



You said, we did: listening to our members

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In the grand tradition of New Year *UKSG eNews* editorials, I hope you'll forgive the first editorial of the year for being focused on UKSG, what you are telling us, and how we are responding to your feedback in 2017.

No doubt you will have received a request for survey feedback from UKSG last year. This may have been as a result of attendance at a UKSG seminar or webinar. It might have been our annual membership survey. Or it might have been as a delegate or exhibitor at the UKSG Annual Conference, One-Day Conference or Forum. Firstly, I want to say a big 'thank you' on behalf of UKSG staff and committees for completing these surveys. They definitely *do* make a difference.

So, what do we do with your feedback? Well, it allows us to:

- tweak our events to ensure that the organisation, content and scope are continuously improved – we are perfectionists
- explore gaps where UKSG is being asked to support a particular challenge, training need, theme or opportunity
- ensure that UKSG remains relevant to the community which it supports and which supports it

So, what have you been telling us over the last year? Firstly, some great things! Our Conference and Forum events consistently achieve around 95% excellent/good ratings and strong recommendations to colleagues for future attendance. We had a record number of first time attendees at the Forum event this year, indicating that UKSG is continuing to attract early career professionals. We also consistently achieve a good balance of librarians, publishers and intermediaries as attendees to our events. It is important for the entire community to come together to gain new ideas and perspectives, network, debate and challenge, and so we are very pleased to see this trend continue.

Our educational activities were also well received in 2016. We have listened to feedback on providing low-cost/no-cost opportunities and our free webinar programme continues to attract good attendance and great comments. We have a long list of topics for 2017 but don't let that stop you making suggestions in post webinar feedback for other topics. Don't forget also that members have discounts to in-person day seminars. We also held a free seminar for the FE community in December which was very well attended.

Publications such as *UKSG eNews* and the UKSG journal, *Insights*, provide community content in a variety of formats, whether it be bite-size industry updates or peer-reviewed research articles, case studies or opinion pieces. Our journal is pure open access and APCs are paid for by UKSG so it remains free to publish for our community.

It's great to hear your positive feedback on UKSG activities so please do keep them coming. However, we don't want to rest on our laurels. We are all seeing that the knowledge community is becoming increasingly diverse. We seek to embrace new sectors and, of course, our end-users in our activities. So, continued satisfaction in such a shifting landscape is challenging to sustain. These are some of the areas where UKSG will focus in 2017, based on your views:

Connect, integrate and interoperate

Your feedback has expressed how important it is for UKSG to continue to support practical examples of innovation, best practice and standards in our community - to build on projects like KBART, Transfer and Usage Factor. In 2016 we supported the 'Think. Check. Submit.' campaign and provided support for the technical writing of COUNTER Release 5 (due for release this year). For 2017, you have asked us to focus particularly (and in a practical way) on themes such as:

- the research lifecycle
- open access
- digital scholarship
- new business models
- research ethics and piracy

These themes came up strongly from both publishers and librarians. Of particular note are ways in which UKSG can continue to surface the perspective and challenges of the researcher, the student, the author and the editor – to explore how the knowledge community currently supports our end users and where we can improve. Expect to see more on these themes in 2017 through all of our activities. The Annual Conference programme (and booking link) will be available later this month.

Collaboration and reach

A number of responses in 2016 referred to the fact that UKSG should use its cross-community diversity to explore collaboration with other industry and national library organisations within and beyond Europe. This was also highlighted by our international members and conference delegates and so we are keen to hear more from our members in 2017 on how we can support international members' needs more fully and also improve our profile beyond the UK. With around a third of our membership outside the UK, this is an important strategic focus.

Engagement and volunteering

Despite sustaining strong attendance at UKSG events, member feedback indicates that we perhaps lack profile within organisations and we could improve awareness of some UKSG activities. In addition, the benefits of UKSG membership for the individual, organisation, and wider community need clearer articulation.

Volunteers and community engagement with UKSG are critical to its success and continued relevance to the knowledge community. Members have indicated that they would like to be more involved with UKSG but are unsure of what opportunities are available and how to express interest.

In order to focus on member and volunteer engagement with UKSG and with marketing our activities, we will be recruiting a professional post to UKSG staff early in 2017 with a membership, marketing and community focus. We are also reviewing our committee structure in 2017. One of the reasons for this is to bring in additional perspectives and expertise to further build on the great strength of volunteer input to UKSG activities.

We are always keen to hear from members on what we could, should, and shouldn't be doing! Our strategic direction comes from our membership through feedback, our committees and our volunteers. If you would like to become more involved, please do get in touch with me and keep an

eye on UKSG channels for more information as the year progresses.

In the meantime, have a very happy 2017 and best wishes to you from UKSG.



This UKSG Editorial is taken from the industry newsletter *UKSG eNews*, published every two weeks exclusively for UKSG members. The newsletter provides up-to-the-minute news of current issues and developments within the global knowledge community.

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