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Bringing the Library to the Student Using an Online Marketing Tool.

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Bringing the Library to the Student using an Online Marketing Tool



“The only thing that you absolutely have to know, is the location of the library.” ALBERT EINSTEIN



5,700 students in College of Business. All students offered 1 hour face-2-face Library induction session in 1st year.

Student induction now moving from a **once off event** at the start of the academic year to a **year-long process**.



Digital Library information pack **Library Learning** developed by Library Services in collaboration with academic staff using the online marketing tool MailChimp.

Currently in **2nd year of pilot study**. The aim of the pack is to lend timely, tailored and subject oriented support to students and to complement face-2-face Library sessions.



Students receive **10 tailored mailouts** delivered over the course of the academic year and in line with the academic calendar.

Mailout content includes introductions to **Library Services & resources**. Links to online Library videos, guides and support services provided.

2015/16
Average Open Rate

63.6%

2016/17
Average Open Rate

66.7%

Blended Library induction required to support the established **Information and Digital Literacy programme** and allow for asynchronous learning.

The library needs to be where the student is.

Five 1st Year Undergraduate Business courses included

BSc Marketing
BSc Accounting & Finance
BSc Economics & Finance
BSc Human Resource Management
Higher Cert in Business Studies

MailChimp provides us with **data on levels of student engagement** with mailouts.

A focus is placed on students with **zero or minimum** levels of engagement.

Names of students with low engagement rates are confidentially passed onto the academic staff. If needed, they can refer students on for further one-2-one support with Librarians.

Data shows that mailout engagement drops if students do not receive a face-2-face session with Library staff in a semester.



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