



The Mercian Collaboration Conference 2018

NEW FOR YOU

11TH SEPTEMBER 2018

University of Birmingham
Edgbaston Park Hotel & Conference Centre



Keynote

The Art of Being Brilliant

Andy Cope

We live in a manic society where most people's lives are on permanent fast-forward. The modern workplace is typified by a never ending regime of restructures and budget cuts. Uncertainty prevails. Customer expectations are rising. Legislation is tightening. You are probably going to be audited or inspected one day soon. Outside of work there are family pressures. And society. And the traffic. Oh, and don't forget the weather!

'The Art of Being Brilliant' provides an antidote to the crazy world that typifies modern Britain. This workshop uses cutting edge research to explore how you can be you, brilliantly. The aim is to share some of the 'secrets' of Positive Psychology, focusing on learning new habits of thinking and behaviour that will sustain personal 'brilliance'. It is about the 'whole you' and, as such, is applicable in and out of work.

The content is taken from the latest research into positive psychology, wellbeing, flourishing and emotional contagion. Our team calls it 'the science of the bleedin' obvious'... yet if it's so obvious, why are so few people doing it?

Too many people are counting down to the weekend, accidentally wishing their life away. 'The Art of Being Brilliant' is a big wake-up call. Life is a short and precious gift and you are in the perfect profession to make a difference at work and home. If you decide to go for it, your positivity ripples out into the community. The aim therefore is to challenge current habits and ways of thinking, to re-energise and enthuse staff for the challenges that lie ahead.

<https://www.artofbrilliance.co.uk>

Parallel Sessions & Workshops

Session 1: Second Time Around

Janet Weaver, Head of Library, Staffordshire University.

My presentation is about “marriage”, the second time...

The Library had been married to IT for a number of years, with the usual ups and downs of all relationships. We started to drift apart and we knew that the relationship wasn't really working for us any more so we divorced in February 2017. We remain friends. We flirted with singledom for a year, enjoying the freedom but ultimately missing the closeness of a special relationship. By chance, we met Student Services and realised that we had a lot in common and a new relationship blossomed. We married in April 2018. Our relationship has grown and we've developed new interests together which has already made a positive impact on how we feel about ourselves.

My talk is about marriage, divorce and finding that special relationship again...

Session 2: You Said/We Did

Naomi Smith, Library Assistant & Emma Brown, Library Assistant, both University of Birmingham.

At the University of Birmingham considering 'user experience' and 'delivering services' are now vital components of strong library management. Students began to raise concerns about the lack of study space availability as a result of a 33% increase in library use since the completion of the new Main Library in 2016. We responded to this feedback through our 'You Said/We Did' campaign by implementing 'Red Amber, Green (RAG) Study Space Monitoring' and 'Seat Hogging' initiatives. Our presentation will also explore the topic of the library user as a customer within the context of Higher Education, debate the changing nature of student expectations and demonstrate how we extensively collaborated with multiple university departments to implement the changes for the students.

Session 3: Bridging the Gap: Using ethnography to understand history students' expectations of library services

Chris Porter, Director of Library & Learning Services, Newman University.

What do students really think about libraries? How can we benefit from using the tools of academic research to forge a deeper connection with our users?

Join us to hear how we grappled with ethnography and share what we learned by riding the roller coaster of research.

Session 4: Libopoly: Introducing playful learning to staff training and development at the OU

Hilary Johnson, Senior Library Manager, The Open University.

How do you train six new Teaching Librarians on matrix working at once without boring them, or the rest of the team? The idea for our academic liaison training game emerged from a playful side of our day-to-day life in the OU Library; the 'Cocoa Cup' Cup begat 'Libopoly'.

Although there is nothing new about Monopoly, adapting the format for staff induction has been really successful. It is also a useful tool for experienced Librarians to reflect on their current practices and the challenges they encounter. Managers have been quick to spot the game's benefits, inside the Library and beyond.

Session 5: New Lamps for Old: The magical Aladdin approach to our special collections

Alison Pope, Learning & Information Services Manager & Eleanor Johnston, Academic Skills Tutor Librarian, both Staffordshire University.

When we took over the curation of the Special Collection at Staffordshire University in 2016, we had the same aims: to make it more relevant to current students and staff and to make it better known both within the University and local area. Four small projects have given us the chance to do this using the collection in different ways. We think we have demonstrated that our Special Collection can be pertinent to the present times. However, like Aladdin, be careful what you wish for! Provoking interest presents new challenges - join us to find out more.

Session 6: Running a Successful Digital Marketing Campaign

Lucy Ayre, Repository and Open Access Librarian, University of Derby.

Silo working can plague workplaces of various shapes and sizes. When one Librarian had a very important message, she needed to innovate in order to amplify it to over 1,000 research-active staff and postgraduate research students. The Open Access Week Digital Marketing Campaign provided new-for-Derby content including an infographic; a fresh-look LibGuide; video interviews and a photography competition. The innovation of the campaign came via individuals who broke outside of the traditional University silo culture to contribute their knowledge and skills, which in turn delivered a wide reaching, clear and inclusive research support message.

Session 7: Unearthing histories: Our Black History project

Harinder Matharu, User Experience and Engagement Manager, University of Leicester.

Our Black History volunteers have been unearthing hidden histories from our archives, histories which define us as an institution. Join us as we share the experiences of library volunteers and explore further what impact an institution's past can have on students' sense of belonging today.

Session 8: Open Access, RDM, and new skills for Librarians: delivering research support in a small institution

Scott McGowan, Research Support Librarian, University of Keele.

Find out about how Scott has developed services for research support with his colleagues at Keele. The presentation will include thoughts about repository management and REF policy, developing training and services for researchers, building relationships and initiating new services around RDM. But primarily, Scott will share his reflections and insights around setting up a new Research Support service from the perspective of someone who has, throughout his career, often been tasked with developing new services, with all the associated feelings of coping with uncertainty! If Research Support is "new for you", come along to find out more.

Workshop 1: Enhancing our Impact and Value: The Importance of taking a co-ordinated and strategic approach to communications activities

Steve Rose, Deputy Director Library & Learning Resources, Birmingham City University & Rebekah Broad, Customer Services & Marketing Manager, Nottingham Trent University.

With financial challenges, the importance of the student experience and the need for HEIs to make evidence-based decisions, never has it been more important for libraries to be able to demonstrate their value and impact. As a consequence, libraries are developing roles dedicated to marketing and communications functions, and this is evidenced within the Mercian Collaboration. A Community of Practice, (CoP) bringing together those with dedicated roles across Mercian libraries has recently been established.

The participative workshop will:

- Describe the approaches being taken by some of the members of the CoP
- Share the vision for taking the CoP forward with a view to promoting it to other Mercian Libraries who may have dedicated communications roles within their libraries
- Offer delegates to opportunity to discuss issues and approaches related to effective communication

Workshop 2: From Accessibility to Inclusivity: Developing a values framework

Vicki McGarvey, Learning & Information Services Manager, Staffordshire University & Carol Keddie, Senior Assistant Librarian, De Montfort University.

The conversation with respect to supporting students' accessibility needs is transitioning to a conversation about inclusivity. This workshop will give attendees the opportunity to share innovative practice and work with Mercian Disability Group to start developing some inclusive values which could help to guide services, focusing on information delivery, physical environment, staff support, and technology. Taking a "values approach" the embedded activities will develop inclusive values statements using a shared practice approach, which the Mercian Disability Group will develop for wider consideration.

Workshop 3: Developing critical thinking skills through active engagement

Nathan Rush, Academic Librarian, Loughborough University.

Been asked to run a workshop on critical thinking? Don't panic, together we'll try out a selection of the exercises that have been used in critical thinking training at Loughborough University. This informal workshop will give you the opportunity to explore what critical thinking is and a chance to reflect on how you might be able to develop your own interactive, informative sessions.

Workshop 4: Pitch It, Plan It, Present It. Organising SNAP: Study Night for Anti-Procrastination at Aston University Library

Angela Brady, Director, Customer Service & Academic Liaison & Lydia Matheson, Library Enquiries & Communications Manager, both at Aston University.

In March 2018 Aston University Library held an innovative evening event called SNAP: Study Night for Anti-Procrastination. Nothing like this had been done in the University before.

This workshop will help you prepare to plan and present your own event as you work through everything involved in:

- getting buy-in from stakeholders
- creating a workable programme and getting colleagues to commit to it
- marketing the occasion, from lead-up through to the actual day
- ensuring successful presentations that run according to the timetable
- gathering feedback and deciding on what to keep and what to change.

Speakers

Alison Pope: Parallel Session 5

Alison Pope is Learning and Information Services Manager at Staffordshire University. She manages the learning experience element of the Academic Skills team's work. She is a Teaching Excellence Fellow and her enthusiasms and interests relate to the integration of academic skills into the curriculum. Curating the Special Collections is a new but fascinating part of her role.



Andy Cope: Keynote

Andy Cope is a qualified teacher, author and learning junkie. He is UK's first 'Doctor of Happiness' (yes, really!) having completed a PhD in Positive Psychology at Loughborough University. Andy is also a best-selling author; he writes the 'Brilliant' range of self-help books for adults and teenagers, and also pens the successful children's 'Spy Dog' series for Puffin.



Andy's done numerous TV and radio appearances. He has also set up the hugely successful 2%ers club, the UK's first, foremost and...err...only society for happy people.

Angela Brady: Workshop 4

Angela Brady is Director for Customer Service & Academic Liaison at Aston University Library, where she leads the Information Services Team and all aspects of Public Services. She has previously worked at a range of other university libraries in England. She is passionate about continuous improvement of services; about having processes that are intuitive and in line with contemporary customer expectations; and about staff development for all grades of staff so that they are best equipped to deal with emerging challenges.



Carol Keddie: Workshop 2

Carol is the senior assistant librarian for Arts, Design and Humanities at De Montfort University, with specialist responsibilities for Fine Art, Dance, Drama, Performing Arts, Design Crafts, Product and Furniture Design and Design Innovation. Carol is also responsible for managing the Library Disability Team and is the Universal Design for Learning Champion for Library and Learning Services. She is a fellow of the HEA, a chartered member of CILIP and is a committee member of ARLG East Midlands.



Chris Porter: Parallel Session 3

Chris Porter is Director of Library and Learning Services at Newman University in Birmingham, where she has worked since 2004. Previously she spent seven years each at Birmingham and Hull universities in a variety of posts, culminating in roles as Enquiry Services Team Leader and Medical and Health Team Leader at Birmingham University. Working in a university that prides itself on reaching and supporting non-traditional students from a wide range of backgrounds, she is passionate to facilitate education that makes a real difference to life-chances and to develop the services and opportunities to help students succeed.



Eleanor Johnston: Parallel Session 5

Eleanor Johnston is Academic Skills Tutor Librarian at Staffordshire University. She is a Teaching Excellence Fellow and loves collaborating with colleagues to create meaningful and thought-provoking experiences using existing resources.



Emma Brown: Parallel Session 2

Emma has been working in Academic Libraries within the Birmingham area for nearly three years. She is currently a Library Assistant within the Stock and Circulation team at the University of Birmingham's new Main Library. Prior to this she specialised in working with music and art collections at Birmingham City University's site libraries. She has an undergraduate degree in Art History from Aberystwyth University and is currently half way through completing an Information and Library Studies taught post-graduate degree from the same university. Next Year, she will be completing her dissertation which she is intending to focus on user experience of digital libraries.



Harinder Matharu: Parallel Session 7

Harinder Matharu is User Experience and Engagement Manager in the David Wilson Library at the University of Leicester. Prior to working in a library I managed a range of environmental projects aimed at giving people the opportunity to reconnect with nature, currently working to enhance student experience through a series of reading and archive initiatives.



Hilary Johnson: Parallel Session 4

Hilary has worked in legal, NHS and HE libraries. She is currently Acting Senior Library Manager (Student Engagement and FASS) at the Open University, based in Milton Keynes. She is one of four matrix managers for Student and Academic Services. She does not have any Lego in her house; the dog might eat it.



Janet Weaver: Parallel Session 1

My career has been mainly in business administration and management. I have worked for Staffordshire University for 19 years, starting in the Library as Head of Planning and Admin and then undertaking a range of roles culminating in my current one as Head of Library. I have seen many changes in the University and the Library over the years and am now looking forward to planning a brand new library build. I live in rural north Staffordshire with my husband and our gorgeous greyhound, Gracie.



Lucy Ayre: Parallel Session 6

Lucy Ayre is a Librarian with a primary professional interest in Open Scholarship. In her current role as Repository and Open Access Librarian at the University of Derby (UoD) she has responsibility over the institutional repository, UDORA, which has over 1,500 records of UoD research outputs, plus a further 1,500 records that are open access. Lucy provides advice on open access in relation to publication, self-archiving, licenses, metrics and policy compliance.



Lydia Matheson: Workshop 4

Lydia has worked at Aston University Library since 2002 in a variety of roles. Her current role is as Library Enquiries & Communications Manager. This includes organising Library marketing and publicity materials to promote services and events to University staff and students. She is also Treasurer of the CILIP Publicity & Public Relations Special Interest Group.



Naomi Smith: Parallel Session 2

Naomi Smith began as a Library Assistant at the Main Library, University of Birmingham in January 2017. She will start her two-year Master Degree in Library and Information Studies at University College London from September. Whilst studying at UCL, she is keen to focus on the growing field of 'Decolonising Digital Humanities'. Her personal career highlight to date was being selected to represent the Main Library in Abu Dhabi in November 2017. As part of a team of six, she helped the Special Collections department at the Cadbury Research Library to present a digital exhibition about the Birmingham Quran and Mingana Collection.



Nathan Rush

Nathan is the Academic Librarian for Social Sciences and Psychology at Loughborough University. Previously he was the Business Librarian at De Montfort University and has also worked in a School Library Service. A Chartered Member of CILIP he also recently attained Fellowship of the HEA. Nathan's professional interests centre on information literacy and how critical thinking can be embedded in library teaching sessions. Outside of work you will find him either gardening or birdwatching.



Rebekah Broad

Rebekah has worked in Higher Education sector Libraries for the last 18 years, managing teams of frontline staff to ensure award winning, professional, efficient delivery of service. Currently working at Nottingham Trent University, contributing to the overall strategic planning for library customer service delivery, and leading implementation and delivery of the library marketing and communications strategy to internal and external stakeholders. This includes planning and implementing high profile marketing campaigns to a wide range of student cohorts, and professional and academic services across the University, engaging users with inspiring content across multiple platforms.



Scott McGowan

Scott McGowan has worked in libraries for 21 years, in further and higher education as well as public libraries. After setting up Digitisation Services at Glasgow Caledonian University, Scott joined Keele University in 2007, initially as Digitisation and Copyright Officer, then Liaison Librarian for Law, Politics and Business, before being appointed Research Support Librarian in 2014. Since then Scott has managed Keele's Research Repository, and is currently working on developing services around research data management and curation.



Steve Rose

Steve Rose has worked as a professional Librarian across a wide range of HEIs for 30 years, the first half of his career focusing on health and medical libraries. Currently, Steve is one of two Deputy Directors of Library & Learning Resources at Birmingham City University, and Marketing and Communications is one of his responsibilities. Steve is a great believer in embracing the collaborative culture which exists within our profession when developing services, and as such is spearheading the launch of a community of practice for those with specialist communications and marketing roles within the Mercian Collaboration.



Vicki McGarvey

Vicki is a Learning and Information Services Manager at Staffordshire University and has strategic responsibility for collection management, research publishing and digital resource access. Experienced chartered She has 21 years higher education professional experience, in libraries and elearning, 14 years in management. She is a Senior Fellow of the Higher Education Academy, a Staffordshire University Teaching Excellence Fellow and is a member of the Mercian Disability Forum, UKSG's Education Subcommittee. Vicki also chairs Staffordshire Library's Student Inclusivity Group.

