

Customer Services Group UK Steering Group meeting, 9 December 2016, King's College London

Summary of key actions from Steering Group meeting 9 December 2016

What	Who	By when
Operational planning		
Book room and refreshments for 3 March 2017 Operational Planning event	JH	January 2017
Set up virtual meeting to plan the event	JH to find date	January 2017
Update operational plan with task group objectives	DM	After group meets in January 2017
Task group activities		
First meeting of the Resources Task Group to be scheduled for late January	DM	December 2016
Announce new Chair of Resources Task Group to CSGUK membership	EC	December 2016
Develop a) proposal for subsidised regional events for library assistants b) follow on themed workshop using contact at Equality Challenge Unit	HL	Discussion at Events TG meeting January 2017
Value statements - report from Senate House Library pilot to be circulated	EH	December 2016
Approach CSE Network to explore future role for CSGUK in supporting activities	HL	December 2016 / January 2017
Business calendar		
Resources TG meeting dates to be added	DM	Once TG has had its first meeting
Conference planning		
Email attendees with conference presentations link	EC	December 2016
Upload presentations to website	HL/CL	December 2016
Review video and add images to website	HL/CL	January 2017
Budget management		
Set up a CSGUK payment card	EH	January 2017

Minutes of the Steering Group meeting of 9 December 2016

Present: Erin Caseley (EC), Jan Haines (JH) (Secretary), Lis Hannon (EH), Libby Homer (LH) (Chair), Christina Lewis (CL), Helen Loughran (HL), Derek Mackenzie (DM).

Derek was welcomed to the Steering Group in his new capacity as Convenor of the Resources Task Group.

1. Action points from the meeting of 16 September 2016:

Operational plan 2016/17: has now been shared with Task Group members and uploaded to the CSGUK website. It was agreed that the operational plan should be considered as a whole by each task group at their regular meetings to encourage collaborative working across the groups. Some joint objectives should be developed for the future.

Task Group activities:

Call for new members and chair for Resources Task Group: Derek Mackenzie (City University) is the new chair of the Resources Task Group. Derek will contact his task group members and fix a meeting for late January. Erin will make an announcement as part of the email about conference presentations.

The call for new task group members has successfully attracted four responses – Robbie Lumsden (UCL), Claire Browne (Birmingham), Jason Hobart (UCL) and Clare West (Surrey). There is still capacity for one more member to join the Communications Group.

Twitter statistics: have been shared to end November 2016

Develop proposal for subsidised regional events for library assistants: this will be discussed at the next Events Task Group meeting with a view to developing an event for June 2017.

Conference planning: 2016 Conference took place on 28 November 2016.

Business calendar: task group convenors to add in meeting dates to 2016/17 calendar. Action completed. Derek to add in schedule for Resource Task Group meetings once established.

2. Conference

Erin reported on the unfortunate ending to the conference where the final speaker experienced cardiac arrest. Andrew Mackey is fortunately now home from hospital and recovering. Thanks and chocolates have been sent to the 6 first aiders and letters have been sent to their respective Library Directors. The email to conference attendees elicited lots of relief at the positive outcome.

2.1 Feedback and review

Helen tabled a report from the feedback so far received. One area for improvement is in question generation at the end of each session; possibly use of Padlet/Slido might be considered and Events/Communications task group members as well as the session chair and SG members need to be prepared with questions to ask. Comments on the venue were positive and it had provided good value for money. Helen will chase for the outstanding conference presentation and all presentations will be uploaded to the website. Once received the video footage will be reviewed and any useful images added to the website. It was noted that a surplus has been generated from the conference.

Helen was thanked for organising a successful conference.

2.2 Conference theme

Helen is pursuing an event to follow through this year's theme of diversity and inclusion. To provide cohesion, it is intended that objectives and activities for the year will revolve around the conference theme; the theme will be identified in March/April at the same time as the operational plan for the following cycle is developed.

Feedback from the conference evaluation forms on ideas for themes was reviewed and Helen will also revisit the themes that were suggested at the 2016 Planning event.

3. Business calendar:

3.1 Mid year review of operational plan

Events Task Group: the main activity has centred on the conference. The possibility of a camera for use at events was suggested – dependant on whether there is a confident photographer in the group. The group had worked well together on the conference; greater delegation of tasks and closer collaboration with Communications task group members will be encouraged for future events.

Communications Task Group: Christina will consider a workshop to build the social media capacity within the task group to enable greater participation at future events. Work is in progress with the Communications strategy, the Communications schedule and plan (see 4.3 below). Twitter statistics are being produced and web analytics will be produced in January. An inventory of content on the website is underway.

Benchmarking Task Group: the focus of the task group is moving from benchmarking to impact evaluation and a workshop will be held in January 2017 to further develop this. Work has been done on the community platform – initially Slack was explored but proved unsuitable so now trialling Yammer. A snapshot poll with three questions around accessibility will now be conducted in January.

Resources Task Group: Derek will update the operational plan once the group has had its first meeting in January.

3.2 Operational Planning Day

It was agreed that this year the Operational Planning event for Task Group members will take place in the morning and be followed by the Steering Group meeting. The planning event will take place on 3 March 2017.

4. Task group reports:

4.1 Benchmarking:

Lis reported on the work that the group has undertaken over recent months. A change of name and strapline for the group was suggested – “Value and impact group: evaluating library services and measuring their impact”. It was agreed that the focus for the group’s activities must be around the impact evaluation of customer experience in libraries and all resources should be developed with the target audience of people working in customer service. A number of value statements have been developed and these have been piloted at Senate House Library; a report has been produced and will be circulated. The new website will be ready for March 2017 when the existing benchmarking database will be archived. Survey question exemplars will be produced for use by CSGUK members and a benchmarking service will be provided to process survey results.

Potential overlap of activities with other groups, eg. Northern Collaboration, CSE network, was discussed. Helen will approach the latter group to explore a role for CSGUK with the annual CSE networking event.

4.2 Resources

First meeting to be scheduled for January 2017.

4.3 Communications

Christina tabled the first draft of the CSGUK Communications Strategy, including a SWOT analysis, competitor analysis and a review of how CSGUK presents itself to the community. Problems continue with the use of WIX to host the CSGUK website which may necessitate a complete review of platform. Feedback suggests that CSGUK should develop a logo and/or

strapline which emphasises libraries as our focus. It was noted that there are now 338 followers on Twitter; a report on the website using Google analytics will be brought to a future meeting.

The task group has been considering how best for CSGUK to engage with its community and recently initiated a twitter campaign to share engagement ideas using a Christmas theme. A Communications calendar has been developed, which includes scheduling of future twitter campaigns. Christina also tabled a Communications plan built around the conference initially. Work is needed to ensure that delegate email lists in future reflect the attendees and not the admin/finance staff who made the conference booking. It was also noted that the CSGUK members email list is currently a King's College London email address and that an easier means of managing the list needs to be explored.

4.4 Events:

See conference items above.

5 Any other business

Now that Libby has taken on the role of Chair of the Steering Group, with Erin as Vice Chair, it was agreed that Lis should assume the role of Treasurer as the King's College representative on the Steering Group. Lis will explore the possibility of a CSGUK payment card.

6. Next meeting

The next meeting is scheduled for the afternoon of Friday 3 March 2017, King's College.