

Images in this presentation are made by Pikisuperstar on Freepik.com

Making the invisible visible

Collecting the right data for your relationship management journey

Leah Emary | Leanne Young
University of Sunderland

Relationship Management Conference 2019



Our journey

- 2 years of Action Planning
- Evidence
- AirTable

Your journey

- Where are you?
- Where are you going?
- What evidence is important?
- Who needs to know and when?

Action planning state of play



Outline

History

- Action planning to guide liaison since 2017
- Started with lots of data & reports
- Identified issues to focus on



Be selective



- Themes to focus actions
- Informed by uni/dept strategy
- Choose the data you need based upon what you want to achieve

Sounds obvious but it 's tempting to use all data you have

Have a conversation first



- Stakeholders help to determine actions
- Conversations can help identify useful data
- Don't waste time on data unrelated to actions/issues

Be flexible with timing

- No date works across all faculties
- Timing can make efforts and actions more visible



Make it pretty

If it is too wordy or difficult to read it is effectively invisible

Printed action plan is a conversation starter

UNIVERSITY
LIBRARY
SERVICES
ACTION PLAN
2019

MEDIA,
COMMUNICATIONS
AND PERFORMING
ARTS



UNIVERSITY OF
SUNDERLAND



- review at Murray Library
- Proposed outcome:** Better student experience of physical resource. Newer materials will shine, serendipity and shelf browsing will improve, and signage will be more accurate.

Kate Adie Collection

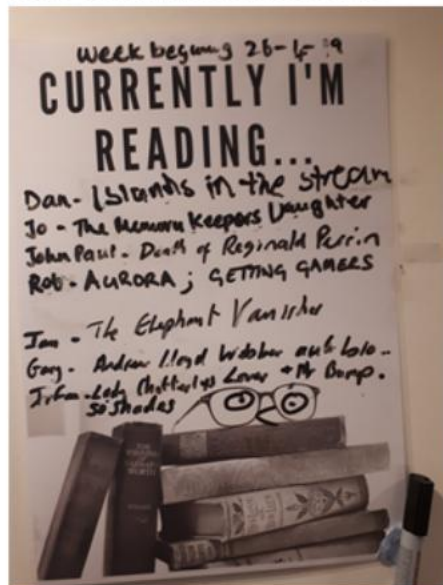
- Highlight the Kate Adie Collection's usefulness to students and other journalists.
- Proposed outcome:** Students & academics inspired to use it for research.

Journal Usage

- Cost per use (CPU) for Media & Communications journals remains high, and anything above £10/use runs the risk of being cut.
- Remind tutors, particularly in targeted areas, to use the journal literature themselves and to point their students to the most valuable journal titles, particularly at the MA level.
- Emphasize the utility of handsearching a journal in skills sessions.
- Proposed outcome:** Better value for money from the subscriptions we hold. Increased visibility of high quality academic sources.

Reading at University

- Create and distribute a 'Currently I'm...' poster that will showcase what academics are watching and listening to, as well as reading.
- Publicize and make use of Media tutor interviews on the role of reading.
- Proposed outcome:** Make staff reading and media consumption practices visible.



2019 UNIVERSITY LIBRARY SERVICES ACTION PLAN ART & DESIGN

RESOURCES ENGAGEMENT

This section discusses essential resources to support current and near future activity including journals, databases, books, and audio visual material while also considering access methods. Actions will also be discussed and agreed to improve student engagement with recommended reading and wider academic research.



Proposed outcome: Timely communications to students about relevant library support, resources and services.



Canvas is a great place for bringing things together (Focus group with Photography lecturers and Liaison Librarian May 2018)

BA GLASS AND CERAMICS

- Following the departure of the PPD309 dissertation module leader, meet with new module leader to discuss and plan library input to this module for 2019-20, based on good practice and well-evaluated workshops during 2018-19.

Proposed outcome: To ensure good practice and support is continued for students entering their 3rd year in 2019-20.

these skills and resource in their practice and theory modules.

BA FINE ART

- 2018-19 saw the first delivery of the revalidated programme, with library sessions in each year being planned between Suzie and relevant team members. Due to staffing changes in all cases different colleagues were running the modules to the previous year.
- Evaluate 2018-19 library skills support for 1st, 2nd and 3rd years with Joe Woodhouse, Carol McKay and Mike Collier respectively.
- Plan input for 2019-20 and book in sessions.

Proposed outcome: To ensure support is relevant and at suitable points in the programme



"Additional support from the library was highlighted and the staff really appreciate the help library staff have given their students"
(BA Glass & Ceramics SSLC)

COMMUNICATIONS AND PERFORMING ARTS

3

LEANNE YOUNG ACADEMIC LIAISON LIBRARIAN FOR TOURISM

Your Liaison Librarian



Leanne Young

Our Mission

Academic Liaison Librarians are the eyes, ears and voice of the Library.

We champion and represent the Faculties' voices in shaping library services, collections and spaces to deliver an excellent student experience.

We leverage our expertise innovatively and inclusively, partnering with academic colleagues and students to put learning and teaching at the heart of everything we do.

Our Approach

- Connecting staff and students to quality resources to support learning and teaching.
- Offering regular development opportunities to ensure academic staff are able to engage fully with library systems and services for the benefit of the university community.
- Collaborating with Faculties to embed the learning and teaching of information and digital skills with a comprehensive and flexible programme of study skills and resources.

Journals

Having discussed journal requirements as a team, we have continued with all current subscriptions while adding two new titles, *Hospitality & Society* and the *Journal of Transport Economics and Policy*. Leanne has collated and priced a wish list of journals which can inform future serials budget discussions.

Usage figures have increased, particularly for Events Management and Current Issues in Tourism. Both journals had a high cost per use in 2016/17 which meant students were not using them. A number of actions were taken to encourage greater use of journals including:

- Module leaders identifying relevant articles from individual subscriptions and adding them to my module resources lists.
- Spotlight posts on the blog curating resources on a theme relevant to topics being taught. Posts are also shared on Facebook groups.

Promoting the benefits of, & encouraging use of journal articles: The Library Blog was redesigned

to enable students to navigate posts by theme. Leanne has shared blog posts highlighting new journal volumes, curating resources around a theme and highlighted open access web content. The team has contributed ideas for themes - most recently Donna suggested a focus resources on innovation in tourism.

My Module Resources

A number of module leaders have used new features such as sections and sub lists to enhance content and promote usage.

e.g.

TLH339 uses sub-lists for weekly reading. Each sub-list can be linked within canvas alongside other content. CHTM38 divides the readings into sections by theme. The ability to embed sections into canvas is coming soon. TLH343 adds weekly reading using tags to enable students to filter.

Journal usage 2018

| TITLE | e-ISSN | SUB SPLIT | NOTES | Online only | PUBLISHER | E-USE17 | 17-18 COST (for 2018 sub) | E-USE18 | Cost per use for 2018 sub |
|--|-----------|-----------|---------------------------|-------------|-----------|---------|---------------------------|---------|---------------------------|
| CURRENT ISSUES IN TOURISM | 1747-7603 | JAN-DEC | I only from 2015- | I | Routledge | 436 | £1,398.12 | 622 | 2.24 |
| EVENT MANAGEMENT | | JAN-DEC | | I | Cognizant | 23 | £614.60 | 183 | 3.36 |
| HOSPITALITY AND SOCIETY | 2042-7921 | JAN-DEC | Wish list purchase Feb 19 | I | Intellect | 0 | | | |
| INTERNATIONAL JOURNAL OF EVENT AND FESTIVAL MANAGEMENT | 1758-2962 | JAN-DEC | | I | Emerald | 247 | £616.28 | 210 | 2.93 |
| JOURNAL OF SUSTAINABLE TOURISM | 1747-7646 | JAN-DEC | | I | Routledge | 607 | £1,121.40 | 363 | 3.08 |

AirTable

Freemium & browser based

Allows us to:

- Create a team plan & tag across subjects
- Add updates, progress and achievements with dates & tag across multiple actions
- Visible to line manager & whole team
- Export data to excel or print

The screenshot displays the AirTable interface. At the top, there are navigation tabs for '2019 Action Plan Details', '2019 Updates', 'People', 'Action Plan Ideas To Share', 'ARCHIVE 2018 Action Plan Details', 'ARCHIVE 2018 Updates', and '2019 A...'. Below the tabs, a table lists various actions. The table has columns for 'Action', 'Department', and 'More details'. The 'Action' column contains text like 'Stock review of tourism, hospitality & events titles', 'Ensure the library has sufficient copies of avi...', 'Encourage wider reading & exploration of Li...', etc. The 'Department' column shows tags such as 'Tourism, Hospitality & Ev...', 'Media', and 'Performing Arts'. The 'More details' column contains brief descriptions of each action.

On the right side, a detailed view of an action is shown. The action is 'Remind tutors, particularly in targeted areas, to use the journal literature themselves and to point their students t...'. The 'ACTION' field contains the text: 'Remind tutors, particularly in targeted areas, to use the journal literature themselves and to point their students to the most valuable journal titles, particularly at the MA level.' The 'DEPARTMENT' field is set to 'Media'. The 'MORE DETAILS' field contains a note: 'Cost per use (CPU) for Media & Communications journals remains high, and anything above £10/use runs the risk of being cut. Proposed outcome: Better value for money from the subscriptions we hold. Increased visibility of high quality academic sources. Leah has emailed tutors about this. Next step is to remind in boards and also again in blog posting and quarterly newsletter.'

At the bottom of the detailed view, there are fields for 'DEPARTMENT' (Arts and Design), 'DATE' (9/11/2019), and '2019 ACTION PLAN TARGETS' (Supporting academic colleagues).

Discuss and begin filling in the handout

What challenge would you like to address? Set your self a goal to work towards.

- Talk about the nature of the challenge.
- Is it a thorny one?
- Why is this something you need to work on?

What data might you need to evidence your goal?

Think beyond what you collect now, if necessary?

Ask group members for thoughts and suggestions.

Who do you need to communicate with or report to. When should you time these conversations?

- Line manager?
- Programme leader?
- University management?
- Rest of your team?
- Timing?
- What format will it take?

How might you track your progress? Are there any milestones?

Making the invisible visible

*Collecting the right data for your **Relationship Management** journey*

Leah Emary | Leanne Young
University of Sunderland

STUDENT JOURNEY

This handout has been designed using resources from Freepik.com

Data Collection ideas

Digitisations

which modules are actually accessing / downloading scanned articles and chapters?

Footfall

Surveys

including NSS / PTES or qualitative local studies, in our case Big Talk / Journals / Read Higher

Cost per use

for journal articles

Reading list reports

Case studies

UX methods

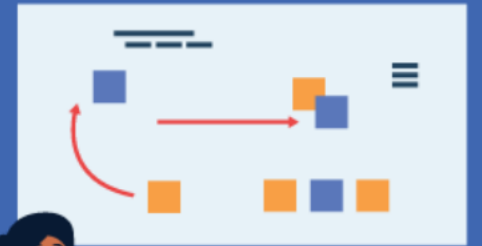
observation, photo diaries, love letters/breakup letters etc.

Circulation statistics

all books purchased from a certain fund code from a time period, are they being used? Are people using ILL?

Teaching statistics

increase or decrease. But how can you measure whether your teaching is any good or not?





Thanks - stay in touch.

Leah



@LeahEmary



leah.emary@sunderland.ac.uk

Leanne



@tallforahobbit



leanne.young@sunderland.ac.uk

Mentimeter Results

<https://www.mentimeter.com/s/bc358fa724b9b40c7fc46a830c7680e6/48019623eab9>

Image Attribution

Images in this presentation are made by Pikisuperstar on Freepik.com