



#Mercian17 *In Libraries We Trust*

Tamasine Ashcroft

Parallel Session #13

In Data We Trust? The rewards and dangers of using data to drive collection development decisions

Tamasine Ashcroft is Head of Library Engagement within Library Services at the University of Birmingham. She shares the management of the newly formed Engagement Team and is responsible for promoting relevant services and collections and negotiating support for College and School level strategic priorities. Tamasine joined the University in 2004 as Academic Support Team Manager for Medicine and Health before taking on responsibility for all of Medicine, Health, Sciences and Engineering and managing a team of subject specialists in those areas. Her previous roles have also been in the area of academic liaison. She was as Senior Information Specialist at King's College London supporting Medicine and health-related subjects whilst leading on the development of Information literacy. Prior to that she worked at City University as a Learning Facilitator working with the School of Nursing.

