TRANSFORMING LIBRARIES AUSTRALIA MEMBER ENGAGEMENT

PURPOSE

1 To inform the Libraries Australia Advisory Committee (LAAC) on the Library’s activities to transform engagement strategies with Libraries Australia members.

BACKGROUND

2 Since the beginning of the national bibliographic collaborative service known as ABN, the Library has recognised the need to engage, document, and consult with members of the service to keep them informed, seek feedback, evolve the service, and ensure that their needs are being met. Alongside biannual governance meetings of LAAC and annual conferences (as Libraries Australia Forums), the Library has used a range of engagement activities to connect with the Libraries Australia community: annual site visits by Library staff to state and territory-based user groups, newsletters, ad hoc updates via email lists, and more recently via Twitter @LibrariesAust.

3 Following each event, particularly annual Forums, LAAC deliberated on the value and cost of traditional conferences, with a question of whether to move to a biannual event. The Committee also noted the dilemma of balancing the content of each Forum to meet the needs and expectations of both practitioners and leaders/strategists from the Libraries Australia member community.

4 Similarly, following each site visit across the country the Library questioned the value, cost, and reach of these costly, carbon and labour-intensive events when some site visits garnered only 10-12 attendees for a one-hour presentation.

TRANSFORMING ENGAGEMENT: GOING VIRTUAL, RE-SHAPING FACE-TO-FACE VISITS, COMMUNICATING DIRECTLY, CONNECTING WITH MEMBERS

5 From 2016 the Library transformed its engagement and outreach strategies to the Libraries Australia community. The Library replaced the annual face-to-face Libraries Australia Forum with a series of six webinars ‘The Summer Sessions’, reframed the annual site visits to every state and territory in favour of a webinar presentation complemented by an intensive consultation visit where two Libraries Australia staff visit one selected location over two days, and actively preferred direct telephone (and later video conference) communication with communities of practice instead of long email exchanges.

6 Going virtual - from onsite to online

Dubbed a ‘virtual visit’, the Library replaced the annual on site visits from Libraries Australia staff with an online ‘Town Hall’ style meeting on 10 August 2017 that included an open Q&A session. This strategy garnered over 150 attendees with enthusiastic responses in favour of a similar presentation in six months. The audience for the online presentation increased from 110 onsite attendees in 2015. This format built on the success of The Summer Sessions and allowed members to either attend individually, or gather in groups to network with colleagues as well. It also provided participants the opportunity to hear from colleagues beyond their local groups. Using this format, the Library is able to deliver more than one meeting a year. Feedback was overwhelmingly positive and is available at APPENDIX A.
Re-shaping face-to-face visits - First ‘deep dive’ site visit

Building on the tradition of annual site visits across the country, Nikki Darby (Assistant Director, Member Services) and Heather Walsh (Assistant Director, Data Services) completed a two day visit to the Northern Territory from 31 August to the 1 September. This was the first of the Library’s more focussed consultation visits with groups and is in line with the approach to develop deeper connections with communities of practice around library systems, projects, and local issues. Ms Darby and Ms Walsh met with representatives from the Northern Territory Library and the wider NT Consortium, various special libraries and Charles Darwin University.

The program for the visit was developed in consultation with the members and allowed Library staff to connect with 26 people in various organisations and sectors to discuss a broad range of topics relevant to the local community:

- Data migration issues for the Northern Territory Library (NTL) (to WMS) and Charles Darwin University (to Alma)
- National Digital Deposit Network (NDDN) - NTL only
- Future plans for ILL system migrations
- Value of acquisition files, data on demand and data remediation services to members
- New initiatives and updates from members

Connecting with leaders and strategists

To complement the Summer Sessions that targeted practitioners and front-line managers, the Library created a ‘by invitation’ event for leaders and strategists in the Libraries Australia community, titled ‘Meet the Transformers’ as a Libraries Australia Futures Forum. This event brought together attendees from all sectors and invited speakers from the UK, Canada, and New Zealand, to share their pathways to transform national bibliographic services.

The small-scale and intimate event offered opportunities for attendees to discuss ideas and engage with colleagues in discussion. To include an element of sustainability, each leader was encouraged to invite an emerging leader from their institution or sector. Not all attendees chose to take this opportunity to deepen engagement within their sector. The event was more or less successful depending on the sector polled. The format was broadly successful as it brought a range of leaders and strategists to the Libraries Australia table who had not previously engaged with the Libraries Australia community - which was ultimately the purpose. Feedback and responses to the Futures Forum are available at APPENDIX B.

Connecting members with the future of resource sharing

To prepare for the future of the Libraries Australia Document Delivery (LADD) service, engage members in the conversation, and seek advice about options for future ILL platforms a short-term LADD Futures Group has been established.

The group will assist Libraries Australia create a roadmap for the future of the LADD service, and will contribute member perspectives on resource sharing systems and infrastructure, and advice on environmental issues influencing resource sharing activities. Members on the group have been selected because they offer a mix of
experience from different library sectors, geographical locations, and resource sharing platforms and eco-systems.

In collaboration with ALIA, Libraries Australia has created a two day resource sharing futures event for 10-11 May, ‘Share it’. ‘Share it’ will bring together international, national and local speakers to grapple with resource-sharing futures—and to consider the way forward for national requirements. The flyer for the event is at APPENDIX C. The Share it website provides more detail at: https://www.alia.org.au/share-it-resource-sharing-futures.

New Libraries Australia website

The refreshed Libraries Australia website was launched on 21 November 2017. It is a departure from the previous website as it adopts a service-oriented approach focussed on members and the service value to them. The website is structured to be engaging from a member perspective with short-sharp bites of information to help members find help, manage their account, learn and connect.

The refreshed website captures the spirit and openness of the new communication and engagement strategy with its focus on member value and people. The website is deliberately people-focussed and personal to create a sense of intimacy and connection with Libraries Australia and reflect that it is the people in member libraries who use the services. The website reflects the faces and stories of Libraries Australia members back to the community.

BUSINESS BENEFITS

These strategies have increased efficiencies in workflows and responsiveness to member requirements, provided a better exchange of information and a more direct and timely understanding of member needs, while also enabling members to contribute to the future direction and focus of the service.

The effect of the transformed user engagement strategies has been successful, opening up communication and connections with a wider audience many of whom had not previously attended Libraries Australia events. The opportunity to have more fluid and multi-directional communication has opened opportunities to demonstrate connection and a more responsive service to the Libraries Australia community: dismantling some assumptions about service levels and limitations.

Additional benefits are the renewed opportunities to articulate service value directly with members, pro-actively support efficiencies within member workflows, and mitigate departure risks.

RECOMMENDATION

1. The Libraries Australia Advisory Committee notes the report.

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30/11/2017
A Libraries Australia Member Presentation and Q&A was broadcast on 10 August 2017.

At least 64 people connected to the presentation via Zoom®, and 149 people listened in via these connections.

Forty-four people responded to the online survey.

Where are you located?

Total participant distribution is not available because a trial Zoom® account was used.

44 people answered this question.
I really enjoyed knowing that multiple user groups were taking part, feels like you are part of something much bigger than your own small user group ... I think this was a really great way to keep us in the loop and feeling connected.

Almost 57% of respondents did not attend face-to-face user group meetings in 2015 or 2016.
Did you attend individually or as a group?

44 people answered this question

50% 50%

During the session, participants were asked if they were viewing alone or with a group. Half were in a group, ranging from 2-11 people in size. At least 104 people were known to be at group viewings.

I think Zoom meetings are far better than face-to-face meetings. More people can attend—normally, we would only have one person attending the face-to-face meeting, but six people were able to attend the Zoom meeting.

Would you like to participate in another update presentation in this format?

44 people answered this question in the survey

All respondents would participate in another Zoom update meeting

50 people said 'Yes' during the presentation

From: : YES
From: : yes
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From: : Yes
From: : yes
From: : yes
From: : Yes
From: : Yes
From: : Yes thank you all!
From: : Yes please.
From: : yes
From: : Yes please
From: : yes
From: : Sydney Uni
From: : yes
From: : Thank you from SLSA. Yes please.
From: : Yes
From: : yes
From: : Yes again....
How often would you like an update presentation in this format?

Most respondents think 6 monthly updates would be ideal.

Quarterly (25%) | Six monthly (68.18%) | Annually (8.82%)

How would you rate the program overall?

Excellent (31.82%) | Above average (59.09%) | Average (9.09%)

Below average (0%) | Poor (0%)

How would you rate the following elements of the program?

Overall enjoyment of the experience

Ease of use of platform

Duration and delivery

Opportunity to ask questions

Excellent | Above average | Average | Below Average | Poor

Interesting and relevant

Increased understanding
Any other comments?

Excellent presentation and informative. The opportunity to ask questions and interactive. It was enjoyable and interesting. Please can we have more!

Tailor to specific groups—as we are only interested in Document Delivery aspects.

As we attended the session in a group and muted ourselves, we were able to discuss the application of points raised in the session without disturbing any other attendees. Another benefit was that all staff could attend at no cost.

The recording will also be useful for colleagues who were unable to attend on the day.

Online presentations are a very cost effective way of allowing many more staff to participate.

It's hard for your team to engage such a diverse audience on so many topics, but all communication is worthwhile and seeing you (albeit on a screen) makes it very worthwhile and time well spent.

Great initiative, would like some discussion around RDA next time?

It's great to see the Libraries Australia team keen to communicate so we can make full use of their services.

For future presentations would it also be useful for LA to ask members ahead of time for topics and questions that they would like addressed? Perhaps a section called "You asked".

Thanks to the panel. I thought that the session was well run and organised and proved ample opportunity for me to ask questions.

I thought the software fantastic - stable, volume and screen options excellent. Presentation most professional and well-timed etc. Good experience.

This was good, thanks for running it.

Zoom was great to use, the easiest platform used so far from a user perspective.

The combination of Resource Sharing and Data Management topics was not useful to all our attendees due to their different areas of responsibility, so more targeted topics would be useful for us.

A great opportunity for information-sharing, also gaining understanding and context. Thank you, very much. We'll definitely be involved again.

It seems to me that you are always saying to lodge a request with the Helpdesk. Straw polling your audience improves member participation.
The Libraries Australia Futures Forum was held at the National Library of Australia on 22 June 2017.

The Forum was a one-day, World Café-style interactive event for invited guests and emerging leaders.

Four international speakers presented at the Forum.

Forty-three people attended the Forum.

Twenty-eight people responded to the online survey.

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**Forum Speakers**

- Neil Grindley
  JISC

- Diane Beattie
  Library and Archives
  Canada

- Vanessa McDonald
  National Library of New
  Zealand

- Andy Appleyard and
  Samantha Tillett
  The British Library

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**How would you rate the program overall?**

28 people answered this question

- Excellent (42.86%)
- Above average (35.71%)
- Average (14.29%)
- Below average (7.14%)
- Poor (0%)

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Very engaging ... there was an appetite from the audience to explore and consider the future of LA in the context of what’s happening in other jurisdictions overseas.
Where are you located?

What organisation are you from?

- ACT Legislative Assembly
- AIATSIS
- ALS Library Services
- Australian National University
- CAVAL
- CSIRO
- Deakin University
- Gold Coast City Council
- City of Rockingham Library
- Libraries ACT
- National Library of Australia
- Macquarie University
- Monash University
- Office of the Legislative Assembly
- SA Health Library Service
- State Library of Queensland
- State Library of South Australia
- State Library of Western Australia
- Supreme Court of Victoria
- University of Melbourne
- University of Sydney
- University of South Australia
- University of Queensland

What was the last Libraries Australia Forum you attended?

For over 44% of respondents, this was the first Libraries Australia Forum they had attended.
How would you rate the following elements of the Forum?

- Overall enjoyment of the experience
- Duration and delivery
- Engagement and participation
- Interesting and relevant
- Increased understanding

20 people answered those questions.

The format is brilliant.

We should have had enough time to speak about the models after each talk.

The presentations were relevant to what's happening in our home front and the responses from our local leaders were equally insightful. I have been reporting back to my team about what I heard and they all felt excited.

I had a couple of 'aha' moments that I intend to share with my institution.

I found the JISC presentation of great interest as it brought a wide perspective.

A wonderful opportunity to hear about the experiences of other organisations.

There was no opportunity to discuss/debate how the national activities they described might inform the future of Libraries Australia.

The presentations could have been more 'short and sharp'. The real benefit was the table discussion.

A very strong theme of collaboration through the day.
Share it
RESOURCE SHARING FUTURES
2018 CONFERENCE
SAVE THE DATE
10–11 May 2018
NATIONAL LIBRARY OF AUSTRALIA
CANBERRA • AUSTRALIA