

Making the Invisible Visible!

Katrina Dalziel & Elen Wyn Davies



Library and Information Services
SWANSEA UNIVERSITY
PRIFYSGOL ABERTAWE

www.swansea.ac.uk/lis

Focus Group results – Positive feedback

- Our subject librarian is excellent – there are workshops to help you find things.
- The subject librarian is like phone a friend. Staff and students really benefit from the services SLs provide. My SL will search for you and show you what to do.
- Cooperative with department – useful contact.
- Great

Focus Group results – Worrying feedback

- Didn't know existed.
- More publicity needed to promote subject librarians.
Photos of who you need to approach would be useful in the library.
- Did not know there was one.
- Can be difficult to find an email address [for SLs] to email for help with queries.

Marketing Group



Back to basics



Photographs



Adopt a notice board

Back to basics

Central Hall Bookcase

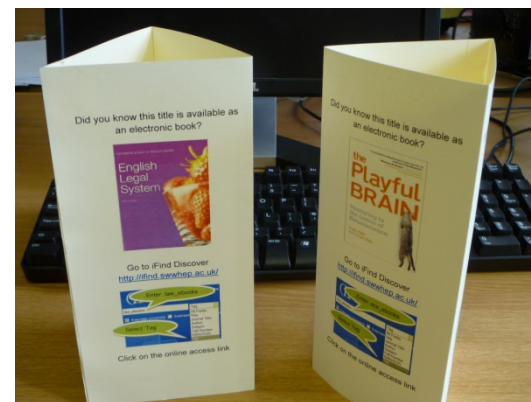
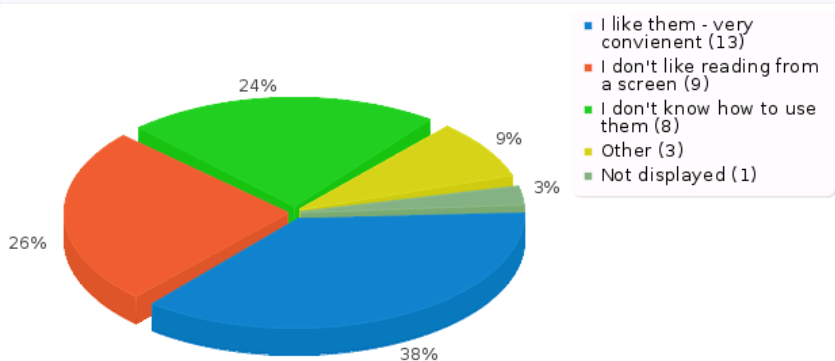
- Subject Help folders
- Database Guides
- Contact details



Making hidden resources visible

How do you feel about using ebooks?

Answer	Count	Percentage
I like them - very convenient (a)	13	38.24%
I don't like reading from a screen (b)	9	26.47%
I don't know how to use them (c)	8	23.53%
Other <input type="button" value="Browse"/>	3	8.82%
No answer	0	0.00%
Not displayed	1	2.94%



E-book surveys

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Swansea University Library and Information Services



Facebook

facebook Home Profile Account

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Love Your Library Day!
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 **Clare Boucher** Cakes ahoj!!!!
22 hours ago · [Like](#) · [Flag](#)

 **Andrea Miller** Well done girls, it looks amazing :-)
20 hours ago · [Like](#) · [Flag](#)

Write a comment...

Swansea University Library and Information Services
Thanks for your feedback today MD - here's your dedication!
<http://www.youtube.com/watch?v=BK2tWVj6lXw>

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Getting outside the library



Freshers Fayre Stall

Feedback gathered:

- 571 slips were filled in
- 27% A place to study
- 27% Books
- 6% PCs and loans of laptops
- 6% people to help me

What were we promoting?

Us!

Getting outside the library

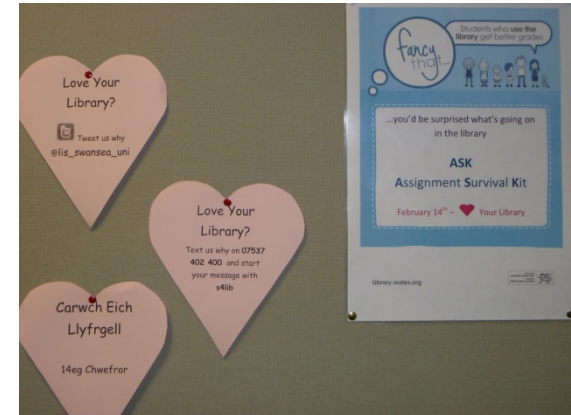
- Promoting *iFind Research*
- “Library on tour” 10am-3pm
- Feedback gathered:
 - “*That’s just what I need!*”
 - “*I’ve already used the new system & it is a definite improvement on the old one*”
- 2nd highest “Hits” on *iFind Research* for one day.



Love Your Library Day

- Promotion of Library services
- Launch of the [Assignment Survival Kit \(ASK\)](#) online tool
- Feedback gathering
 - Text
 - Twitter
 - Heart-shaped post-it note
- Fun 😊

Love Your Library Day – 14th February 2011



Love Your Library Day – 14th February 2011

- 15 text messages

Ur library is the bestest evah! Huzzah for librarians. Ur the tops.

cakes in PC3 r yummy

I want the bear

- I love you, Library. Platonically. Anything else would probably be illegal.

Library staff r grt!

the library looks great

- 13 tweets



[PaulRJohns](#): The Staff in the library are fabulous![@lis_swansea_uni](#)
1 day ago via web · [Reply](#) · [View Tweet](#)



[Mark_H_Swansea](#): RT [@L_OS_Cymru](#): Today is Love Libraries Day [@lis_swansea_uni](#) - Please tweet your support and tell them why you love libraries [#savelibraries](#)
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1 day ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)



[ClareBoucher](#): [@lis_swansea_uni](#) The sky is grey but in the Library everything is pink for Valentine's Day
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Love Your Library Day – 14th February 2011



Contact us:

Katrina Dalziel k.dalziel@swansea.ac.uk

Twitter: @dalziel1

Elen Wyn Davies e.w.davies@swansea.ac.uk

Twitter: @Benfelen

