



CoLRiC Impact

CoLRiC Impact is a regular e-bulletin that showcases exemplary practice and innovation across the FE and Sixth Form College sector. As a CoLRiC member you are invited to submit your own examples of good practice for publication to the CoLRiC community. All contributions that demonstrate the value and impact of libraries and learning resource services are welcome: case studies, reports, reviews, exemplar documents, features on local projects, national initiatives, cross sectorial collaborations and any good news stories you want to share. CoLRiC is written by the CoLRiC membership for the CoLRiC membership, and will engage colleagues, initiate discussion and support the exchange of ideas.

Welcome to the October 2019 issue of CoLRiC Impact

We hope that you've had a wonderful summer break and are surviving the new academic year and a fresh intake of students. We have a great issue for you. Oldham Sixth Form College showcases its social media strategy and the impact it has had on student engagement. Solihull College's "Crime Tour" initiative uses gamification to enhance and invigorate library inductions, to great effect. We're also using this start of term issue to showcase some news and developments from our sponsors. Look out too for our CoLRiC member update with lots of information and tips on how best to get the most out of the resources and services we offer.

The presentations from our successful 2019 event in Birmingham on Friday June 21st are now available in the Members' Area for you refer to. They include some excellent plenaries and breakout sessions, and Liz McGettigan's (Director of Digital Library and Cultural Experiences, SOLUS UK) stirring keynote – *Thriving in 'the new normal'* – where she examines the challenges, barriers and opportunities that we face in an increasingly digital and uncertain environment.

Enjoy.

Keeping Students 'Appy': a social media digital strategy in an FE college

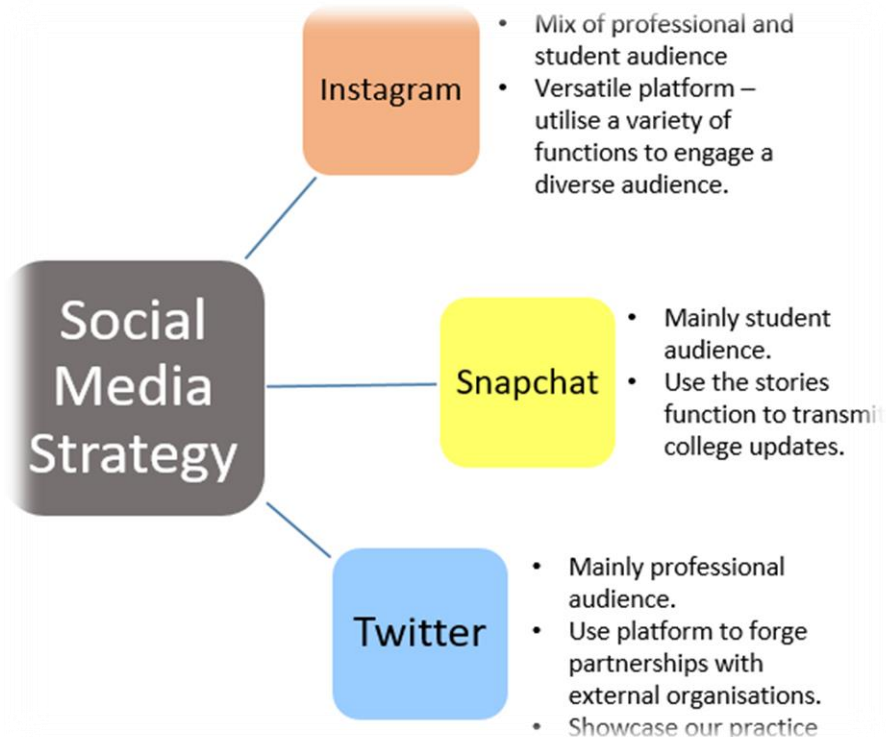
[Oldham Sixth Form College's](#) learning resources support service - "[The Know](#)" - comprises the Learning Resources Centre/Library and some satellite study areas. "The Know" staffing has undergone a significant restructure and change of roles following a review of the service and the direction in which it aims to travel.

It might seem relatively straightforward to use social media platforms to positively impact your presence and profile. However, the challenge lies in determining how various platforms can be utilised to engage a diverse user group including students and teachers.

We decided to develop a comprehensive social media strategy in order to address this issue. We began by identifying our majority audience on each social media platform. We found that whilst almost all our Snapchat followers were students, our Twitter following consisted mainly of professionals. Instagram was more mixed, with a roughly 50/50 split between students and professionals. Considering the types of users on each platform, we began to tailor the posts we created in light of who would view and interact with our content.

Twitter

Through Twitter, we seek to collaborate with other library professionals by sharing ideas and showcasing what is going on in "The Know." We also engage with local organisations and events via Twitter which allows us to gain followers and develop partnerships across the borough. In addition to this, we often post humorous tweets which other professionals are likely to relate to.



After taking this approach, our Twitter following has steadily increased and is continuing to do so.

Instagram

Instagram is our most versatile platform as our following is mixed. There is a range of different functions that enable us to successfully engage with a wide variety of users. For example, the poll function allows us to gain feedback from students and the Q&A function enables students to ask us questions. As with Twitter, our following has gradually increased. Instagram is a fantastic way to showcase what we do in "The Know", with the option to automatically repost all feed content to Twitter and thus gain visibility from a greater audience.



Snapchat

Snapchat is the platform which we gear towards students (not outside organisations), and our posts consist of college updates and information presented in an informal way to our student body. We create humorous stories on this platform, available for students to view for 24 hours. To engage students on this platform, we use stickers, GIFs (short animations) and have our own avatar through which we relay information.

Snapchat is not used as widely as Twitter or Instagram within the education sector, but it is a platform that most of our students use. Through the promotion of a new Snapchat profile, we managed to gain over fifty followers within a few weeks and have continued to gradually build our student following.



Social Media competition

One of the first steps in our Social Media Strategy was to gain student followers, as they are the demographic most likely to benefit from college news updates and information. To attract a wider student audience, a social media competition was launched over two weeks, with a gift voucher incentive to encourage students to complete the contest. The competition followed a treasure hunt format, with students following clues across the library and across the library's social media platforms. This encouraged the use of social media within the learning environment and showcased

our social media channels to the students. The competition had a demonstrable impact on student engagement with social media.

The most dramatic change in follower numbers was on Snapchat. With the increased usage of all social media platforms (Twitter, Instagram and Snapchat) we believe the competition was an effective first step in developing our social media presence and has had an impact on digital student engagement.

Going forward

We are planning to build upon our current successes through the implementation of several innovations, one of which is the introduction of a “Social Media Mascot” which will be utilised across all three online platforms. Our mascot will match the college colour scheme, as well as being literary themed and tying in with the locale.

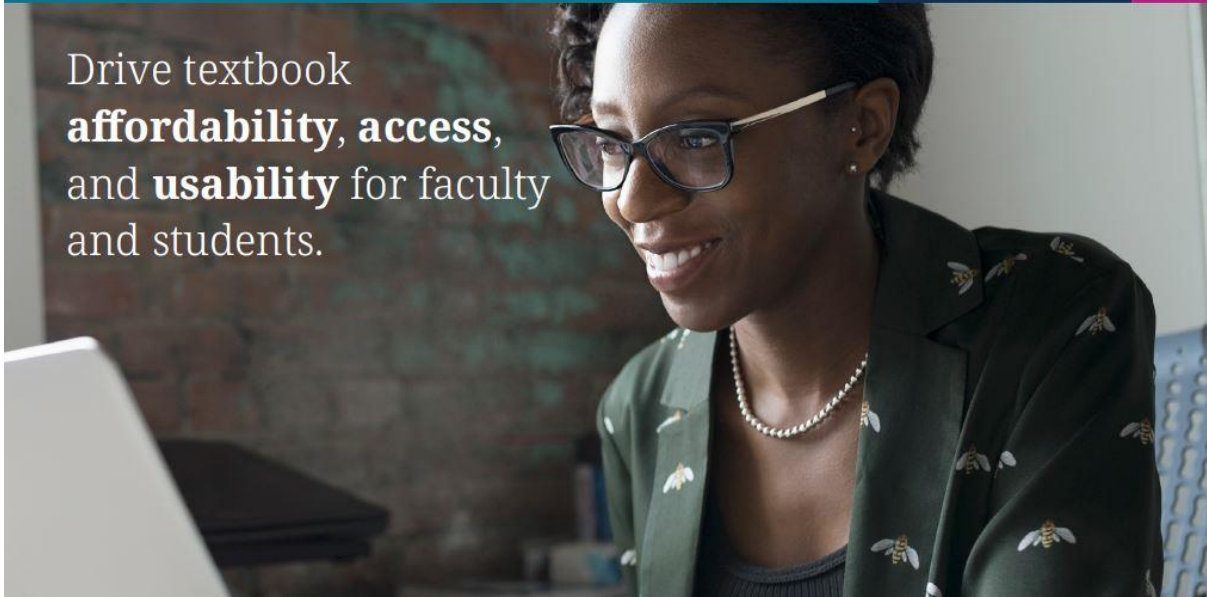
Please feel free to get in touch, we would be more than happy to share our passion on this topic.

The Know Team theknow@osfc.ac.uk



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Browns Books for Students case study by the University of Manchester Library:

Consistently meeting next-day provisions

In June 2018 we organised an “Our Customers” workshop to identify any barriers to the way that we provide content to University of Manchester Library users. One of the top ten issues identified by staff and students was delivery times. Our colleagues commented that they found it increasingly difficult to justify 21-day/28-day supply times to customers accustomed to next-day provision.

Having met with [Browns Books for Students](#) in July, we decided to put their promise of free, next-day delivery to the test with a trial of in-stock print items, delivered without servicing. We initially ordered via Browns’ website, which was clear and intuitive, before choosing to order stock via Alma. Browns were very responsive in helping us to set this up.



We evaluated Browns’ performance at meetings in December and March and were delighted to see that they were consistently meeting this service level agreement. There was clear evidence of Browns’ claims as to real-time stock availability data on their website.

We appreciate the service improvements Browns have already made - moving the last call on daily orders from 2pm - 4pm, increasing stock levels significantly by constructing a new high bay, etc. – and look forward to seeing what further service improvements will follow, particularly with reference to EDI Reports.

Recently, we have started to use Browns for out-of-print orders, as we seek to minimise any expenditure that we have with suppliers outside the Framework agreement, such as Amazon. The service was easy to set up – we provided Browns with criteria as to condition and price – and implement and any communication goes straight to a named contact within Browns’ highly efficient Customer Care Team.

Browns offer of next day delivery as standard service rather than premium service aligns with the expectations that we have of our suppliers as it enables us to stay in- touch and in-tune with the expectations of our customers. We will flag this reduction in delivery times as one of the department’s key achievements when we rerun the Our Customers workshop in June 2019.

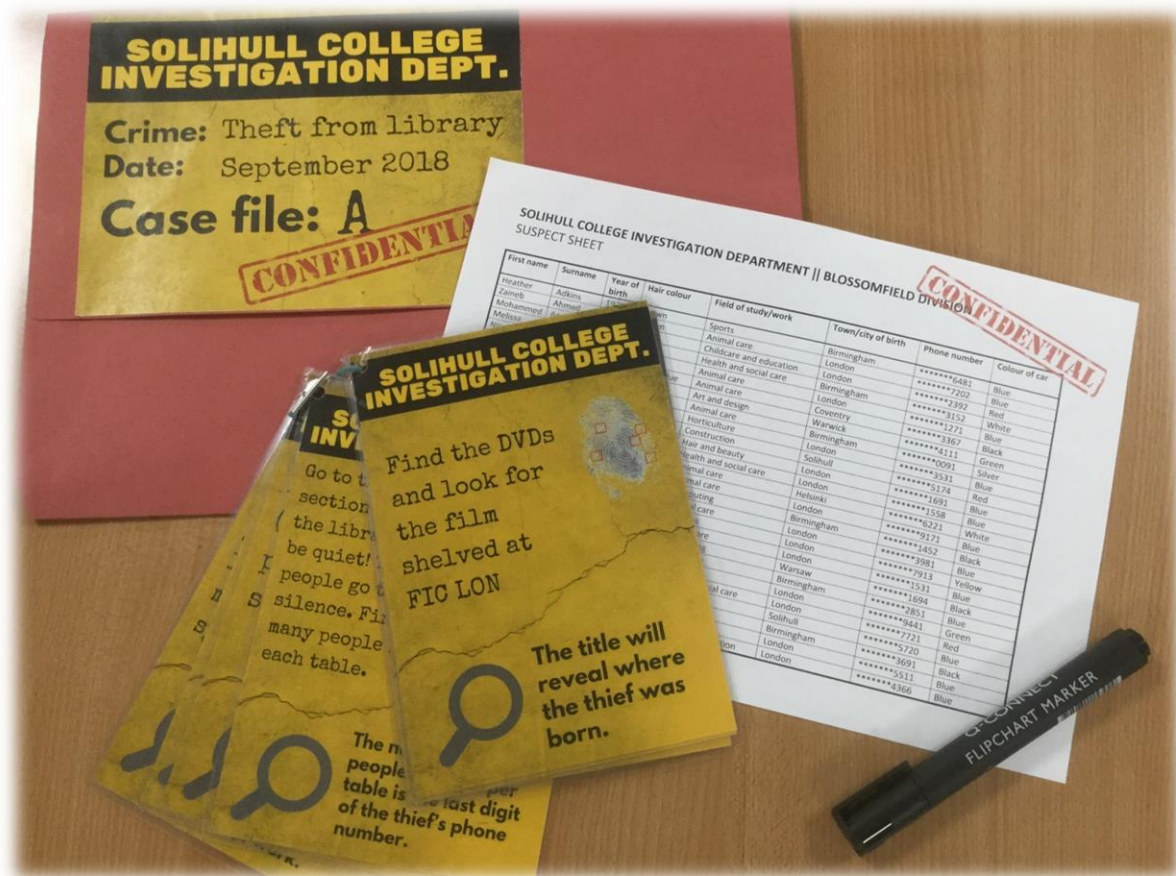
Des Coyle Content Purchasing Manager, University of Manchester Library 28th May 2019

+44 (0) 1482 384660 enquiries@brownsbfs.co.uk brownsbfs.co.uk

Crime Tour: a new gamified library induction

Students have an enormous volume of information to digest when they start at college. Walking them around the library whilst waffling at them about loan periods and fines is boring, off-putting, and adds to the overwhelming amount of information that they've already had thrown at them. At Solihull College we wanted to design an induction that was welcoming, engaging, fun and memorable. What we did turned out to be a resounding success.

We decided that we wanted our induction to be more of an icebreaker and confidence booster than anything, so we condensed the information down to the most important points and, having heard of similar ideas being implemented in other libraries, decided to design a crime mystery to solve using clues around the library. Students are welcomed to the library and given the backstory of a 'crime'. They are asked to form groups of two to four (depending on the size of the class) and each group is given a 'case file', which is a folder containing a set of clues, a suspect sheet and a marker pen.



There are seven case files, each with the clues in a different order, to encourage students to disperse evenly around the library. They are told that they can do the clues in any order. The clues are the same in each pack, except for the one asking them to use the library catalogue. Each case file has a different book to look up, to make sure that search results left up on the screen don't make an easy shortcut for the next group! Students are told that every pack is different and so not to follow other groups, although the clues do yield the same answers.

The suspect sheet has a table with a list of (fictitious) names and other details about the suspects. The students follow the clues and then draw a line through every suspect that doesn't match the information. Once all clues have been processed (whichever order they're finished in, every clue needs to be completed to reach the answer) one suspect will be left.

We aimed the game at levels 2 and 3, but level 1 students have been some of the most engaged and have not needed much support in completing it. When word got out, we also received bookings from higher education groups.

We were apprehensive about including clues requiring use of the Dewey system without prior explanation, but gamification is a powerful tool and most students did a fantastic job finding the items they needed to.

Our feedback has been fantastic. Some students became very competitive and others refused to give up and ask for help. It was reported that they felt a real sense of achievement. One initially unwilling student even finished the tour hunting on hands and knees for the final clue, although we should make it clear that we didn't require people to crawl! Some returning students completed the game and commented that they had learned things about the library that they hadn't been aware of before. It was also reported that the game helped new students bond through teamwork, and ESOL students found it an interesting activity for practicing English together. Our statistics also speak volumes about the boost that this initiative has given to student engagement.

Library usage data comparing the first term of this academic year with the first term of the preceding academic year, when we were still using the old-style induction

Visitor numbers

	Sep - Dec 2017	Sep - Dec 2018	% change
Blossomfield campus	26,959	30,106	+11.7%
Woodlands campus	13,891	16,125	+16.1%
Total	40,850	46,231	+13.2%

Circulation

	Sep - Dec 2017	Sep - Dec 2018	% change
Blossomfield campus	11,253	13,332	+18.5%
Woodlands campus	1,989	2,095	+5.3%
Total	13,242	15,427	+16.5%

Inductions

	Sep - Dec 2017		Sep - Dec 2018		% change	
	No. of sessions	No. of students	No. of sessions	No. of students	No. of sessions	No. of students
Library inductions	73	1,363	96	1,640	+31.5%	+20.3%
Library sessions (delivered in classroom)	59	575	77	958	+30.5%	+66.6%

This project was launched in September 2018 but also run for students starting part-way through the academic year. We're going to develop this further and are looking forward to welcoming September 2019's new students with it. The speed with which students acquire library skills through gamification is astonishing and we love seeing the difference it makes to the student experience compared with our old 'walk them around and talk at them' induction. It's also great introduction to team working."

Naomi Phillips, Library Information Assistant, Solihull College and University Centre Library Services

Naomi.Phillips@Solihull.ac.uk



OpenAthens announces Access Lab 2020 conference

Who: OpenAthens
Where: America Square Conference Centre, London
When: Thursday 19 March 2020

Identity and access management specialist [OpenAthens](#) has announced the details of its annual Access Lab conference which will take place on Thursday 19th March 2020 at America Square Conference Centre, London.

With the theme of “simplifying the future together”, the conference will bring together experts from a wide range of sectors including education and research, healthcare, government, charity, publishing and commercial.

Heading up the UK’s library and information association, CILIP CEO Nick Poole is confirmed as the opening keynote speaker. Nick will present on the topic of the future of libraries.

A call for proposals has recently been launched for those interested in speaking at the Access Lab, with a submission deadline of 30th September 2019.

Simple journeys to content and improving the user experience, openness and integration, connecting libraries and publishers, and the future of the library and technology as an enabler are just a few of the topics that will be discussed and debated by speakers and attendees at the 2020 event.

The one-day conference will have a jam-packed programme and will see many international publishers and library professionals in attendance to share knowledge and get involved in a variety of sessions.

As well as an inspiring opening plenary, attendees will be treated to an animated panel debate, which has been a highlight of the conference in previous years. Delegates will also have the opportunity to hear a number of case studies from OpenAthens’ customers and partners, and to participate in workshops and roundtable discussions.

OpenAthens commercial director Jon Bentley said: “We’ve had an exciting year, particularly with the launch of our new user-centred brand which has had a fantastic reception. For that reason, we’re all the more thrilled to be announcing our Access Lab 2020 conference and opening the call for speakers.

“Our annual conference is a key date in the industry diary and we’re always honoured by the stellar guests who attend and participate. Next year’s keynote speaker – CILIP CEO Nick Poole – will be no exception!

“Open access, improving the user experience and the future of the library are all pressing topics and the Access Lab will be an important opportunity for industry professionals to make connections, discuss ideas and be inspired.”

The OpenAthens 2020 Access Lab conference is relevant for anyone with an interest in identity and access management. To find out more and to submit a session proposal, please visit the [Access Lab 2020 website](#).

About OpenAthens

We make it easy for people to access knowledge through single sign-on. Our mission is to enable people to achieve great things by connecting them to knowledge and information, whenever and wherever they need it.

We strive to be the world’s most user-friendly single sign-on experience and help more than 2,600 organisations world-wide to provide simple and secure access to online resources for their end users.

OpenAthens is a Jisc enterprise.

For more information visit [our website](#) or contact@openathens.net.

For more information please contact:

Georgia.Corp@purplefish.agency / Joanna.Randall@purplefish.agency

Extend the reach of your library



Many of you are just kicking off a new academic year, with new initiatives and a fresh cohort of users to attract and engage with. Even if you don't work in an academic institution, September always sees people in the mood for new beginnings; fresh after a summer holiday.

I have an idea for you today that will help as you position your library as the "go to" place for information in the eyes of your users. This idea also has the benefit of engaging your colleagues; getting them onside too is half the battle!

Search Hints in Heritage Online enable you to attach a hint or direction to end users when they search for a particular term. They can have several uses, from telling users a search won't get them what they want, to directing them to a person in your institution who can give them more information, or perhaps an exhibition, TV programme or online resource to check out.

This is a perfect excuse for you to contact all your colleagues to ask them what one resource or link regarding their subject they'd like you to promote in the library for them.

Explain to colleagues how it works. For example, if a user were to search for "Politics" a search hint would direct them to a useful website or online resource relevant to their search, as well as all the resources in the library. This is a very broad example but hopefully you get the idea.

The screenshot shows a library search interface. At the top, there are three tabs: 'Summary' (selected), 'Detailed', and 'See Also'. Below the tabs is a yellow 'Hint' box with the text: 'Hint If you're interested in 20th Century politics you might be interested in [Rise of the Nazis](#), available on BBC iPlayer until 2nd October 2019. [Hide](#)'. A red arrow points to the 'Hint' box. Below the hint is a search bar containing the text 'politics' and a magnifying glass icon. Below the search bar is a link for 'Advanced'. Below that is the text 'Search for politics' and 'Results 1 - 10 of 414'. Below the search results, there is a checkbox with a checkmark, the number '1', a small book cover image, and the title 'Everything you have told me is true : living in the shadow of Al Shabaab' by Mary Harper (2019).

Most of you will have colleagues who are experts in particular fields – in academic institutions this will be teachers, lecturers or tutors. They are the ones who know which external resources they wish to direct their students to.

So, ask them for suggestions.


Send them an email telling them that the library has a facility to promote online resources and events that might be relevant to their students and ask them for a suggestion for their subject area.

Give them a few examples to help get their creative juices flowing. Obviously don't limit them to one, and make sure they know that the hints can have "start" and "end" dates, so they're only shown for the relevant period.

Here are some examples:


Summary Detailed See Also

Hint
If you are experiencing bullying online or in person don't suffer in silence - there is help available. Make an appointment with the [Counselling team](#) or pop into A3 and speak to Mrs Bird in confidence. You're not alone and we have lots of resources to help.
[Hide](#)

bullying 


Summary Detailed See Also

Hint
Have you seen the range of Business studies resources now available on our Online Resources Page on the VLE? It has lots of useful tutorials and downloadable content to support your course.
[Hide](#)

business 

Summary Detailed See Also

Hint
Your search term is too broad! Which period in history are you interested in? Be more specific and you will get better results.
[Hide](#)

history 

[Advanced](#)

If you use Heritage Cirqa in your library, instructions for how to set this up are available from our support pages.



More information about Heritage Cirqa and Heritage Online can be found [here](#).

Emma Duffield
Sales Manager
emma@isoxford.com

Member Update

Summer spring clean!

Over the summer holiday we've been updating, data checking and re-organising our member contact information. Sometimes when people move on to new roles or organisations (or even retire!), we lose our sole named-contact person at that institution and our member colleges stop receiving our newsletters and other benefits.

We hope you can help us avoid this by ensuring we have at least two contact names/email addresses for our records. Simply email us at colric@colric.org.uk with the names, job titles and email addresses you would like us to add to our membership circulation list to ensure that we keep in regular contact. We'll do the rest! If you prefer to be the single point of contact, could you ensure that all CoLRiC emails are forwarded on to as many of your colleagues as possible to ensure that news and updates are circulated across your organisation.

CoLRiC JISCMail forum

Another great way of keeping in contact is encouraging all your colleagues to join the [CoLRiC email discussion forum](#) via JISCMail. It's easy to subscribe to the list online if you have a JISCMail account. Signing up for a JISCMail account is quick and easy to do.

Members' area of the web site

As CoLRiC members all your colleagues are eligible to register for a username and password to access content on in the Members' area of our website. You'll find lots of useful documents here, including previous publications, conference presentations and job descriptions. Over 2019/20 we will be working with the CoLRiC community to update this useful repository so it will continue to be an invaluable resource for you to access.

CoLRiC Conference 2019

The presentations from our successful 2019 event in Birmingham on Friday June 21st are now available in the Members' Area for you refer to. They include some excellent plenaries and breakout sessions, and Liz McGettigan's (Director of Digital Library and Cultural Experiences, SOLUS UK) stirring keynote – *Thriving in 'the new normal'* – where she examines the challenges, barriers and opportunities that we face in an increasingly digital and uncertain environment.

We've already begun work on planning for our **2020 conference**. Watch this space ...

CoLRiC survey

As you may remember, we've been working on a new annual member survey, which will replace the previous PII. It will be more reflective of current practice and will consider the significant changes across the sector. We aim to release the online survey over the next few weeks and look forward to your feedback, views and ideas. We are keen to ensure that the information/data we gather and share with members is as relevant and valuable as possible.

If you have questions about any of the topics included in this update, drop an email to the CoLRiC Admin team, and they will help resolve your query.

colric@colric.org.uk

Have a great start to a new term,

Mirna Peach and Corinne Walker

CoLRiC Co-Chairs



Digital resources checklist

It's a new academic year and ensuring students know about your library and how to navigate the resources available is a top priority! Run through this digital resource checklist to help prepare!

- Ensure databases are linked to your website, learning management system, and discovery service
- Offer induction sessions for in the classroom and/or at the library
- Advertise resources on social media with direct URLs to highlight content, platform tools, and accessibility features



Gale customers can also take advantage of various training options. There are webinars and on-site sessions for staff as well as student events. To book yours, contact:

Allison Zink allison.zink@cengage.com

Carolyn Beckford carolyn.beckford@cengage.com

An invitation to join the committee

Are you a CoLRiC member looking for an opportunity to collaborate with like-minded colleagues?

We are looking to enhance our Executive Committee with additional members, and we'd love to hear from you.

CoLRiC is run *for* members *by* members. Our Executive Committee is made up of volunteers who are committed to championing excellence in libraries and Learning Resource Centres in Further Education.

Why join us?

- Work collaboratively with like-minded individuals all committed to impact, excellence and making a real difference
- Committee work is an excellent way to develop a range of skills and work with - and learn from - a variety of people outside your own organisation
- Being part of a national committee can help raise your profile and that of your service within your own organisation

How we work

Our CoLRiC committee works collaboratively, agreeing responsibilities, roles and tasks and working in smaller groups or teams to deliver agreed targets and outcomes. The Executive Committee is supported by two administrators and meets approximately three times every year. Some of our meetings are virtual, so will not disrupt your working day. Any travel expenses are covered by CoLRiC, and lunch, refreshments and chocolate biscuits are provided!

What we are looking for

Applicants should be CoLRiC members and we welcome applications from under-represented communities/regions.

We are looking for 'all-round' members to join us, but we are also looking for colleagues who are specifically interested in:

- Working on our annual Best Practice Awards
- Providing support to and learning from our Treasurer
- Training to become an assessor as part of CoLRiC's prestigious peer accreditation scheme
- Providing technical and digital content support for the new website we plan to launch in the new year

We are also interested in working with new/early career professionals who are interested in the CPD value of committee work or who are in the process of CILIP chartership.

Interested? Here's what to do next

Please contact our Admin team expressing your interest in joining the team. Email: colric@colric.org.uk Tel: 07879667347

We can send you more information and a brief application form. Please specify which areas you are interested in working with us on. We look forward to hearing from you!

CoLRiC encourages the submission of articles by all members for publication in CoLRiC Impact. To discuss ideas for articles in advance please give us a call on 07879 667347 or send an e-mail with a short outline of proposed content. To submit an article please email the following to colric@colric.org.uk: (a) an unformatted Word document; (b) any associated files or images; (c) any recommended further reading; and (d) any links to any external content to be embedded into the final e-bulletin. There are no limits on the number of articles or the word count. The CoLRiC administrative team will be responsible for formatting, editing and proofreading all contributions before publication. Please include the email addresses and job titles of all contributing authors. All authors will retain their copyright.

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