



Communications Plan 2018

Introduction

The Information Services Communication Plan will establish a framework for developing and embedding different types of communication between Information Services and our stakeholders.

Purpose

The purpose of the Communication Plan is ensure that the global Information Services Directorate:

- Promote the role of Information Services in the delivery of the University's strategic directions.
- Market Information Services and its services to all stakeholders, as a high quality, professional service driven by excellent customer service.
- Deliver communications between Information Services and all stakeholders through clear, timely and effective communication channels.
- Increase awareness of and improve usage of Information Services services, increasing satisfaction rates and NSS scores.

Objectives

The objectives of the Communication Plan are:

- To communicate up-to-date information to staff, students and visitors on services, collections, and access.
- To establish effective communication channels and recommend appropriate usage.
- To deliver messages in a variety of ways allowing the stakeholder a choice in how they interact with the Information Services team.
- To develop guidelines for the production of all Information Services messages including templates for written communication and posters
- To develop/review/update policies and procedures for the use of social media including Facebook, Twitter, blogs, YouTube etc.
- To establish clear methods for collecting stakeholder feedback and use this feedback from stakeholders to contribute to/influence service development.
- To promote the Library's and other managed study spaces as central to the academic experience.
- To promote all Information Services staff as professional, knowledgeable and approachable.
- To promote the expertise and role of front line staff e.g. Customer Services Team, Academic Support and Liaison Librarians and Desktop Support Team.
- To ensure all Information Services projects include a communications plan which integrates with the IS Comms plan.
- To use consistent terms and develop an accessible glossary of Information Services terms.

Key messages

Information Services:

1. Are committed to supporting staff in their research, teaching and continuing professional development.
2. Deliver services that are accessible to all academic and support staff across all HWU campuses
3. Provide professional, knowledgeable advice and services based on best practice
4. Value research and is committed to developing services to support a strong research culture.
5. Manage a range of study spaces including bookable group study rooms/tables and silent spaces. Our study spaces/PC labs can be used by students across all HWU campuses.
6. Value working with staff to develop the research skills of their students through embedded teaching sessions.
7. Have developed a range of online study guides for subject areas studied across HWU
8. Academic Support and Liaison Librarians offer workshops on using Information Services resources and developing research skills.
9. One-to-one consultations can be booked with Academic Support and Liaison Librarians / and Effective Learning Advisors.
10. The Resources collection is developed to support all courses of study through a range of printed and electronic resources, including books, e-books, journals, online databases and journals.
11. The Information Services Website contains up-to-date information to support students, staff and researchers
12. Information Services has an interlibrary loan service which can be used to obtain books and journal articles which are not available through local collections.
13. Information Services is a member of the [SCONUL](#) scheme (see [SCONUL](#) for more information).
14. Provide walk-in access to subscription resources where licensing permits.
15. Offer external membership to former staff and students of HWU, as well as members of the local community and educational organisations.
16. Can receive large or small collections or gifts as donations to our stock

Audience

HWU staff

Specific strategies and actions

- Increase use of our services to support teaching, learning and research
 - Develop and promote IS induction and skills sessions for new staff.
 - Promote ongoing work-based learning e.g. research skills sessions and other CPD resources for staff.
 - Provide regular updates of new resources and content
 - Promote all relevant services through university staff channels, school and course-based news channels (where appropriate/possible), the HWU website and intranet as well as Information Services web pages and news channels.
- Develop and strengthen relationships between Information Services staff and School staff
 - Inform teaching and support staff of policy or service changes in a timely manner.
 - Maintain an active dialogue with researchers and their specific needs
 - Promote collaboration on the development of material such as course reading lists and resource packs.
 - Ensure IS presence at course and school meetings.
 - Attend events/meetings/inductions as appropriate to increase visibility of IS services
 - Develop physical presence of Subject Librarians in course-team areas/schools.
 - Develop and drive “communities” as appropriate e.g. IT, VLE, Intranet use
 - Provide support and technical leadership in delivering dynamic online programmes
- Promote the use of the formal and informal study spaces.
 - IS controlled – library/PC labs and other study spaces as appropriate.

HWU undergraduate and post graduate taught students

Specific strategies and actions

- Educate new students in the use of resources and services
 - Participate in open days, induction and Welcome Weeks.
 - Develop a promotional item to give to students to highlight key information and services e.g. Getting Started guide
 - Place relevant service information in the annual student planner, applicant portal and webpages. Update annually.
 - Review and update the Information Services website and subject pages as required to ensure they remain relevant and current.
- Remind students of services and resources throughout their study
 - Work with academic staff to embed appropriate skills sessions into the curriculum.
 - Post reminders of services at appropriate times during the year – e.g. in InformS blog, Twitter, student Portal, via HWUSA, digital displays etc.
- Increase engagement with students
 - Use of social media including Twitter and Facebook.
 - Promote different channels of communication for feedback e.g. HWUSA and Course Reps, website, workshop reviews, university channels, “on spot” surveys etc.

HWU postgraduate research students

Specific strategies and actions

- Educate new students on the services and resources available
 - Investigate delivering coordinated liaison/research support induction sessions for new postgraduate research students
 - Deliver scheduled workshops and one-to-one sessions
 - Participate in open day and mature student events held by the institution.
- Remind students of services and resources throughout their research
 - Increase engagement with staff supporting PGR research students
 - Post reminders of services at appropriate times during the year – e.g. in InformS blog, Twitter, student Portal, via HWUSA, digital displays etc.
 - Promote interlibrary loans and student study spaces
- Develop an open access/open data communications strategy for PGR students

External visitors

Specific strategies and actions

- Develop and promote Information Services webpages to external visitors
 - Publicise borrowing groups and borrowing rights.
 - Publicise walk-in access to databases and online resources.
 - Publicise alumni membership through the institutional Alumni service website.
 - Produce visitor guide for self-conducted tours of the Edinburgh campus library

Applicants

Key messages about Information Services

- Support available for study and information literacy skills development from Academic Support and Liaison Librarians and other IS Staff through Power Hours, one to one meetings and in class teaching.
- Physical and electronic resources available.
- Location of library building, LC1 and LC2. 24/7 opening of library building during semester, availability of LC1 and LC2
- Availability of information through the website and IS Subject Guides

Specific strategies and actions

- Information stand at applicant visit days
 - Order new pull up banner with current logo and updated information
 - Consider development of applicant specific handout for visit days
 - Handout of freebies from suppliers

Communication tools and channels

- IT Helpdesk system status / news / announcements and alerts
- Discovery Library system
- Leaflets
- Posters
- Website
- Blog
- Social media
 - Twitter
 - Facebook
 - Instagram
- Workshops
- Training events

- University channels
 - Staff eNews
 - Student portal
- Students Union