

Marketing Document Delivery Services Cardiff Metropolitan University

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Cardiff Metropolitan University
Prifysgol Fetropolitan Caerdydd

UAMC

Document Delivery @ Cardiff Met

- Inter Library Loans
- Digitisation Service in conjunction with the CLA Scanning licence
- TRILT

Document Delivery @ Cardiff Met



Interlend 2011 - Durham

- Annual Document Delivery Review
- New internal portal

Document Delivery @ Cardiff Met

- Engage users and non-users via an established recognised University wide department.

Staff Development Unit

- Session outline brief
- They book the room
- They advertise the course
- They book attendees on
- There is a charge for any no-shows!

Staff Development Portal

University of Wales Institute Cardiff – Learning Pool - Windows Internet Explorer
http://uwicstaff.learningpool.com/

You are logged in as **Marie Lancaster** (Logout)

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Sustainable
Commitment to Sustainability
Commitment of being continued with respect and care effort on the environment.

How Green is Your University?

If you think you can't make a difference, think again! As Tesco's is famous for saying "Every little helps" and it certainly can. Small changes can make a big difference to how 'green' Cardiff Metropolitan University is, whether that be through Travel and Transport, Re-Cycling, Fair Trade, Printing and Copying, Waste management or Energy Saving. Why not find out more by visiting Cardiff Metropolitan University's website at [Sustainability](#)

Or learn more about the wider agenda of social responsibility, corporate governance, sustainability and ethical values, click the button below.

[Find out more](#)

1 2 3 4 5

Course Calendar

- June 2012
- July 2012

Leading Lights

This Leading Lights toolkit is packed with professional development materials designed to assist you in dealing with the day-to-day challenges of your job. Click to enter or browse the [A-Z list of topics](#).

Additional Information

[Forms and Templates](#)

Internet | Protected Mode: On

Session Outline

- Who?
- What?
- Where?
- When?

Document Delivery Working Group

Document Delivery Working Group made up of interested staff who deal with Document Delivery on a daily basis.



Service Enhancement Vote:

Yes ✓

No ✗

Service Enhancement Matrix

- Group suggest service enhancements
- Vote for service developments
- Formulated & developed a thematic plan
- Clear and achievable targets

Document Delivery Plan

Theme	Detail	Who?	Status
Service Enhancement	<ul style="list-style-type: none"> • Online Request Forms for ILL & TRILT • Branded SED with the BL 	ML ML	
Training & Development	<ul style="list-style-type: none"> • Online Requesting & How it works - Session • ETHOS training for IA's – sessions planned for August 2012 • Develop TRILT as a service for all • Franchise Partners review – a pilot service will be launched. 	ML & DocDel WG ML & IA's DocDel WG ML & AN Other	
Marketing	<p>Online Marketing:</p> <ul style="list-style-type: none"> • Develop and promote QR Code • Welsh Podcast • Docdel Web pages <p>Print Marketing:</p> <ul style="list-style-type: none"> • Posters – eRequesting, eDelivery & TRILT • Leaflets – eRequesting, eDelivery & TRILT 	<p>Online Group:</p> AN Other AN Other AN Other AN Other <p>Print Group:</p> AN Other AN Other AN Other	

Online Project Group

Online Project Summary – To Evaluate and develop the online presence for the Document Delivery Service

Objectives:

- Create and monitor a QR code
- To evaluate the TSR pages, suggest new features / information to be included on them
- To produce a Welsh ILL podcast
- ??? Anything else??? Be as creative as you want!

Group members:

AN Other

AN Other

AN Other

AN Other

The group will need to appoint a coordinator who will feedback directly to ML once every month.

Information:

- All costings for any promotional work, will need approval from Marie Lancaster (i.e. work undertaken by Print Studio)
- Where possible, please include the tag line 'Research, Request, Receive'

Communication:

- Although the group are in charge of their project, communication with the rest of the group is paramount to the success and cohesiveness of both campaigns. As we are all dispersed around the campuses / units please use [the Document Delivery Team Site](#) on SP to discuss, share and collaborate as the two groups should not work in isolation to each other. The groups will feedback progress to the wider Docdel Team over the summer period.

Timescale:

- The review and development should be ready in time for the 2012- 2013 academic year.

Print Project Summary

Print Project Summary– To develop and create print marketing materials to promote all aspects of the Document Delivery Service

Objectives:

- Create 1 poster, that can be displayed in each Library
- Create 1 leaflet (A5) that can be displayed / handed out at each Library
- ??? Anything else?? Be as creative as you want!

Group members:

AN Other

AN Other

AN Other

The group will need to appoint a coordinator who will feedback directly to ML once every month.

Information:

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Summary of current marketing practices

- Annual Review
- Print and online marketing
- Thematic planning
- Statistics
- Web 2.0
- Face to face training

Over to you!

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[Libraries Gave Us Power](#)