

Library Marketer of the Year Award 2014

We would like to nominate Jan Morgan - Library Services Manager at Coleg Sir Gâr – for the award of ‘Marketer of the Year 2014’.

Since her appointment in 2012 Jan has brought a fresh perspective, and an open, enthusiastic ‘sleeves rolled up’ approach which has brought innovation and invigoration to the marketing of our multi-campus library service at Coleg Sir Gâr.

‘Libraryland’ is a place rich in anecdotal evidence of micro-marketing - the interactions between staff and learners and the positive impact on outcome this can have. However we remained a place that was somewhat ‘off the radar’. Jan has identified strengths in the service and built upon them, helped us challenge weaknesses and has taken the library service, using skilful marketing, closer to the teaching and learning heart of the college.

Jan has harnessed creativity, both in a re-vamp of our look in print and ergonomics and in how we go about informing and supporting users while encouraging non-users to see value in our service. She is ‘customercentric’, is swift to act, build on associations, and utilise skills from partners such as the college marketing team. She is crucial – her personal motivation and work ethic is to be admired – ‘planning’ is her middle name !

As library staff we now have a clear notion of what the service can offer and how we go about delivering it. Jan has successfully marketed the service to her team and empowered us to develop ourselves. The colleague with a skill in social networking has created and maintains our library Facebook page and the colleague who can belly dance ran a session as part of the college staff wellbeing day! both blowing the dust off any stereotype our users might have.

Jan is a first language Welsh speaker and has ensured that all our developments and activities can be used and participated in by Welsh speakers. Our library guides and help sheets, our Facebook page, Web page and App are available in Welsh and the Welsh language ethos is maintained in our interactions with callers and visitors.

Jan encourages feedback from users as part of effective marketing, she has instigated ‘Your Library Listens’, very jolly suggestion boxes, and responds to our college ‘Learner Voice’. A flourishing Facebook page, a Library Open Week, and the development of a library App have all become established since her appointment.

There is no doubt that she goes that extra mile – marketing has been central to all our successes over the past 18 months – from us winning the FE Marketing Award, our first go at running the Reading Agency Six Book Challenge (a bronze certificate with one of our learners featuring in a RA case study and a quote from him in this year’s reading diary). Our Library App has wowed senior management with its functionality and the breeze of a task Jan made creating it seem ! Learners are loving it too as they can access not only the library catalogue but their college email and ‘Ask a Librarian’.

We have hosted events for other sections of the college, library as venue, from African Drumming to prize award ceremonies and a Treasure Hunt (for staff and learners).

There was little press coverage for the library service before Jan arrived – and now we are clear about how to gain column inches. Costs are always considered and bids for external funding are made on a regular basis.

These comments from Jan's colleagues speak volumes . . .

Jan has blown the dust off the traditional image of a library by bringing in new looks, technology and innovation and as a result has responded to today's learners needs. She is always thinking of new ideas to promote the library service and there always seems to be something new being promoted, in fact every time I walk through one of the libraries in my working day I see something new. The library has been brought into the college community by events, competitions and involvement of staff in college activities and there is always the aspect of promotion considered in every activity, utilising the local press and the college's social media platforms. The team has been successful in getting press coverage for their activities and developing their own social media sites and the friendly library team also seem very familiar with each other's campus libraries which has emanated a sense of teamwork which is a positive promotion of the library in itself.

Amanda Rees (CSG Marketing Officer, PR and Media)

Jean Jan - Marketer of the year

Qualities

- Ideas generator, creative, attention to detail and follows through to completion
- Quick decision maker and swift to implements ideas
- Full of enthusiasm, always positive, never has a bad day (or if she does doesn't let it show!)
- Works as part of the team and motivates everyone
- Creates consistency within the team and across the library spaces
- Doesn't ask others to do, what she wouldn't do herself, great team player
- Great communicator, listens to everyone and quick to praise
- Great networker

Examples

- Library SAR
- Library App
- Competitions – Zap the App, Treasure Hunts * 2 – the idea of the 1st treasure hunt completion came to her at 4am in the morning!
- Library open week
- Library displays
- Library Facebook page
- Library space transformation

Jean Sullivan (Campus Librarian Pibwrlwyd)

'Janet's drive and enthusiasm for improving the function and profile of library services with the College is infectious. Working closely with her team she has been instrumental in bringing library services to the learners and modernising ways in which learners can access important information for their studies. She is always proactive in her work and has recently encouraged the team to self assess their service in order to action improvements in the quality of what they provide. The outcome of this is further engagement with all stakeholders and the development of key performance indicators to measure their success.'

Andrew Cornish (Assistant Principal, Teaching, Learning and Quality)

We hope this pen picture hits the mark !