

## **Marketing Innovation Awards 2014:**

### **Document Delivery Service, Library Division - Cardiff Metropolitan University**

Submission of the “I ❤️ DocDel” Promotion

By Marie Lancaster on behalf of the Document Delivery Working Group, Library Division, Cardiff Metropolitan University. The pilot event took place in February 2013, however have run 2 further events in April 2013 & October 2013 that we were able to enhance due to the pilot event. The campaign is ongoing and will be re-run periodically at all campuses.

#### **1. Concept:**

To promote the full range of Document Delivery Services to both staff and students.  
To increase staff and student awareness and usage of the following specific services;

- eRequesting
- eDelivery
- Digitisation
- TRILT

#### **2. Creative Thinking:**

Valentine’s Day was used to link the date of the event with the theme of “I love...”. The “love” branding provided a simple way of associating the Document Delivery service with a positive attribute and provided an excellent means of provoking user feedback.

Promotional items linked to this theme were dispensed at the event:

- I ❤️ DocDel mugs (as shown in photos)
- Love Heart sweets
- Pens branded with @CardiffMetLearn
- Love Heart Post-it Notes [Used to obtain feedback from staff/students]

We made heart-shaped paper bunting, and smaller hearts were used to decorate the area in which we were holding the event. Visitors were asked to personalise the smaller hearts with reasons why they used the Document Delivery services. This involved them directly with the event, provided useful marketing slogans and allowed us to check their understanding of the types of service provided.

We made I ❤️ DocDel signs, in both English and Welsh containing a QR code which linked to the Document Delivery service web pages. This provided easy access to the users and meant they could store relevant URLs on their mobile devices.

### **3. Effective Partnership Working:**

Document Delivery Working Group is a team of library staff, with members based at each campus. We currently have 6 members on the group.

The team comprises mainly non-professional staff. To promote the 'I love DocDel' event to academics and students, the Document Delivery Working Group members worked together with professional members of their teams, i.e. subject librarians. The subject librarians were instrumental in using their existing School relationships to communicate the details of the event and to ensure a good attendance.

This created improved relationships between non-professional and professional staff. In addition to supporting the event, it improved overall communication and increased the understanding of the subject librarians of the available Document Delivery services.

### **4. Attracting New Audience:**

To attract new users, branded mugs were provided to staff/students for

- registering for SED or
- placing an e-request or
- giving agreement that their feedback could be posted on @CardiffMetLearn Twitter account

The events included a stand containing printed guidance material and promotional items (see images below). Document Delivery Working Group staff manned the stand. They dispensed guidance and used an iPad and 6 PCs to demo the different services to staff and students.

#### **The stand:**



**Feedback notes and bunting:**



**'I Love DocDel' mugs:**



**The stand in full:**



**Some of the Document Delivery Working Group members:**



**Chair of the Document Delivery Working Group:**



**5. Promotion – design, print & online:**

Online promotion on Library Portal:

A screenshot of a library portal banner. At the top, there is a navigation bar with icons and text for 'Academic Skills', 'Help Centre', 'Information Technology', and 'Learning Centres'. The main banner area has a pink background with the text 'I DocDel' in large black letters, a red heart, and 'Special Event!' in red script. To the right, it says 'Visit us @ Cyncoed Learning Centre Tuesday 15th October'. Below the banner are two buttons: a blue one for 'Library Services' with an open book icon, and a purple one for 'IT' with a computer monitor icon.

Promotion of the event via

- Direct email (via Subject Advisors to Schools and via Marie Lancaster to existing users)
- Twitter
- Library & Information Services information screens
- University-wide information screens
- Staff newsletter (online)
- The Staff Room (Staff & student portal)

Known users of the service were direct marketed by personal email invite to the event. Non-users were attracted to the event by advertising via the mechanisms listed above.

### **6. Success of the Project in terms of attendance / feedback:**

The attendance at each event was

Event 1 – 14<sup>th</sup> February, 2013@ Llandaff Library: 10 staff; 55 students.

Event 2 – 25<sup>th</sup> April, 2013 @ Howard Gardens Library: 8 staff; 20 students.

Event 3 – 15<sup>th</sup> October, 2013 @ Cyncoed Library: 3 staff; 54 students.

After each event we total up the amount of people who have requested to go eDelivery only.

Event 1 – 14<sup>th</sup> February, 2013@ Llandaff Library (pilot event) = 58

Event 2 – 25<sup>th</sup> April, 2013 @ Howard Gardens Library = 18

Event 3 – 15<sup>th</sup> October, 2013 @ Cyncoed Library = 49

The impact was evaluated against the promotional objectives by means of statistical analysis. The three objectives are listed below

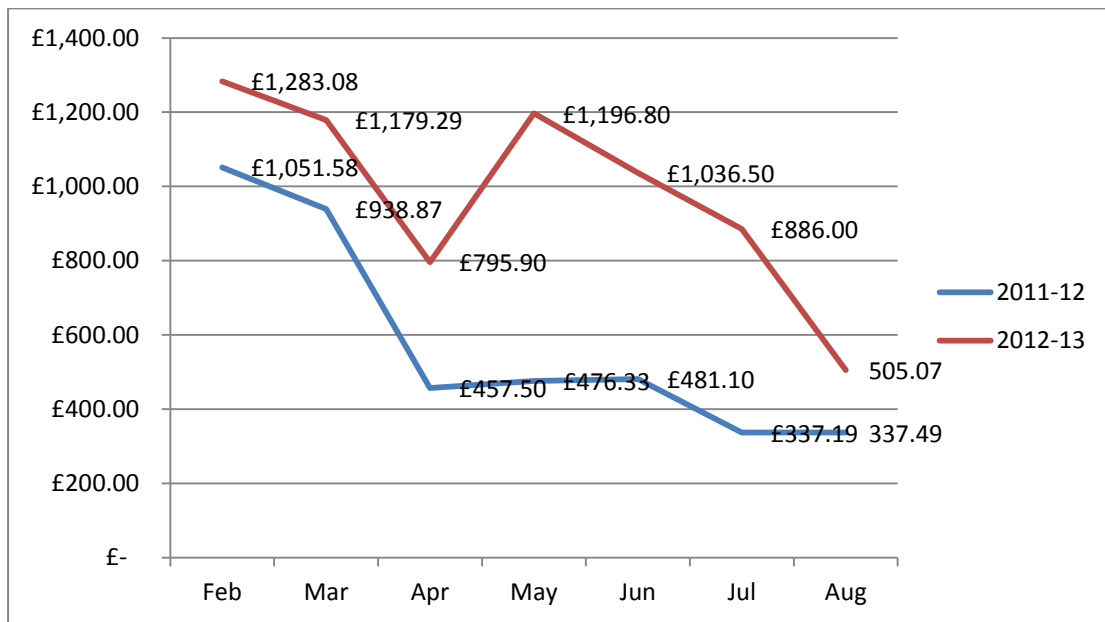
1. More eRequests placed
  - Noticeable spike in February eRequest figures to over 180 (see Chart 6.2)
  - Number of eRequests now consistently higher than print ILL requests
2. More signups to eDelivery
  - 125 new users signed up for eDelivery
3. Increased visibility of all the DocDel services
  - Increase in ILL requests during month of event (see Table 6.3 below)
  - Increase in ILL requests during year of promotional event (see Chart 6.4)

- Increase in digitisation requests
- Increase in TRILT requests, e.g. 3 requests processed for an academic previously unaware of the service

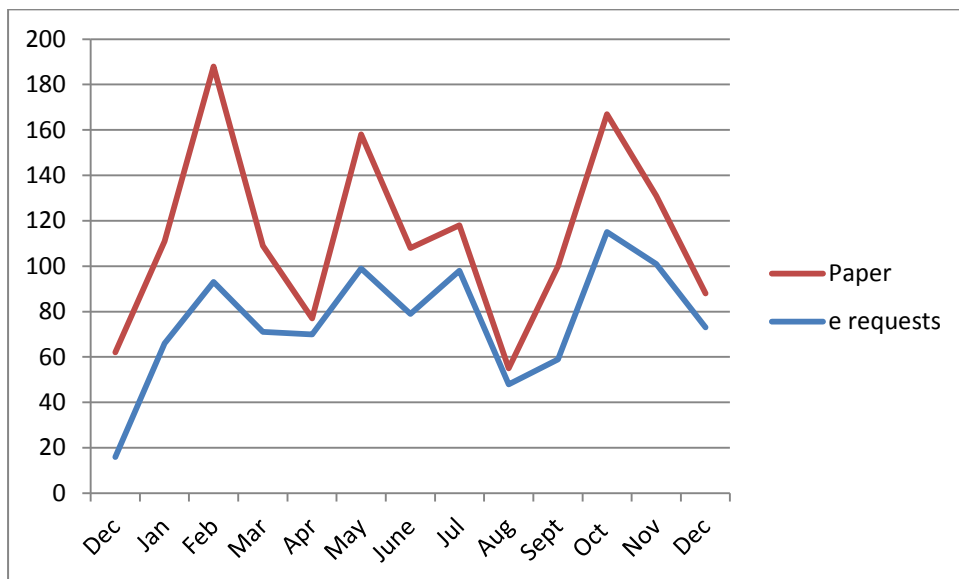
The project has also provided statistical support for a change to eDelivery as the default method for supply of all ILL requests.

Statistical Analysis:

**6.1 ILL Request Spend (since Feb 2013 vs. same period in 2012):**



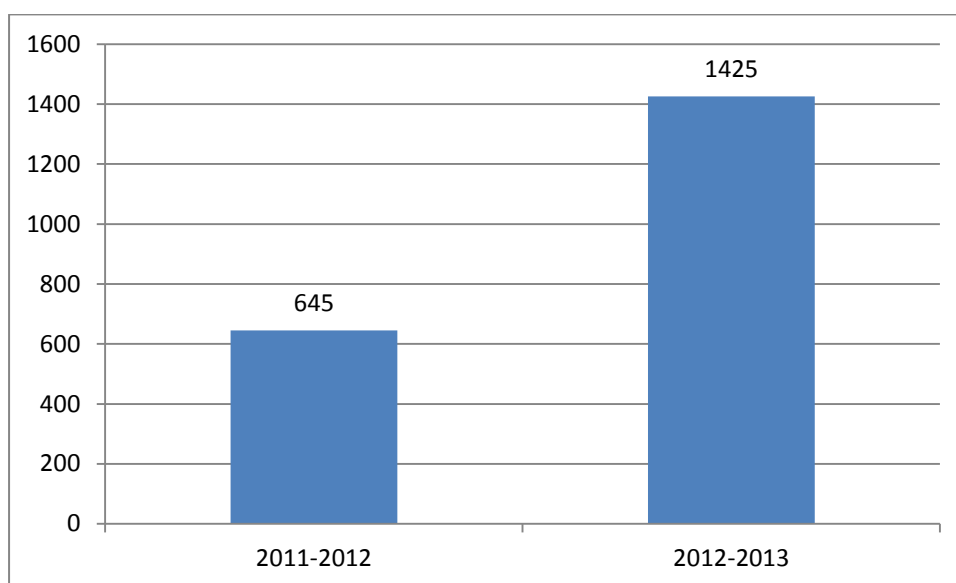
**6.2 eRequests vs. paper Requests (December 2012 - December 2013)**



**6.3 ILL requests (comparison of 2013 monthly figures):**

Event	2012	2013
February	135	188
April	85	77
October	171	167

**6.4 Overall ILL requests (two year comparison):**



**Participant feedback:**

I think it will be a very easy way to access articles with no hassle.
Very helpful information, very good resources as unable to access journals at present, will help with research proposal.
All Useful.
Really useful, will help with lots of my assignments.
I found it very helpful to know that if journals aren't in the library they can be sourced from somewhere else.
Workshops for students / staff – especially part time.
Living 2 hours away this will be great for the days I am working from home – wish I'd known sooner!
Very useful for research on our science course where journals are required for free!
Trends and quirky requests posted on twitter.
Now I can get that book on Bacteriophages (for free).
Fantastic Service.
Monthly updates on TSR please.



Very efficient and helpful, how lucky the students are these days!
Really helpful, wasn't aware of this!
As I am from Northern Ireland, the delivery system will be very beneficial to me in holiday times.
Can we promote TRILT / received requests on the Learning Portal?
Very helpful as always. Must encourage students to take advantage of these excellent resources. Very impressed.
Great Service! Very useful!
Really good idea! Handy if you need an article straight away!
Expanding my avenues to access research for my dissertation.
Very accessible & useful link that I would use if needed.
Very useful for me as I live an hour away. Therefore I can now have access to articles at home.
Thank you for introducing the service. It'll be helpful when we research for our learning subjects.
Very useful, especially for third year.
One of the best parts of the university.
Very useful, especially for dissertations.
Informative information, facilitated in a great way!
This is a very good idea for me as I live a quite far away from the uni.
Simple, user friendly & offering wider access – I like!
Very helpful service, everything was shown on the computer. I found out what I signed up for before I actually signed up.
Useful service, in updating of services available. Thanks very much.

These quotes are being posted on the @CardiffMetLearn Twitter account to continue to drive usage of the services.

### **7. Effective Use of Resources (staff time, Equipment, location, budget)**

#### **Marketing materials**

Mugs @ £2.50 each x 200 = £500

Pens @ 0.23p each x 200 = £46

[Love Heart Post-it Notes](#) @ £5.22 x 2 packs = £10.44

[Love Heart Sweets](#) £7.35 x 2 rolls of 100 = £14.70

**Total material cost: £671.14**

The Document Delivery team submitted a Service Innovation Bid, which was presented to senior library managers. This bid for internal Service Development funds was successful and provided the £671.14 funding for the marketing materials.

Staff costs for the event were as follows:

3 staff x 7.5 hrs = 22.5hours

2 staff x 4 hrs = 8 hours

Total 30.5 hours x £12

**Total staff costs: £366.**

The mugs were designed and produced in house at competitive price from our Print Studio team. We used spaces in the library to run this event, where no room charge was required.

We were able to position the event in the areas that had the highest footfall.


The Document Delivery Working Group team members had excellent knowledge of what we were promoting and had significant input when we were designing the event.

## **8. Sustainability of the Project**

The Project has proved a big success with both students and staff being able to understand and utilise the services offered to them. This has led to an agreement by Library Division management for the event to be re-run on an annual basis to ensure awareness of the services is maintained.

We have been able to re-use all the materials produced for the event ; bunting, love hearts sweets, pens & mugs. We have even added a QR code to all the posters that were made to promote the event. The QR Code takes you directly to the Document Delivery section on our portal.

Through participating in this event, the Working Group members have been able to demonstrate and pass on their expert knowledge of the service we offer, it has also given them confidence and skills in event co-ordination, which means that running future events is easier.

The Document Delivery Working Group are already planning the next 'I  DocDel' day scheduled for February 13<sup>th</sup>, 2014.