Report back:
European visit 27 May – 7 June 2007
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Part II
Marketing
The Learning Grid at the University of Warwick Library

Marketing

**"We must remember that marketing library services if not a separate function –
it belongs to everyone: it is the way of working and a way of living"**
(Gupta, Dinesh K and Jambhekar, Ashok. 2002. What is marketing in libraries?
Concepts, orientations and practice. *Information Outlook* 24-30

Imperial College of London was once again the leader library in marketing.

Following is a list of some of the marketing achievements of Imperial College. We
can recognize many of the AIS strategies in the list.

1) Improved liaison and library presentation on relevant Committees through the
   Faculty Support Services teams
2) Conduct user surveys and focus groups
3) Monitored feedback and reviewed the statistics collected
4) Increased the number of e-journals
5) Introduced a library portal and improved linking to full text
6) Introduced electronic document delivery
7) Increased library hours, including 24/7 opening at the Central Library during
   exam period
8) Developed an online information literacy programme OLIVIA
9) Embedded information literacy teaching in 75% of taught courses
10) Introduced services tailored to specific users, such as users with disabilities
11) Create a new library brand and reviewed publications of the library
12) Participated in Freshers (1st years) Fairs and Graduate Schools Fairs
13) Held launch events such as Metalib
14) Started library newsletter

Imperial identified (based on a SWOT analysis and an analysis of market segments)
activities and market segments which will have the most strategic importance for the
library.
Level 5 has also followed this process under the leadership of Elna Randall and
assistance of Dr T Trichardt.

1) Imperial College endorsed *A World Class Library Service for the 21st Century:
   Vision for Imperial College Library* which provides important marketing
   opportunities for the Library
2) Producing a publicity document for the Vision which synthesis the contents
   into key messages
3) Promoting the Vision to key stakeholders, including Senior College Officers,
   academics and students
4) Promoting new services and service enhancements
5) Development of promotional material tailored to academic researchers
6) Raising awareness of the role that the library plays in providing access to the
   electronic resources
7) Promoting the Digital Repository
8) Drawing up a marketing plan
9) Library staff are crucial to a marketing strategy (Gupta)

10) Library staff should integrate marketing activities into their everyday life and to promote a marketing culture
11) Library staff should be familiar with the key themes of the library vision and strategic plan
12) Library staff should be equipped with the necessary skills to market the library service
13) Imperial will hold a marketing day with external and internal speakers including a presentation on the marketing strategy
14) Marketing will be included as a regular item on Team Leader Agendas
15) Reporting back on marketing plans and achievements at staff meetings.
16) Tailoring the content of induction packs for new students so that they can provide only the essential information which new students need in the first few months of study
17) Consulting students on the design of library space
18) Embedding information literacy teaching in 100% of undergraduate and postgraduate taught courses by 2008
19) Promoting Olivia and Pilot, the online information literacy courses
20) Designing of new promotional material
21) Customer focused, knowledgeable staff will market the library automatically
22) Promoting the physical library as a place for student learning

Warwick recommends SCONUL Focus, a newsletter promoting excellence in library services in higher education and national libraries across the UK and Ireland. No 36 and 31 includes valuable information on marketing: http://www.sconul.ac.uk/publications/newsletter

Imperial could present us with a formal marketing strategy plan, but all the other libraries are either developing a marketing plan or have no formal strategy.

All the libraries view the library web as the most important marketing tool.

All libraries visited have professional promotional materials and efficient signs and notices in the libraries.

Following are photos as examples of interest to the AIS:
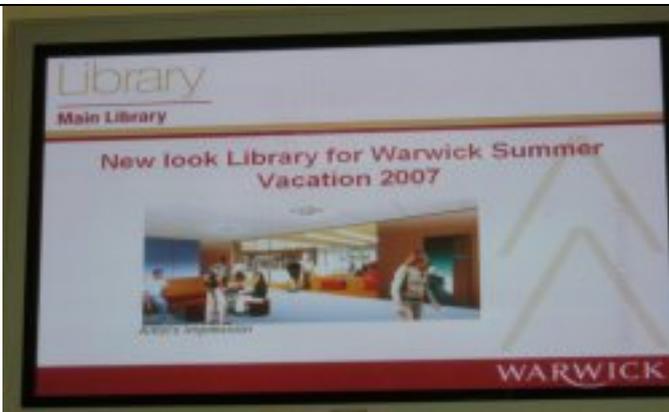

Library renovations promoted on a screen: Warwick

Suggestion box" Warwick Library renovation
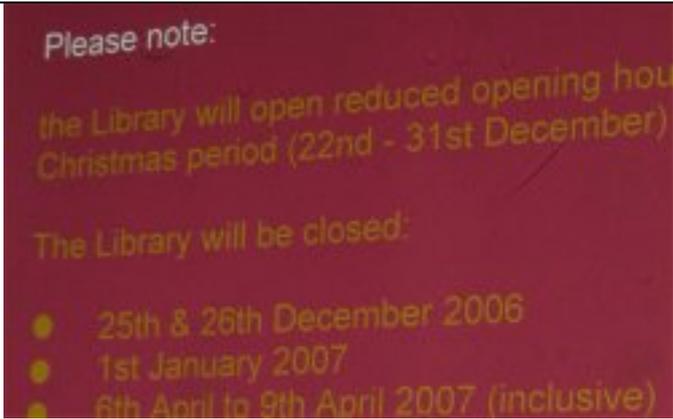
|	
Please note: the Library will open reduced opening hou[r] Christmas period (22nd - 31st December) The Library will be closed: • 25th & 26th December 2006 • 1st January 2007 • 6th April to 9th April 2007 (inclusive)	FLOOR 5 FLOOR 4 FLOOR 3
Large colourful poster: Warwick	Eye-levelled information posters nest to the lifts: Warwick
Subjects Agriculture — S — (Floor) Arts — N-NX — 2 Astronomy — QB — 3 Biochemistry — QD — 2 Biological Sciences — QH-QR — 2 Business — HN — 2 Chemistry — QD — 5 Classics — PA — 2 Computing — QA 73 to QA 80 — 3 Economics — HH, HL and HY — 5 Education — 370 to 379 — 4 Engineering — T to TL — 2 European Union — 4 N/E	Information point FLOOR PLANS
Additional information signs (framed and colourful): Warwick	Warwick: Information point
[PLANS] 5 4 3 PERIODICALS A-L / BOOKS / SOCIAL SCIENCES / EDUCATION, LAW, GOVT. PUBLS. & STATISTICS / ARTS BOOKS	**SHELF GUIDE** Floor 5 — H; ZH; J; ZJ; Floor 4 — K, 370-379, INT 4-9 Floor 3 — A – G; ZA – ZG; M, N and P, ZM – ZP Floor 2 — Q – V; ZQ – ZV Floor 1 — Quick./Gen.Ref.; Z1-9000
Close-up of Floor Plans poster: Warwick	Warwick
Quiet please Study area / Laptop area	LARGE TEXT CATALOGUE
Prominent signs: Warwick	Warwick marketing catalogue for disabled users
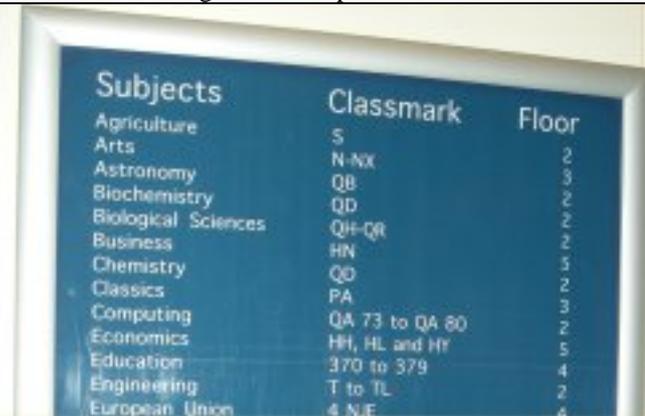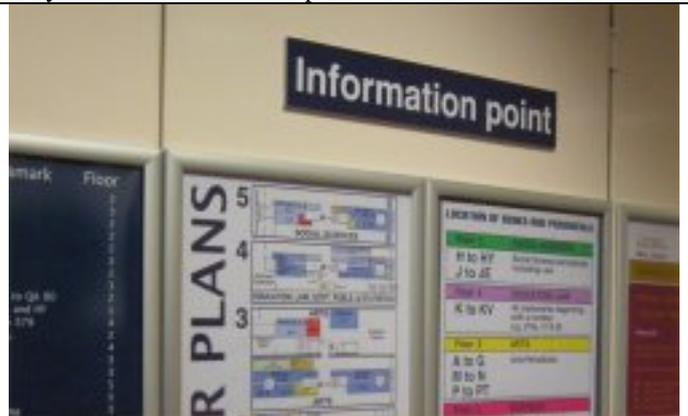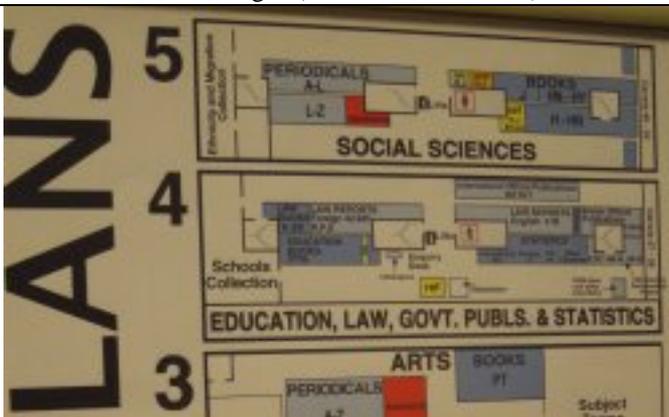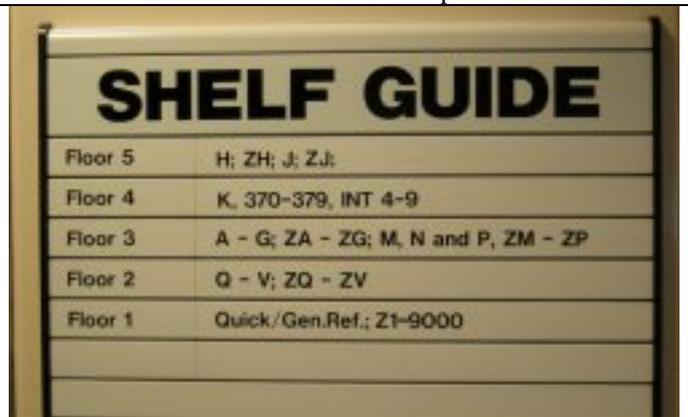
Warwick colourful framed posters
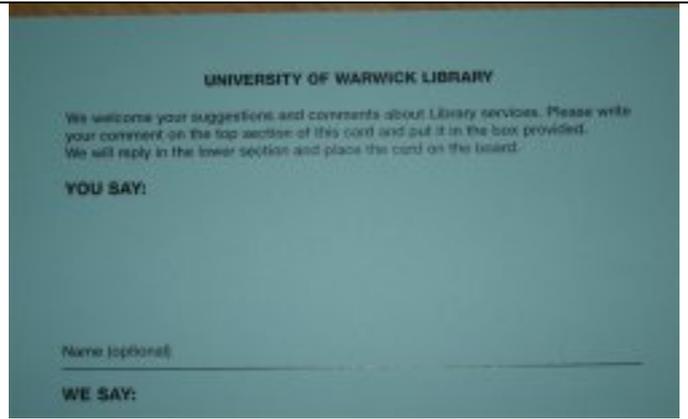
Opportunity for users to comment
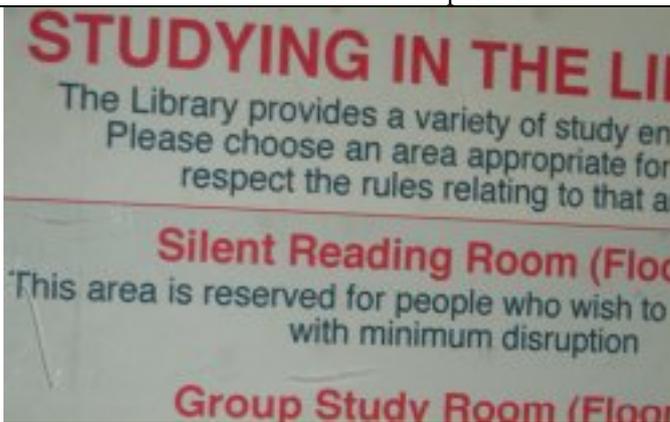

Warwick prominent signs
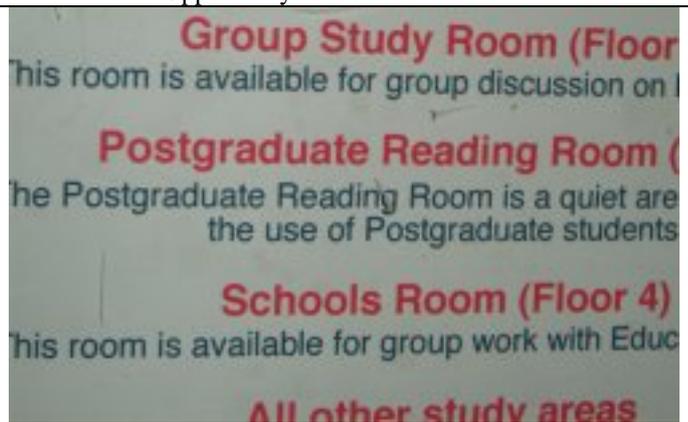
Warwick prominent signs

Signs to the library on campus

Imperial College of London Library Award
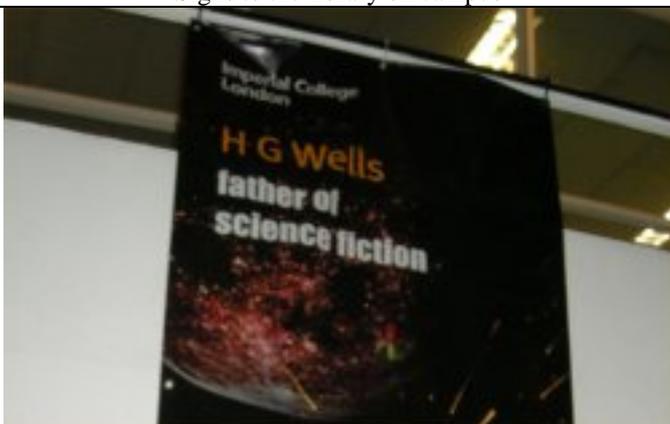
Imperial College Library promoting famous alumni authors

Imperial College Library part of the Centenary Celebrations
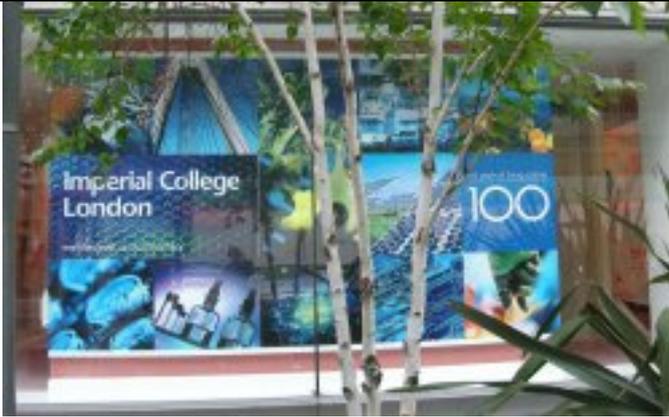
Imperial Centenary
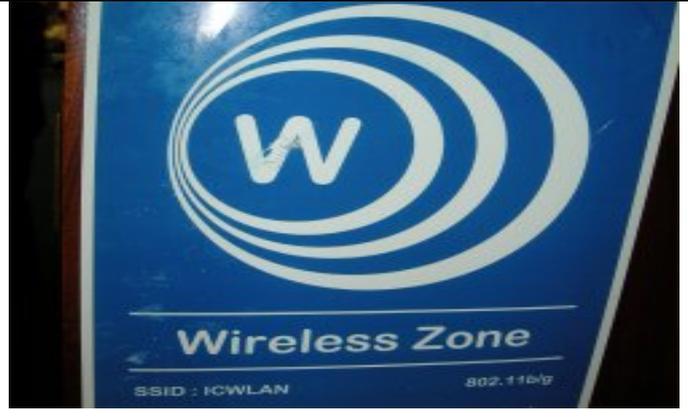
Imperial signs in the library
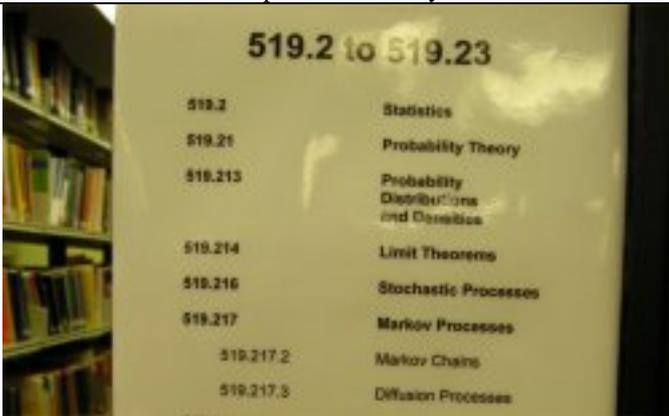
Imperial book shelves posters


Imperial: professional brochures

Imperial: professional brochures
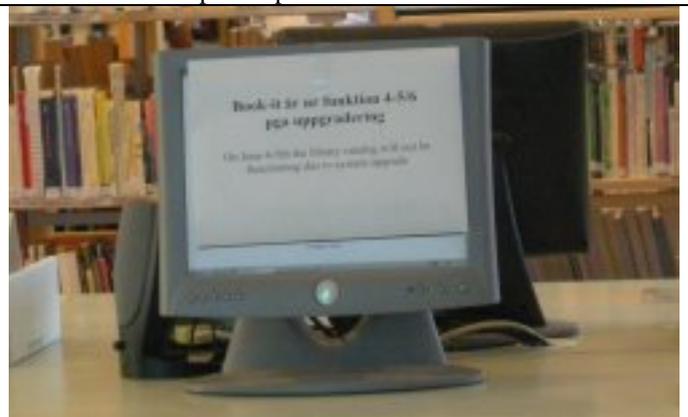
Notices not to be missed: the catalogue will be down

Stockholm University: library floor plan in entrance of library
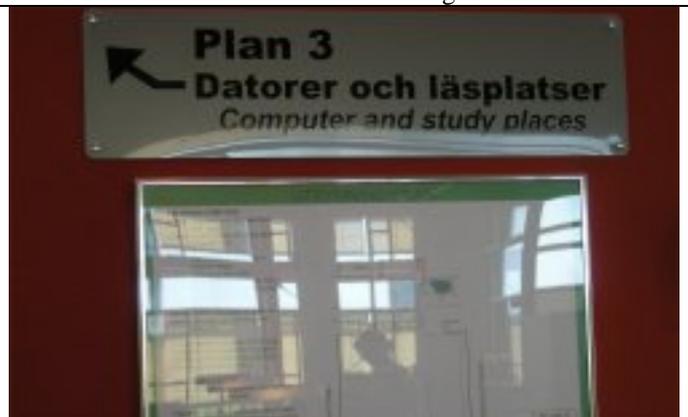

Notices in Stockholm University Library

Signs familiar to all libraries

Paper recycling baskets in Malardalen University Library

Quiet areas Stockholm University Library
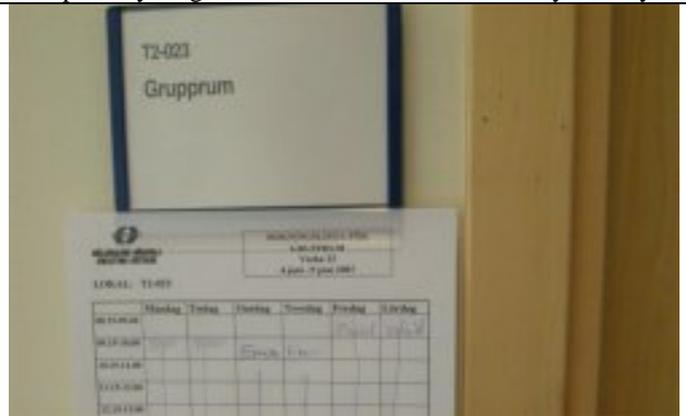
Group discussion rooms in Malardalen University Library
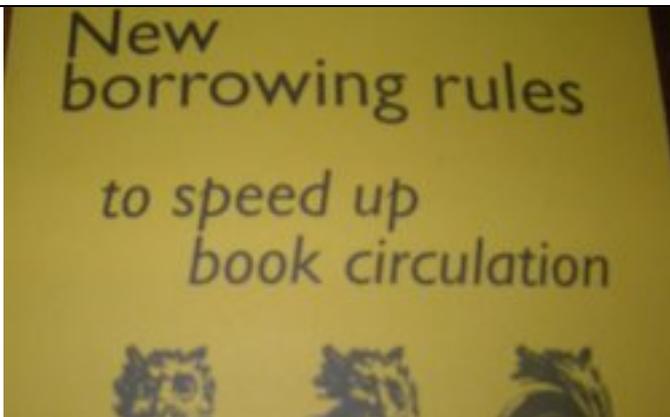
Circulation desk notices: Uppsala University Library

Promoting Open Access in Utrecht University Library
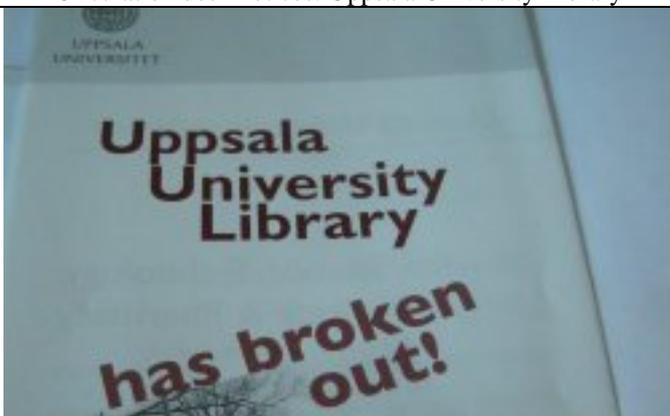
Uppsala University Library marketing brochures
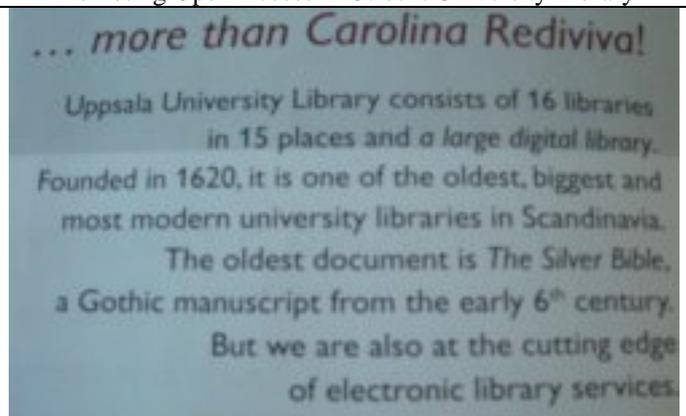
Content: Uppsala University Library marketing brochures

Warwick University Library promoting open access

Warwick University Library brochures
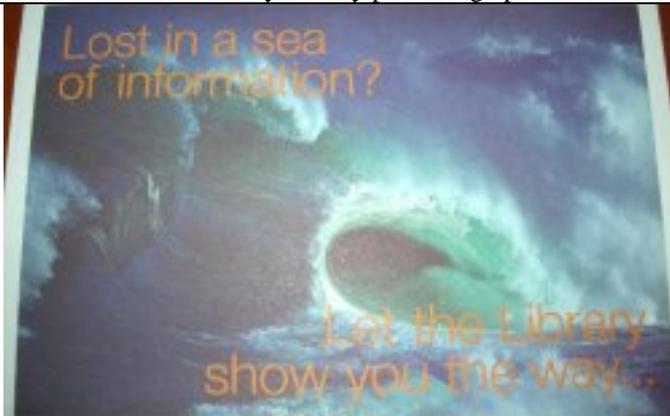
Warwick University Library promoting library
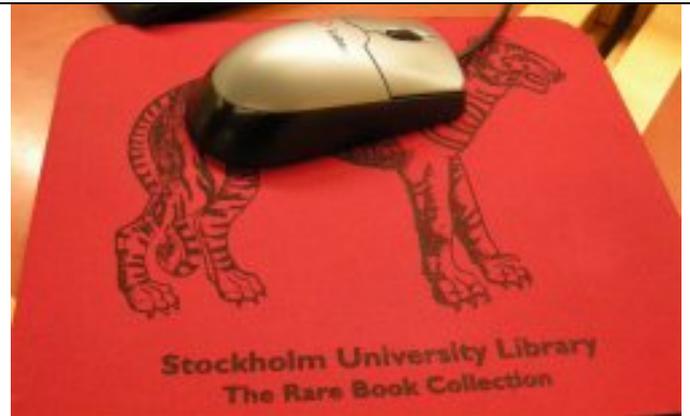
Stockholm University Library mouse pads
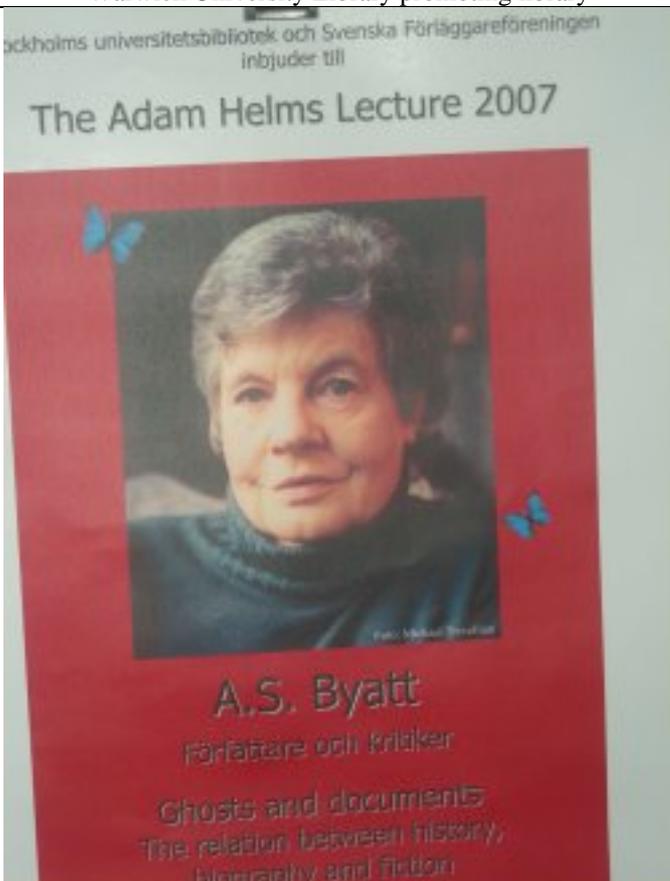
Stockholm University Library hosting the Adam Helms lecture
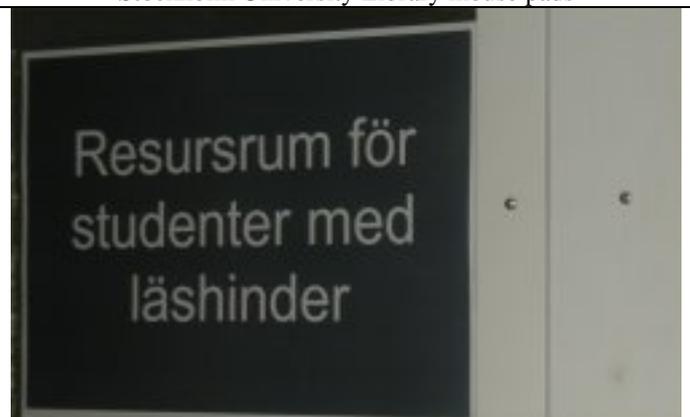
Stockholm University Library room for users with disabilities

Self issuing system: Stockholm University Library

The Learning Grid at the University of Warwick Library

The Learning Grid at the University of Warwick is a library innovation to support learning in higher education.
The Learning Grid is a technology0rich, flexible and informal learning environment, opened 24/7 and closes only on Christmas Day.
Learning Grid has approximately a capacity for 300 students.
Students can work collaboratively and can engage in discussions, debate and pragmatic development of study, transferable and professional skills.
Learning Grid has a professional look and feel and key architectural features enhance it aesthetics.

Paper notices are not permitted in Learning Grid. Information is communicated through: plasma screens, SMART boards, Cleverboards, document visualisers, Document visualisers, video edit suits, PCs, wireless networks and practice presentation facilities.

Students can manipulate their environment by moving furniture and equipment to suit their learning activities.

In contrast to the University main library, students are allowed to have hot and cold drinks as well as cold foods in Learning Grid. Hot foods are not allowed and must be enjoyed in the cafeteria opposites the Learning Grid.

During vacation periods usage of the Learning Grid exceeds that to the main library.
Learning Grid allows students to be creative and experiment with new and different study methods.

A student adviser (floor-walker) is available and are professionally trained to facilitate the learning of the students. The student adviser is the first point of contact and wears blue T-shirts to make them visible on the floors. There is no fixed traditional helping desk.

Three key themes have emerged from the Learning Grid:
1) The importance of comfort elements, the ability to work within a high quality environment, to access a book whilst enjoying a coffee, air conditioning, a water cooler.
2) Value and ownership are the second key element. Students using the Learning Grid feel they have been invested in. The first year undergraduate feels just as important to the university as the leading academic.
3) The Learning Grid improves motivation to study and improves scholarly success.

The Learning Grid supports search-led learning, student-centred learning, problem-based learning, personal development and collaboration.

The Learning Grid presents a paradigm shift in relation to the development of the library services: it focuses on a student-centred approach that enables students to navigate the wide range of available resources.

The Learning Grid shifts the library to the centre of the learning experience.

Text books (study collection) have been moved from the main library to the Learning Grid.
A Career Hub is also available in the Learning Grid.
Warwick University also opened the BioMed Grid, a Learning Grid satellite facility for medical and biological sciences students and researchers.

Photo gallery of the Learning Grid at Warwick University
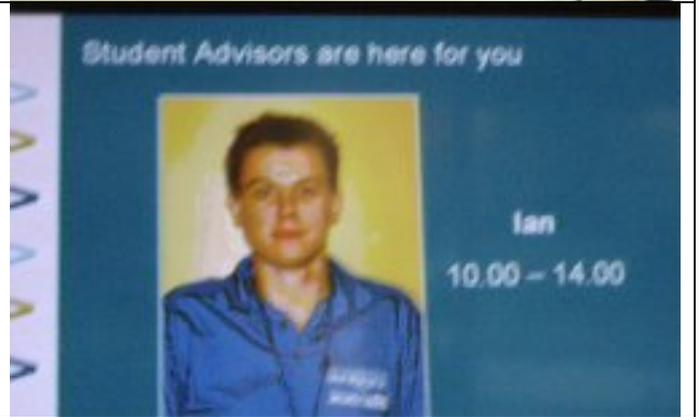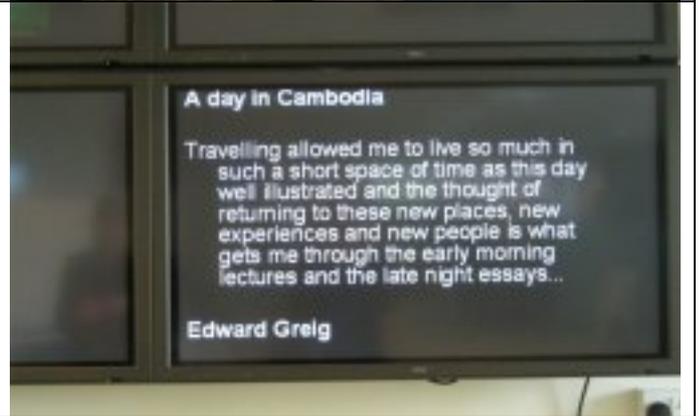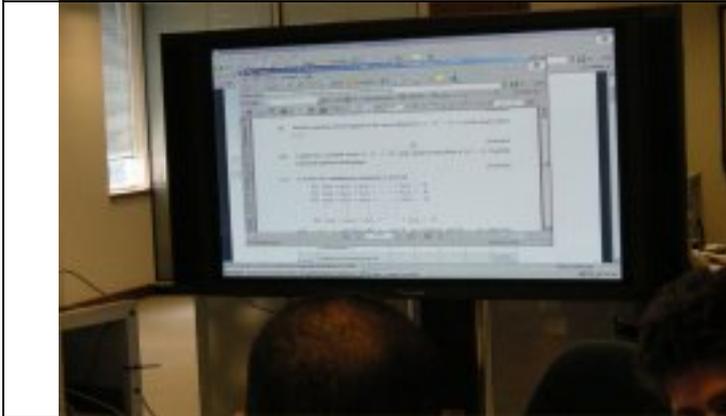
Rachel Edwards, Learning Grid Manager