team.

The event was promoted by all collaborating teams. During the 2 week Challenge lechyd Da visited all libraries to provide support for learners taking part in the Treasure Hunt as well as promoting their own services. They have since been asked by various Welsh Baccalaureate tutor groups to deliver sessions on Health and Wellbeing to support the curriculum requirements.

“The competition has increased learner awareness of the support available to them and has highlighted the importance of the on-going partnership work between lechyd Da Youth Health Team and Coleg Sir Gâr.”

lechyd Da Team.

Learner Support Mentors, 5 x 30 and lechyd Da all have noticeboard space within the libraries which are regularly updated to keep learners informed of support services and activities. This illustrates that the library is not only a place that provides resources to support learners' academic requirements but is an information point that supports their emotional health and wellbeing.

Attracting New Users

One of the aims of the Treasure Hunt was to engage with non-library users and get them in through the door, encouraging them to return to use the resources in future.

Tutors from all curriculum areas brought learner groups in to the library to participate. This included groups who have not been regular library users in the past. As the library and the engineering department on Graig campus are physically a long way away from each other, it was felt that the students had lost touch with the department. Engineering tutors brought groups down to the library to take part in the competition. The same was the case in Pibwrlwyd where the Motor Vehicle department is located across the road from the main campus and library usage is infrequent; three groups of learners from this area participated. Ammanford campus library saw an increase in visits from adult learners who study in the evenings on a part-time basis, a new group who we were keen to engage with.

Many Apprentices, part-time and evening learners are in College only one day per week so contact time with lecturers is precious. Several different tutors brought groups from this curriculum area in to participate as they saw it as a way of encouraging learners to use the library resources which would in turn have a positive effect on their learning.

As a result of the event, all libraries have seen an increase in the number of visits from previous non-users. The Treasure Hunt allowed them to see the facilities and familiarised them with the resources available to them and has encouraged them to visit on their own accord.

A taster session was held for GCSE learners from partner schools that will be starting 'A' levels with us next September. They were given the opportunity of participating in the competition and searching for the clues whilst being shown the various resources which will be available to support their learning. This is an innovative way of collaborating with tutors and potential future users before they enrol with the College.

Event promotion

The event was scheduled to coincide with Children In Need, a time of year when there is a heightened sense of community across the College. This had a positive impact on the enthusiasm shown by tutors and learners to participate in the event.

To publicise the Challenge marketing resources were produced in the form of posters, flyers and entry forms by the College marketing team using a Treasure Island theme. Posters were displayed within the libraries, on College notice boards, in Refectories and flyers were distributed by the library team, Course Tutors, 5 x 30, Learner Support Mentors and lechyd Da teams.



Promotional Posters designed by Marketing for the Library Treasure Hunt

The event was advertised on the College plasma screens located in Campus reception areas, on the College Library web-page, College and Library Facebook pages and College Twitter account with regular updates throughout the two week period. Adverts encouraging staff and learners to participate were placed on the message board of the College Intranet Gateway. Generic and targeted e-mails were sent to staff encouraging them to bring their Tutor groups to the library to participate and library staff also visited various classes to encourage learners to call in and hunt for the Treasure.

All four libraries produced eye-catching promotional displays and Library staff dressed up in fancy dress as Pirates to increase learner awareness of Treasure Hunt.



Eye-catching Health and Wellbeing Treasure Hunt displays

Articles on the Treasure Hunt appeared in local press; it was featured on the Library Wales web-site News page and on the College and Library Facebook pages. It will also be featured in the next edition of Lolfa, the College's Welsh language magazine.



Coleg Sir Gar Library Facebook page: 13.11.12

Project Success

The Treasure Hunt was the libraries first attempt at a broader scale of marketing. The event marked a change of culture within the department. The library has moved from working solidly but under the radar to taking risks. Active promotion has been the key to the success of the project with the realisation that it ensures our viability in challenging times.

As this was a new venture the library was apprehensive about its success. It depended on buy in by curriculum area staff to encourage learners to engage but with so many other demands on staff and learner time this was not a guarantee. The greatest indicator of success was the number of entries submitted. Realistic goals had been set for each campus to give library staff a target. These targets were exceeded within the first four days of the event. This motivated the staff to encourage more learners to participate. This resulted in a total of 422 entries being received, 172 above the set target.

Entries submitted evidenced that the event reached learners of all levels, Full and Part-time, Further and Higher Education as well as Apprentices, evening course learners and Tutors. In order to be inclusive of all abilities two versions of the entry form were produced to enable all learners to participate.

Users from all curriculum areas visited the library and submitted entries. It was hoped that non-users would participate in the Treasure Hunt and the event succeeded in doing this. News of the Treasure Hunt and how it could develop information literacy skills spread on the "Grapevine" which increased the number of Tutors who brought their groups in to enter.



Tutor groups participating in the event

The Treasure Hunt gave users hands-on experience of searching for various resources within the library and on-line which has increased awareness of the breadth and value of the resources provided and improved user understanding of the knowledge of library staff.

“I’ve really enjoyed taking part in the Treasure Hunt, I now know how to use the library catalogue to find the books I need for my course.”

Pibwrlwyd FE Business Learner.

The event had a positive effect on library team morale. It provided a common goal across all sites. with light hearted competition with the number of entries received per campus and best fancy dress costumes. The interaction and engagement with user groups has increased library staff confidence in supporting learners.

“Demonstrating that the library is keen to improve learners’ information literacy skills in a fun but informative manner has had a positive effect on both tutors and learners. We have since been asked by the Hairdressing Department if we would be willing to participate in a “Comedy / Artistic Performance” to be created, choreographed and directed by a group of hairdressing learners as part of their Welsh Bacc. course.

I think the event has helped to improve the image of the library for learners and that they see us as somewhere where they can study and relax in a comfortable and safe environment where the staff are approachable and able to help them find information from a variety of resources.

Participating in such events also helps to motivate library staff and increase job satisfaction by knowing that we exceeded our initial targets and expectations.”

Jean Sullivan, Campus Librarian, Pibwrlwyd.

The Challenge provided an opportunity to work closely with other College based teams and these links can further developed in future. It has also given an insight into what these teams can provide learners and how the library can sometimes point learners towards these support teams for guidance on Health and Wellbeing and other issues which they may need help addressing.

“It was a great event; it inspired learners to get involved and to use the library resources, both physical and online.”

Ann Thomas, Learner Support Mentor.

“The tie-breaker answers show that our learners are aware of the importance of exercise and healthy diets in their daily routines”.

Natalie Hammett, 5 x 30 Co-ordinator.

Resources

A “Treasure Hunt Pack” and instruction leaflet was developed and distributed to each library to ensure consistency and to reduce the time spent by individuals in preparing the libraries. These included posters, flyers, entry forms and answer prompts for the treasure hunt clues. Answer sheets were provided for library staff so that they could support the learners in their quest for the treasure. As the answers were within the library or available on-line helping learners with the treasure hunt fitted in with daily library duties for the library assistants.

The grant from Libraries Inspire was used to purchase the prizes. Other costs were minimal as marketing resources were produced in-house.

The event was wholly funded by a grant of £500.00; it is felt that the amount of users who participated and publicity gained has far outweighed the money and time invested.

Future sustainability

Health and Wellbeing is at the forefront of the Welsh Government curriculum requirements so this Treasure Hunt could be an annual event. The model can easily be adapted to any theme required to support curriculum requirements.

Learner reaction to the event was very positive and Tutors have already requested that it is run again in future and that it is expanded to be more detailed therefore covering the subject area in greater depth.

Prospective 'A' level learners will continue to take part in the Treasure Hunt when they attend interviews at Graig Campus. This allows the library to demonstrate the resources available to learners to support their studies when they commence their chosen course within the College.

The Human Resources department have requested that the library tailors a Treasure Hunt for the College staff Wellbeing Day to be held in March 2013.

Conclusion

The event has been a phenomenal success which raised the profile of the library within the College along with that of the collaborating support groups. The success can be evidenced by the amount of entries received and by the number of Tutor groups attending the library to participate. Library staff have been left with a positive glow and some great 'remember when' moments. The Library has created and become associated with an interactive and fun experience in the minds of learners and teaching staff - a new string to our bow! This is in addition to the safe and secure environment and continuous provision of quality information. All levels of learners were reached who were studying on various modes of study. We have received positive feedback from the learners who won the e-readers, they have been in to tell us that they have successfully downloaded books and were now using the devices regularly.

Although we are now three months on, there is still a buzz about the place and we, and possibly the learners and teaching staff of Coleg Sir Gâr, are looking forward to the libraries next activity.

“This activity has successfully engaged learners of different levels in developing the skills needed to gain confidence in sourcing information. This has been coupled with the innovative inclusion of the principles of the colleges Learner Wellbeing Strategy. This coupling has had the advantage of assuring library users are more than a foot fall statistic to college libraries and that information literacy is a wide and beneficial part of learners' development.”

Caroline Peek, Myrddin Campus Director.

“It's been great to have so many learners take part in the Treasure Hunt. It's been a positive experience for all involved and learners will have gained new skills to help them with their studies.”

Jan Morgan, Library Services Manager.



Winners of the Kobo e-readers

Appendix 1 - Collaborating teams

1. 5x30 Project

The aims of the 5x30 project are to increase the opportunities for young people and adults in education to participate in physical activity and to encourage non sporting students to engage with physical activity on a regular basis. They are fully committed to creating an environment to improve the health and wellbeing of all the learners and staff in Coleg Sir Gâr. They offer a range of initiatives including healthy eating and lifestyle, fitness and exercise, weight management, nutrition advice, free planned fitness sessions, free membership to the Graig gym and free planned individual exercise programs.

2. Iechyd Da

Iechyd Da: Carmarthenshire Youth Health Team work with young people up to the age of 25 throughout Carmarthenshire, who are not in mainstream school. The Youth Health Team is hosted by Hywel Dda Health Board, working in partnership with Carmarthenshire County Council Youth Service, Coleg Sir Gar, the Children & Young People's Partnership (CYPP), Community Safety Partnership, & the Youth Offending & Prevention Management Board.

The innovative and integrated approach to the delivery of services for vulnerable groups of children and young people is essential to delivering key strategic actions to improve the health, wellbeing and outcomes for children and young people.

The focus of the Team's work is to work with individual young people, deliver health workshops and facilitate Youth Health Panels where young people are invited to give their views on a variety of health services available throughout Carmarthenshire.

3. Learner Support Mentors (formerly the Engage Project)

The Learner Support Mentors were formerly the Engage Project which is part of the Learner Support Directorate. They are personal mentors to students who are at risk of dropping out of College failing or being excluded. This support can be required for any number of reasons such as family issues, bullying, health problems, addiction, low self-esteem or confidence, behaviour issues, self-harm or just needing someone to talk to during a rough patch. The mentoring can be short or long term. An excellent referral process to other agencies is also available depending on the need.

Learner Support Mentors also run teambuilding sessions with classes throughout the college year, as well as icebreaker sessions at the start of the Autumn Term and transition support through the summer holidays.

Leaflets on sexual health, drugs and alcohol, college counselling and stress courses are also provided.



Appendix 2 - **Young Minds leaflet**

for young minds:

resources on wellbeing
for young people



Ammanford Library ☎ 01554 748314 ✉ ammlibrary@colegsirgar.ac.uk

Gelli Aur ☎ 01554 748590 ✉ gelliaurlibrary@colegsirgar.ac.uk

Graig ☎ 01554 748082 ✉ graignlibrary@colegsirgar.ac.uk

Pibwrlwyd ☎ 01554 748247 ✉ piblibrary@colegsirgar.ac.uk

ISSUES ONLINE:

...a new online resource which provides an overview of contemporary and social issues affecting young people e.g. Bullying, Depression, Nutrition and Diet and helps students gain a better understanding of the world.

to access go to
www.colegsirgar.ac.uk
and click on the
library tab then electronic resources/Issues online...

Call in the library for a demonstration
or more information

- abortion
- bereavement
- bullying
- cannabis
- child abuse
- depression
- diet & nutrition
- disordered eating
- drugs
- fitness & obesity
- gender issues
- mental wellbeing
- money and finances
- self-esteem & body image
- self-harm & suicide
- sexual health
- sexual orientation
- stress & anxiety
- student issues
- teenage pregnancy
- work & employment
- young people & health

Mind

Young people and mental health

Mind offers a good selection of booklets and other resources, providing information and help on a wide range of mental health topics including:


Understanding...

- Anxiety
- Depression
- Eating distress
- Premenstrual tension
- Psychological effects of street drugs
- Self harm

How to...

- Cope with doubts about your sexuality
- Cope with exam stress
- Cope with loneliness
- Cope with suicidal feelings
- Cope with the stress of student life
- Deal with anger
- Survive family life
- About self harm

A selection of these titles is available in your College Library



YOUNGMINDS

www.youngminds.org.uk

the voice for young people's
mental health and wellbeing for online information on...

Anxiety
Conduct disorder
Depression
Eating disorders
PTSD
Self harm
Bipolar disorder
OCD

YoungMinds also offers contact details of other organisations to find the right kind of help.
If you need help urgently, then please call:
Childline ☎ 0800 1111

College Counselling Service:

Available to all learners who are experiencing distress, no matter what the cause.

☎ 01554 748112 / 748052

✉ liz.brady@colegsirgar.ac.uk

Iechyd Da Youth Health Team:

Available in college and can offer advice and support on a wide range of health issues for students up to the age of 25.

☎ 01554 748085

✉ liz.harris@carmarthenshirelhb.wales.nhs.uk

Engage Project:

Available on all campuses for mentoring and supporting students up to the age of 19

☎ 01554 748517

✉ engagementors@colegsirgar.ac.uk

