

Annual Report

# Dalhousie Libraries Communications Team

Academic Year 2013-2014

**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 and consultation:**

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 were formatted into a communications plan that will inform communications for the Dal Libraries from 2013-2015.

Priorities from the strategic plan, as well as other ideas and concepts for communications, were discussed at this meeting and compiled into a communications plan by Marlo. The plan was then shared with the team over email for comments and feedback. A few team members suggested a few additions to the plan, and then it was finalized.

In February 2014, the plan was presented to Library Council for feedback. One member of Library Council provided feedback, and the team agreed to those changes. The plan was updated and now stands as the overarching communications plan until 2015. It is attached to the end of this report.

### **Other projects:**

#### **Signage**

As a result of the operational review in 2012, one area that was identified in need of improvement was signage. This was tasked to the communications committee. At this point, some work has been done towards establishing signage for the Killam, Sexton, Kellogg, and MacRae Libraries, but all projects have not made any progress over the past year. Signage for MacRae has been put on hold due to changes in the building that will be happening in the coming months.

In the Killam, an RFP to cover internal signage (way-finding and destination) was posted and architectural firm DRKR came and did the way-finding study. Due to the changing building situation at the Kellogg, Nicola 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 entire Sexton campus is supposed to be getting new signage, and so, it was agreed that there would be temporary signage installed to direct people to where in the building the Sexton Library is located, as it is very difficult to find. The Sexton staff carried out their own way-finding mission to determine all the entry points where directional signage to the library would be helpful. To date, numerous attempts to contact Nicola have been made this year for an update on all of these signage projects, but we have no commitment for when next steps will happen.

#### **Social media**

Social media training for library staff began this spring. In the communications plan, social media was identified as an area where we would like to see some growth (particularly more input from staff located in libraries other than the Killam), so Marlo developed a one-hour Twitter training presentation.

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So far, training sessions have been held on April 4 and July 10 2014, and have been attended by staff from the MacRae, Kellogg, and Sexton Libraries, as well as the GISciences Centre. More training sessions can be offered as interest dictates.

This spring, Marlo met with the social media communications officer for Dalhousie to compile a list of all faculty and Dalhousie groups followed by Dal Libraries and by Dal News. We now have a large list of groups to follow, which we hope will improve our reach within the Dalhousie community on Twitter. We currently have 1,685 followers.

## Appendix 1: Dalhousie Libraries Communications Plan 2013/2015

*October 2013*

### Strategy

#### Introduction and Purpose

Dalhousie University Libraries is a complex organization with diverse users and a large staff. A formalized communications and marketing plan helps ensure consistency of internal and external messaging to our various target audiences. The communications and marketing plan is a vital component of the Libraries' Strategic Plan and acts as its 'public face.'

The plan also serves to organize communications and marketing tactics, ensuring that they are implemented in a strategic and consistent manner. It establishes clear goals and priorities to increase message clarity and focus and allow individuals from all areas of the Libraries to be more easily involved in communications.

This plan will serve as a guide for all Dalhousie Libraries staff and will be managed by the Communications Coordinator in consultation with the University Librarian and the Libraries' Communications Team. It should be consulted when planning communications for a project or service, preparing media stories, and when appropriate, at staff meetings. It should be seen as a flexible document which will be revisited and modified annually as needed.

Finally, the plan should reinforce and communicate the goals set out in our Strategic Alignment Plan. The goals of that plan are:

- Supporting academic innovation
- Enriching student experience
- Equipping students for academic success
- Stimulating scholarly excellence
- Developing superlative library personnel
- Renewing and sustaining library environments
- Ensuring financial stability
- Pursuing partnerships

## Target Audiences

### LIBRARY USERS

#### Students

This group includes current and prospective students and alumni:

- Undergraduates
- Graduates
- Professional schools
- International students
- Distance students
- Continuing education students

#### Faculty

- Current teaching and research faculty
- New faculty
- Prospective faculty
- Sessional instructors
- Emeritus faculty
- Visiting faculty
- Retired faculty

#### University Staff

- University administration
  - President
  - Vice-Presidents
  - Associate Vice-Presidents
  - Assistant Vice-Presidents
  - Registrar
  - Deans
  - Department Chairs
- Staff in academic departments
- Staff in non-academic departments
- Centres (e.g. Centre for Learning and Teaching, Writing Centre)
- Student Services
- Library & university ITS
- Dalhousie Communications and Marketing staff

#### Professional Groups

- Dentists
- Doctors
- Health professions

- Health library community
- Engineers Nova Scotia
- Nova Scotia Association of Architects (NSAA)
- Lawyers/legal community

### **Community**

- Halifax and area residents
- High schools, esp. International Baccalaureate program participants (students, teachers)
- Regional Library system
- BARA users
- Parents of Dal students
- Visitors
- Alumni

### **Provincial, National and International Audiences**

- Novanet universities & colleges
- APLA (Atlantic Provinces Library Association)
- CARL (Canadian Association of Research Libraries)
- CAUL (Council of Atlantic University Libraries)
- CRKN (Canadian Research Knowledge Network)
- COPPUL (Council of Prairie and Pacific University Libraries)
- ACRL (Association of College and Research Libraries)
- OCUL (Ontario Council of University Libraries)
- CREPUQ (La Conférence des recteurs et des principaux des universités du Québec)
- SPARC (Scholarly Publishing & Academic Resources Coalition)
- ARL (Association of Research Libraries)
- MHLA (Maritimes Health Libraries Association)
- CHLA (Canadian Health Libraries Association)
- AHKP (Atlantic Health Knowledge Partnership)

### **BENEFACTORS**

- Current donors
- Major gifts
- Annual gifts
- Bequest donors
- Potential donors (incl. alumni)

## **Communications and Marketing Goals**

This section defines broadly what we would like to communicate to our various target audiences. This will help to streamline our outreach efforts and ensure consistency. The “Prioritized Communications Goals” were calculated by weighting the prioritized goals of each of the target groups.

### **PRIORITIZED COMMUNICATIONS GOALS**

1. Raise the profile of the Dalhousie Libraries on campus and beyond
2. Increase awareness of resources
3. Increase awareness of services
4. Promote the libraries as the centres for teaching and learning on campus
5. Promote opportunities to engage (events, meetings, feedback mechanisms etc.)

### **PRIORITIZED GOALS BY TARGET AUDIENCE**

#### **Students**

1. Increase awareness of services
2. Increase awareness of resources
3. Increase awareness of spaces
4. Promote opportunities to engage (events, meetings, feedback mechanisms etc.)
5. Raise the profile of the Dalhousie Libraries on campus and beyond
6. Increase awareness of policies and procedures

#### **Faculty**

1. Promote the libraries as the centres for teaching and learning on campus
2. Promote the librarians’ role as a partner in teaching and research
3. Increase awareness of resources
4. Increase awareness of services
5. Increase awareness of special library projects
6. Raise the profile of the Dalhousie Libraries on campus and beyond
7. Promote opportunities to engage (events, meetings, surveys, etc.)

#### **University Staff**

1. Promote the libraries as the centres for teaching and learning on campus
2. Increase awareness of resources
3. Increase awareness of services
4. Promote opportunities to engage (events, meetings, etc.)

5. Increase awareness of special library projects
6. Increase awareness of policies and procedures
7. Raise the profile of the Dalhousie Libraries on campus and beyond

### **University Administrators**

1. Promote the library as the centre for teaching and learning on campus
2. Raise the profile of the Dalhousie Libraries on campus and beyond
3. Promote opportunities to engage (events, meetings, etc.)
4. Increase awareness of special library projects
5. Increase awareness of services

### **Donors**

1. Increase awareness of giving opportunities
2. Promote opportunities to engage (events, meetings, contests, etc.)
3. Raise the profile of the Dalhousie Libraries on campus and beyond

### **Community**

1. Increase awareness of giving opportunities
2. Raise the profile of the Dalhousie Libraries
3. Promote opportunities to engage (events, meetings, etc.)
4. Increase awareness of resources
5. Increase awareness of services

### **Provincial, National and International Audiences**

1. Raise the profile of the Dalhousie Libraries

## **Key Messages**

This section identifies key messages for our target audiences. This will assist in creating promotional materials aimed at particular groups, giving interviews, doing presentations or in one-on-one encounters. The messages are crafted to be short and memorable but must not necessarily be “cut and paste” into individual publications or speaker notes. They are intended to serve as a guide.

**PRIMARY MESSAGE:** The Dalhousie Libraries provide innovative facilities and services and high quality information resources making us an essential partner in learning and research.

### **Students**

- The Libraries facilitate your abilities to learn and understand.
- We provide the information resources, working spaces and services you need to achieve academic success.



- If you're looking for the competitive advantage in a competitive world, the libraries can help you excel in your classes and get better grades.
- We're knowledgeable and friendly in the library.
- We have diverse study spaces for both individual and group work, equipped with the latest technology and specialized software.
- Our resources and services are where you are – on our website, available through instant messaging (Live Help), on Facebook and Twitter.

### **Faculty**

- The Dalhousie Libraries support faculty research and teaching by providing information resources, and convenient and timely access to resources and support services (Reference & Research Services, Document Delivery, access agreements with other institutions etc.).
- The libraries can be a partner in your teaching by instructing your students to be better researchers; to use information ethically and responsibly; and to produce higher quality work.
- The libraries are an advocate for scholarly publishing, monitoring and establishing best practices in its creation, evaluation, dissemination and preservation.
- The libraries partners locally, nationally and internationally with other institutions to provide you with access to top quality research materials.
- Your subject librarian is an information expert and can partner with you to maximize your research.

### **University Administrators**

- The Dalhousie Libraries need your support to provide a vital academic service.
- The Libraries serve the information needs of the Dalhousie academic community in the most efficient and cost-effective manner possible.
- We play a unique role among campus units, utilizing our expertise and position to build connections.
- The libraries offer a growing suite of digital collections which allows us to share our unique resources with an international research audience.

### **University Staff**

- We support the information needs of Dalhousie staff required in the fulfillment of their duties.
- The library offers other resources that you can use too. Take a look at our popular reading collection, browse our e-books or read up on a topic you are interested in either for courses you are taking, or simply for your own pleasure.
- Contact one of our service desks to get answers to your questions and make your life easier. You can phone, email, instant message via Live Help or drop by in person.
- Explore the libraries' diverse academic spaces, including our four Learning Commons which integrate the latest technology with research and technical help.

## **Donors**

- The Libraries support the primary mission of the university: learning and research.
- A successful library means a successful university.
- The libraries are proactive and innovative, changing to meet the need of faculty and students. We need your support to make those changes.
- The libraries offer a growing suite of digital collections which allows us to share our unique resources with the local community and an international research audience.

## **Community**

- The libraries are here to serve the academic information needs of the public.
- The community is important to the library and building relationships with our community is a priority.
- We have many useful services and resources that are available to you in-person and online.

## **Provincial, National and International Audiences**

- The Dalhousie Libraries strive to share their resources and expertise.
- We are proactive and innovative, and play an essential role in teaching, learning and research at Dalhousie.
- The Libraries administer DalSpace, an institutional repository for the preservation and dissemination of digital content produced by members of the Dalhousie community.
- We offer a growing suite of digital collections which allows us to share our unique resources with an international research audience.

## **Implementation Period**

The implementation period for this plan corresponds with the implementation period of the Dalhousie Libraries Strategic Plan, 2013-15.

## **Assessment**

The Libraries' Communications Coordinator and Communications Team will measure our reach of communications. This will be done by looking at:

- responses to LibQUAL surveys
- response to the piloting of new services and innovations (book scanner, trial databases etc.)
- focus groups (as they occur)
- frequency of announcements in Notice Digest, Dal Student Life, etc.
- hits to library-related Dal News stories
- frequency of library-related Gazette stories

- frequency of posts in LibVine as well as hits to and comments on blog posts
- frequency of and responses to posts in Facebook and Twitter (retweets)
- retention/increase in numbers of Facebook and Twitter fans
- measures of assessment built-in to individual communications plans of library committees/projects
- personal interaction with target audiences
- feedback as submitted via CCC box at Killam, Kellogg (any others?)

## Stakeholders

**Library staff** play a key role in communicating with our users on a regular basis, and are vital stakeholders in our communications plan. We are ALL responsible for communicating news and events and “marketing” new services and resources to students and faculty.

This group includes staff from Kellogg, Killam, Law, Sexton and MacRae Libraries in the following potentially overlapping roles:

- University Librarians Council members
- Managers/Supervisors
- Librarians
- Support staff
- Student Assistants
- Student interns

### **Prioritized communications goals for library staff:**

1. Increase awareness of their role as library advocates
2. Increase awareness of services
3. Increase awareness of resources
4. Increase support for library initiatives
5. Promote the libraries as the centres for teaching and learning on campus
6. Increase awareness of policies and procedures

### **Prioritized messages for library staff**

1. Positive relationships with co-workers are valuable and help us to provide outstanding customer service.
2. We are advocates for our library and every interaction we have with users is an important one. We are proud of this role!
3. Teamwork and communication are critical to our success and the success of the library.
4. Use library services and resources yourself; the experience will help you to promote the library.
5. Let your co-workers know what you are up to. Post in Yammer, submit your news to the LibVine and use internal email lists.

6. Be proactive, get involved and ask questions. You are contributing to a culture of organizational learning.
7. At the library, we are all part of one large team, with each person playing a crucial role.

## Tactics

Tactics are the specific actions taken to support and convey the strategic messages identified in the Libraries' broader communications plan. Tactics are in turn supported by contact/media lists which have been created and are updated regularly by the Libraries' Communications Coordinator.

Our main communications tactic this year will be **to get all of our libraries equally represented on social media**. This means someone from each library, Kellogg, Dunn, Sexton, Killam, and MacRae tweeting from the @Dal Libraries account two or three times a week each. (Marlo now tweets on behalf of the Dal Libraries in general, and the Killam specifically.)

We also want to establish Facebook pages Kellogg and Dunn Law Libraries. For the existing MacRae and Sexton Libraries Facebook pages, the content should become more consistent and the number of followers should increase. Marlo will work with the Heads of each library to identify staff members that could take on these roles, then Marlo would arrange to train them.

Students and faculty are on social media, and if we want to reach them, we have to be where they are. It is also important that all of our libraries are represented equally there.

### Additional tactics:

#### Students

- Announcements on Dal Student Life (as needed, M. MacKay)
- Emails with posters/announcements to Residence Academic Cluster Leaders (as needed, M. MacKay)
- Library brochures (one for each library M. MacKay, Communications Team)
- Fall orientation tours (M. MacKay, volunteers from the Dal Libraries)
- Tours for international students (M. MacKay, D. Silvio, J. Makani, M. Paon)
- Tour for Academic Cluster Leaders (M. MacKay, back-up as needed)
- Blog posts (weekly, all blog editors)
- Fall Orientation-Sexton Campus (Sexton Library) (SJ Dooley, Sexton PR Team)
- Coordination of the Ask Me! Campaign at the libraries (M. MacKay)
- Sexton Campus Associate University Visit (SJ Dooley, Sexton PR Team)
- Booth at Residence Life Resource Fair (Aug., M. MacKay, volunteers from the Dal Libraries)
- Handouts (bookmarks, brochures as needed)

- Discovery Days (like the Halifax Open House, but on the Agricultural Campus). Held in November, the MacRae Library participates in the Expo.
- Digital signage in Killam LC (M. MacKay)
- Digital signage at MacRae (connected to all of campus E. MacPherson)
- Digital signage on campus for bigger events (M. MacKay working with R. McNutt)
- CCC board responses to comments, compliments, complaints, Killam (M. MacKay, J. Makani, and C. Richardson)
- Sexton Library contests (SJ Dooley, Sexton PR Team)
- Sexton Library Facebook Page (SJ Dooley, Sexton PR Team)
- Sexton Campus Student Group Facebook pages, posting Sexton Library activities (SJ Dooley, Sexton PR Team)
- Booth at annual Dal Open House (Oct., M. MacKay, volunteers from the Dal Libraries)
- Agricultural Campus Open House in July (Dal Libraries travel to attend this day)
- Regular Twitter and Facebook updates (goal is once per day, quite often more frequently, especially on Twitter)

#### Faculty

- Announcements in Today @ Dal (as needed, all Libraries)
- Library brochures (one for each library, M. MacKay & Communications Team)
- Promote services & resources at faculty/dept. meetings (librarians)
- Articles in Dal News (as needed, M. MacKay, others)
- Blog posts (weekly, all blog editors)
- CCC board responses to comments, compliments, complaints, Killam (M. MacKay, J. Makani and C. Richardson)
- Open Access Week (Oct., M. MacKay, H. MacFadyen, G. Brown)
- Attend new faculty orientation, sessions for new faculty (librarians)
- Direct letters/emails to Faculties re: new facilities & services (as needed, DB-T, P. Ellis)
- Regular Twitter and Facebook updates (goal is once per day)

#### University Administration & Staff

- Bring policy issues (collections, operations etc.) to Senate Library Cttee/Faculties (DB-T, P. Ellis)
- Make annual submissions to BAC publicly available (DB-T)
- Announcements in Today @ Dal (as needed, all Libraries)
- Blog posts (weekly, M. MacKay, all editors)
- Regular Twitter and Facebook updates (goal is once per day)

#### Professional Groups

- Updates to APLA and NSLA newsletters (M. MacKay)
- Faculty of Medicine

- Announcements on DalMedix
- Dentistry
- Announcements on DalDentix
- Dental Alumni newsletter (P.Ellis)
- NSDA Bulletin (P.Ellis)
- Academic Resources Cttee. (P.Ellis)
- Nova Scotia Institute of Agrologists (P. Ags)
- Nova Scotia Department of Agriculture and various industry groups
  - Health professions
  - Health library community
- MHLA and AHKP lists
- Preceptor Librarian list
  - Engineers Nova Scotia (SJ Dooley, Sexton PR Team)
- Display set up during National Engineering Month
- National Engineering Month Exhibit- booth participant
  - Nova Scotia Association of Architects (NSAA)
  - Law faculty
  - Lawyers/legal community

#### Community

- CLCP author readings (2/yr., K. Smith, M. MacKay)
- GIS Day (once/yr, J. Boxall, GIS Centre staff)
- Twitter updates
- Ongoing liaison work with the Nova Scotian Institute of Science (NSIS Librarian – M. Paon)
- One Book Nova Scotia (library community)
- Unzipped (faculty community)
- DalReads (university community, partnership with SIM, SIMSA and Student Services)

#### Provincial, National and International Audiences

- Announce new initiatives via CARL, CAUL, Novanet, CRKN, COPPUL etc. (DB-T)

#### Donors

- With External Relations produce fundraising letters in support of Annual Fund and Castine Fund (DB-T, M. MacKay)