

Customer Services Group UK Annual Conference 2017



Conference Biographies & Abstracts



Keynote Speaker

Alex Bols is Deputy Chief Executive of Guild HE – one of the two officially recognised representative bodies in higher education. He leads on policy areas relating to international students and UKVI compliance, quality assessment and student information and choice as well as wider advocacy. Prior to which he was Executive Director of the 1994 Group of research-intensive universities. He is Chair of Governors at Vittoria Primary School, on the Board of Directors at the University College of Osteopathy and is currently doing his Doctor in Education (EdD) at UCL's Institute of Education.

Previously he was Assistant Director (Research) and Head of Higher Education at the National Union of Students (NUS). He worked at Universities UK as the senior campaigns, conferences and events officer from 2004 to 2007, and was Secretary General at the National Union of Students in Europe (now European Students' Union) from 2001 to 2004. He was also President of the Students' Union University of Southampton.

Twitter: @alexbols

Keynote Address

GuildHE is an official voice for UK higher education, especially for universities and colleges with a tradition of learning, research and innovation in industries and professions. As a formal representative body, the Government consults GuildHE on higher education policies. Their thinking helps influence the development of the Teaching Excellence Framework; Lord Stern's review of the Research Excellence Framework; and the future regulation of the sector through the Higher Education and Research Bill.

GuildHE's Deputy Chief Executive Alex Bols joins us to open the conference by providing a keynote address that will set the strategic context of value and impact within the environment of increased accountability and regulation in Higher Education. The talk will provide an excellent frame of reference as we move on to the more practical speakers later in the day.

Lucy Chambers



Lucy has run primary school libraries for over 20 years and currently works for Tower Hamlets Schools Library Services (THSLS) managing libraries in several schools. THSLS runs an innovative scheme whereby primary schools can hire the services of a professional librarian as part of their annual subscription, enabling schools to establish effective libraries and develop reading for pleasure and information skills. She is also a member of CILIP's School Libraries Group National Committee for whom she organised a course on impact evaluation in May 2017.

Developing an impact evaluation report template for school librarians in Tower Hamlets Schools Library Services

"To be effective we must communicate and advocate what we do and why our skills and professionalism matter. It isn't enough just to do the job and expect, or hope, that people notice, understand and value what we do. We must prove it with evidence."
Jan Parry, former CILIP President, quoted in CILIP's Impact Toolkit."

Demonstrating impact is vital for librarians in all sectors. This paper describes the development of a template for impact evaluation reports to school Heads and governors. I will also be examining a range of impact evaluation templates and methods of collecting evidence. I aim to show that the librarian's role has impact on children's education and to demonstrate the value of professional librarians.



Katie Edwards

Katie Edwards is a Knowledge Manager working at NHS Education for Scotland. Having completed her Library and Information Studies degree at Strathclyde University in 2013, she has since worked for NHS Scotland with both the public and healthcare staff to provide access to resources necessary for making informed, evidence based decisions about health. Her role now focuses on promotion and outreach for all the products and services managed by the Knowledge Services team - this has fostered an interest in the potential of social media to raise awareness of services, reach new audiences and to encourage information, digital and health literacy.

Improving the Impact of our Social Media Engagement

NHS Education for Scotland is a national health board supporting education for all NHS staff in Scotland. This includes providing national subscriptions for evidence summaries, journals, databases and eBooks. The Knowledge Services team manages and supports access to these resources as well as other knowledge management tools and resources to support health and care staff in Scotland.

Over the last few years we have increased our presence on social media, primarily using Twitter and Mailchimp to help reach our broad potential customer base. Now that we have a greater understanding of these tools, we believe that we can use them more effectively. This six-month project will involve: Using Mailchimp analytics to streamline our newsletter mailing list and improve engagement; Utilising Twitter analytic tools (Tweetreach, Followerwonk and Crowdfire) to review audience and adjust content to improve impact.

At the conclusion of the project, we will share learning from using these tools, create reusable guidance for the review process, and also hope to demonstrate greater reach and impact via analytics. In addition, we will note insights into our audience to influence future targeted and tailored promotion. Long term evaluation will aim for increased usage of services and products through smarter marketing.



Lynn Sykes

Lynn Sykes, Head of Customer Services, responsible for the effective delivery of all front line services through engagement with University students and staff as well as NHS members and external visitors to the Library. Particular interest in enquiry management and staff development.



Alison Morton

Library Services Manager Virtual Advisory and Help Services, responsible for the development and delivery of enquiry support and information management across the library. Interested in developing a cohesive service to meet the needs of customers, and developing strong communication and support mechanisms for enquiry staff.

Virtually There: The work of the Customer Services Team at the University of Sheffield to provide a digital Help Service to library customers and how the impact of this service is being measured.

In this presentation we will look at the development of the Virtual Advisory and Help Service at Sheffield, how this has created a holistic approach to enquiry and information management across sites and between teams, and how it is also forming a key element of the Library's strategic project to review service delivery to meet changing student needs.

We will explore, how, working with student representatives we are creating a set of relevant FAQs to support students in the most relevant language and format to them. We will also look at how we are creating a quality assurance role within the library to ensure that responses stay correct and that the language and tone stays relevant to the student audience.

Finally we will look at how we are working on using feedback data to measure the impact of our enquiry services and in particular how this forms the basis of Enquiry Cafes where the team look at specific examples of good (and not so good!!) responses and share best practice, and we will provide examples of how, using the feedback to constantly develop our service, we have created relationships with students and can plot their journey by the types of questions asked and our responses. We hope to show that while this is still a work in progress we are Virtually There!



Alison Brettle, PhD

Alison Brettle is a Professor in Health Information and Evidence Based Practice in the School of Health and Society at the University of Salford. Her teaching and research interests include evidence-based practice, the impact of library services and systematic reviews. Alison has long been a champion of Evidence Based Library and Information Practice, publishing widely including a [report for CILIP](#), which brings together the latest evidence to demonstrate the value of trained library and information professionals.

As well as providing academic expertise to the Knowledge for Health (KfH), Quality and Impact Group, she is Chair of the Library and Information Research Group (LIRG).



Clare Edwards

Clare Edwards works as Education Development Programme Lead for Health Education England (HEE), working within Midlands and East. Clare has an experienced career in the NHS and health libraries and in her current portfolio of work leads on education development including library and knowledge service development.

In the delivery of *Knowledge for Healthcare*, Clare leads the work-stream around Quality and Impact, Chairing the working group. In this capacity, Clare has overseen the work to develop an [Evaluation Framework](#)

Evaluating and demonstrating value and impact across UK health libraries

Knowledge for Healthcare (KfH) is Health Education England's (HEE) strategic development framework for Library and Knowledge Services (LKS)ⁱ

The KfH Quality and Impact Group are focused on enhancing the quality and demonstrating the value of LKS. This presentation provides an overview of the work of the group on the Evaluation Framework and Value and Impact Toolkit

The Evaluation Framework has been developed to assess progress against KfH vision and enable appraisal of library and knowledge service delivery providing data to demonstrate impact, assure quality of services and enable service improvement. The framework provides an outcome-based approach to evaluation.

Alongside this, and using a bottom up, evidence based approach, a Toolkit has been developed to enable individual libraries demonstrate their value and impact. The toolkit provides background and guidance on measuring value and impact and a suite of generic tools that libraries are encouraged to use to collect evidence. Evidence can be used at a local level and is also being collated at a national level to build up a national picture of the impact of LKS.

This presentation will describe the Evaluation Framework and the development, roll out and results of the Value and Impact Toolkit.

ⁱ <https://hee.nhs.uk/our-work/research-learning-innovation/library-knowledge-services>