

Annual Report

# Dalhousie Libraries Communications Team

Academic Year 2012-2013

**Members:** Linda Bedwell (Killam), Donna Bourne-Tyson, ex-officio (system-wide), Nadine Day Boutilier (Kellogg), Sarah Jane Dooley (Sexton), Mark Lewis (Dunn), Marlo MacKay, chair (system-wide), Erin MacPherson (MacRae), Michelle Paon (Killam), Karen Smith (Killam), Jennifer Strang (Archives & GIS), Charles Tourneur (Killam)

**Meetings:** There were two meetings held during the 2012-13 academic year, one on November 16, 2012 and one on March 7, 2013. This report gives a summary of those meetings, results of the meetings, and future direction of the team.

On November 16, 2012, the team met for the first time with the new chair, Communications Coordinator Marlo MacKay. This meeting was an opportunity for Marlo to learn what the team members saw as the major communications challenges faced by the Dalhousie Libraries.

Issues raised included that the staff in the GIS Centre have general questions around where to find information about what is going on (i.e. can there be one central place for all internal information?) and the nature of the blog. The team discussed whether the blog's goal should just be to inform, or also to "entertain," with posts about reviews of food on campus, for example, to attract more comments. It was decided that the goal of the blog needs to be defined in order to determine what is appropriate content and what is not.

The Communications Team has been tasked with revised signage for the Dal Libraries, a recommendation that came from the operational review. The next meeting focused on this task alone.

On March 7, 2013, the team met with Nicola Embelton-Lake (from Facilities Management) to discuss how to proceed with renewed signage for all of the Dalhousie Libraries. Nicola explained that we should start by doing a way-finding study, identifying all of the destination points and mapping out all the ways to get to each point. Facilities management hires a consultant from an architectural firm to do this.

At this time, Nicola wants to focus on the Killam and Sexton Libraries. Until the building situation at the Kellogg is sorted, she wants to avoid doing new signage for that library, but she did agree to do one major directional sign for the Kellogg for the time being. The MacRae Library is still on a separate budget and Nicola hopes that there will be a person hired on their campus soon who will be able to do the signage there. The Law Library will come after the Killam and Sexton Libraries are complete. Nicola wants to start with Killam as the largest, followed by Sexton.

After the meeting, staff from the Killam and Sexton Libraries began work on creating a list of all public destinations in their libraries. Then, Marlo met with Nicola, representatives from the architecture firm DRKR, and designated staff from the Killam Library (Janice Slauenwhite, Joyline Makani and Carol Richardson) to do a focus on the Killam signage. This work is currently underway. A detailed report from the architectural firm is due August 12, 2013, which will be shared with both the Senior Management Team and the Communications Team.

**Future plans for the communications team:** The signage project will continue with input from the Communications Team and the Senior Management Team, as required. At this point, the project will

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focus on one library at a time, so the project is no longer the sole focus of the Communications Team, it is now the focus of the chair, who will provide updates and get assistance from the team when needed.

The Communications Team met on July 30, 2013 to discuss the communication focus/goals for the 2013-2014 academic year. The results of that discussion are currently being formatted into a communications plan that will inform communications for the Dal Libraries this year. The plan is expected to be ready for review on September 11, 2013.