

Love Your Library Day 14th February 2011 @ Swansea University

Summary of project:

Love Your Library Day was held on the 14th February 2011 in the main Library of Swansea University on the Singleton Campus. We used the day to gather feedback from our customers (both good and bad) about their library service. Using innovative text and tweet walls as well as more traditional methods of gathering feedback we tried to create an atmosphere of celebration and fun in the library.

It was also an opportunity to invite University staff and students to the launch of our new study skills tool the **Assignment Survival Kit (ASK)** <http://ask.swan.ac.uk> Users were able to try out this new online tool themselves in our PC room whilst enjoying cakes and refreshments, it was also a great opportunity to meet their Subject Librarians and other members of the Library & Information Services Team.

Objectives:

To gather feedback from our users using innovative and fun methods. We tied the day in with Valentine's Day in order to create an atmosphere of celebration and positivity for our customers and library staff.

To launch our new resource for students – the Assignment Survival Kit (ASK) <http://ask.swan.ac.uk> which is an online task and time management tool.

Target audience:

Our target audience were the University students who use the library however we also wanted to target staff in the University as well. Our objective was to gather a wide variety of feedback from all library users.

Budget breakdown:

We were fortunate enough to receive a grant of £500 from the Welsh Assembly Government through the Libraries for Life Project. Without this funding we would not have been able to undertake this promotional day. Swansea University kindly covered all additional costs including printing costs and staff time. Our budget was spent as follows:

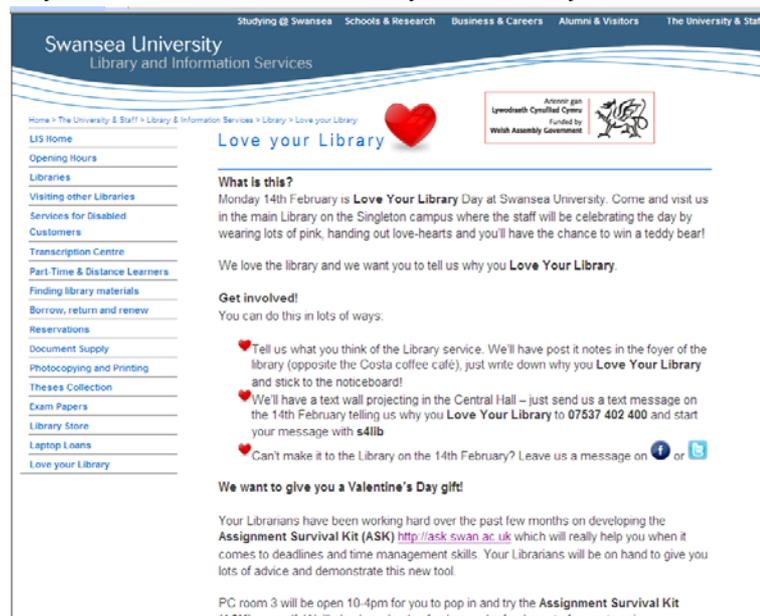
Confectionery and refreshments (Love Hearts, Squash etc.)	£60
Cakes	£100
Post-it notes	£20
Promotional Pens	£192
Chalkboard Pens	£29
Stickers and Badges	£39

Decorations, Balloons	£60
Text wall (paid for by Swansea University)	£50

Promotional activities:

Promotion for the Love Your Library Day began 2 weeks before the event took place. We adopted a number of strategies before and during the day to interact with our users:

- A webpage was created <http://www.swansea.ac.uk/lis/library/love-your-library/> where users could find out what the day involved and how to leave us feedback if they could not visit the Library on the day.



Love Your Library Web page

- We created an eye catching animation on our homepage which users would see when they landed on this page.



Library and Information Services Homepage

- Posters and bookmarks were designed in-house and distributed around campus in different departments
- Pens detailing the URL of the ASK tool were purchased and distributed on the day to customers
- All library staff were asked to wear pink, red or lilac colours on the day and to wear a Love Your Library badge/sticker to create an atmosphere of celebration.
- A campus wide email was sent out to promote the day and Subject Teams contacted lecturers individually to invite them to the launch of the Assignment Survival Kit (ASK)
- The building front-facing windows were decorated using chalk pens to draw hearts and 'Love Your Library'. Alongside heart –shaped posters advertising the event this proved very successful in drawing people in to the building.
- The Central Hall was used as a focal point and striking red, heart-shaped helium balloons were used to draw the attention of users.
- The launch of the Assignment Survival Kit (ASK) was based in PC Room 3 and library staff were on hand from 10-4pm to demonstrate the tool and to supply users with handmade cakes and refreshments which proved a great incentive.
- Lovehearts and Jammy Dodger biscuits were available in the Library Foyer as an incentive to leave feedback. Users were able to leave written feedback on a noticeboard using heart shaped post-it notes.
- A text wall and tweet wall were displayed in the Central Hall using projectors and screens. Customers were encouraged to send us feedback in these formats with flyers and posters distributed around the Library.
- Web 2.0 technology was fully utilised – library staff tweeted about the event on the @lis_swansea_uni and their own personal accounts, and we advertised the event on the Library Facebook page. Subject teams created entries on their subject blogs and we utilised the plasma screens in the Library building by creating PowerPoint slides which displayed a week before the event and during the day itself.

Press coverage:

We contacted the student radio station Xtreme Radio and also the fortnightly student newspaper, 'The Waterfront', in order to promote the day and the new Assignment Survival Kit (ASK). Despite numerous attempts we were unable to secure an advert from the radio station, we were told that the radio station is run by student volunteers and they were undertaking exams prior to the day, so this may account for their lack of communication.

The article in The Waterfront newspaper was submitted however due to staff error at the newspaper it was omitted from the print edition. We were sent an apology for

this error and told the article would be added to the online version of the newspaper which all students have access to.

Evaluation:

The day was a huge success both in terms of staff involvement and the feedback we received during the day and the feedback we have received since.

Staff involvement:

The Library at Swansea University is a converged service and we have a variety of service points within the building including Careers, IT Support, Media Services and Academic Computing. The day succeeded in bringing together every service team and most staff entered into the spirit of the day by either wearing pink or red clothing or wearing Love Your Library Day Stickers, the issue desk staff even wore pink feather boas and a pink wig.



This created a wonderful atmosphere of festivity and fun in the building for the whole day. One bit of feedback we received summed up the day *“Great idea, great fun and great atmosphere”*

Decoration:

Several members of Library Staff very generously gave up their Sunday afternoon to decorate the whole Library building; this was key to creating a fun atmosphere on the day. We used innovative chalkboard marker pens which we used to write messages on to the windows in the building, this created a unique way of marketing the day to students in a way we haven't tried before in the building. This proved very successful and we will be using this method again in future promotions.



We also used giant heart shaped helium balloons in the Central Hall where students enter the library in order to create impact and a focal point for the day.

Incentives:

We commissioned 500 ASK promotional pens to be made and purchased Loveheart sweets to give out to our customers when they gave us feedback or came to the ASK tool demonstration. We also had 200 handmade cakes created for us by a member of library staff along with a staff cake to celebrate the day and to thank staff for their hard work. We were also donated a large teddy bear which we offered as a prize for people who left us feedback.



These incentives all proved very popular especially the cakes and the teddy bear. They often proved to be a reason why people stopped and wanted to leave us feedback and we will definitely use these incentives in future promotions!

Feedback:

We decided to invest in an innovative text wall and a tweet wall which we projected onto two walls of the Central Library Hall where students could see what was being sent in. This was a method we had not used before to gather feedback and it brought back interesting results.



Despite the thorough promotion of the twitter address and text number we had very few responses this way. This may have been due to the location of the projected walls which due to electrical issues could not be placed in the study area where most students sit. We will look to use the text wall again with students in promotions as it has great potential if we can locate it in the right place within the building.

The paper feedback proved to be more successful and we had 231 responses in total using this method. It also gave us an opportunity to meet with students and chat about issues they had about our services. Feedback we gathered included

- *Good facilities and makes me motivated to do my work*
- *The cosiness! Friendly staff, warm, comfy computer chairs. Sofas please?*

- *The library set up is well organized, books can be easily accessed, many other facilities available to students, such as laptop loans, USBs, IT support etc.*
- *Fab library but more study space needed*
- *I love access to Web of Science*

We will be reviewing all comments made and responding to them in a number of ways including publishing comments and responses on our Facebook page. We will also create a “You said – we did” webpage so that students can see that their feedback does make a difference and we have acted on it to further improve or enhance the Library service.

Statistics:

We received some great statistics from the event both in the number of visitors to the building and our online presence. We received:

- 231 post-it notes completed
- 15 text messages
- 13 tweets
- Over 4000 visitors to the building
- 541 views to the ‘Love Your Library’ web page
- 578 views of the new ASK tool
- 130 post views on Facebook

Conclusions:

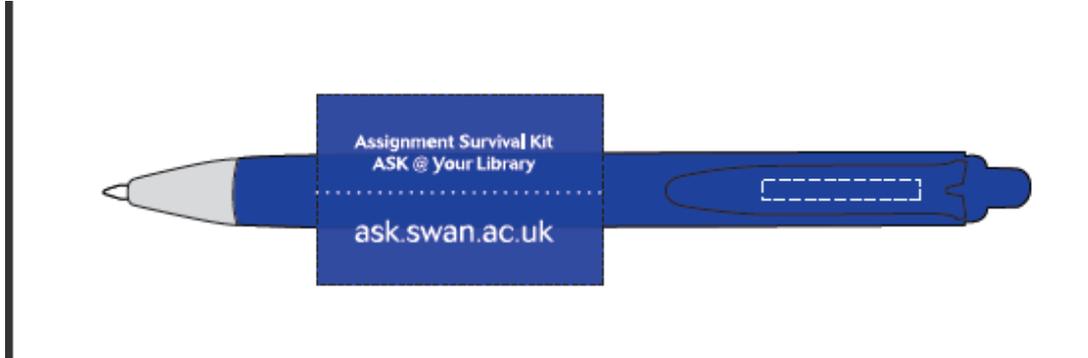
The event was a great success both in terms of staff and student involvement and we are considering holding it as an annual event. The day had two main aims which we felt we achieved. We succeeded in gathering feedback from our users both good and bad and had a successful launch of the ASK tool. Customer issues raised will be presented to senior management and we will feedback to students to inform them of improvements we are making to our services.

A bonus result of our promotional day is that we are hoping to get university funding to further promote the ASK tool to students. We invited lecturers and staff from across the campus to the event and as a result of their interest in ASK Phil Brophy, Quality Enhancement Officer and Professor Alan Speight, Pro-Vice-Chancellor (Student Experience and Academic Quality Enhancement), will be collaborating with library staff on promoting the resource to students. Suggestions have also been received regarding developing versions of ASK specifically for International students and PhD researchers.

The event was successful in increasing the library’s profile on campus as a great place to study. It also gave us a platform to launch our new ASK tool which will be invaluable to staff and students in the future. It gave us the opportunity to invite

lecturers and academic staff to the library and has resulted in future collaboration with them and has helped secure further funding to develop and promote ASK.

Supporting materials:



ASK promotional pens



ASK bookmarks



Poster 2

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ASK

Assignment Survival Kit

Chwefror 14^{fed} -  Eich Llyfrgell

llyfrgell.cymru.org



Press release

Love Your Library on February 14th!

Try out the Assignment Survival Kit (ASK), our present to you on Valentine's Day

On Valentine's Day the Library will officially launch the Assignment Survival Kit (ASK), an online tool to help you with time and task management when working on assignments. You will have the opportunity to try the tool for yourself in PC3 with Library staff on hand to answer queries. If you can't make it on the 14th, check out ASK for yourself at ask.swan.ac.uk

*Love Your Library! Tell us what you think about your Library service on the 14th. You can submit thoughts, comments and suggestions by texting the Library on **07537 402 400** messages should start with **s4lib**, or Tweeting **@lis_swansea_uni**. If you are in the Library on the 14th, you'll see your responses projected on a text/tweet wall in the Library Central Hall. We will also be happy to accept comments on our love heart post-it notes available at frontline desks!*

We hope to have a fun day with love-themed refreshments available and the chance to win a teddy bear for your Valentine. So come into the Library and enjoy Valentine's Day with us.



Your Library

ASK – Assignment Survival Kit

Task and time management tool developed for you by your Librarians