USERS, USAGE AND PROMOTION

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Activate Learning

WHO WE ARE - LEARNING RESOURCES AND LIBRARIES

- Colleges division - general FE colleges
  - Banbury and Bicester College (2 sites Banbury and Bicester)
  - City of Oxford College (2 sites in Oxford)
  - Reading College
- Library facilities on all sites with 3 main libraries at Banbury, Oxford and Reading
- Library service run as a single service – one library catalogue, single acquisitions budget
- Purchase resources to support students independent study – not responsible for classroom resources
- Electronic resources subscribed to and purchased for access on all sites, where possible we aim for resources to be available on and offsite

DIGITAL RESOURCES - EBOOKS

Why are eBooks important to our collection development?
- Multi site environment eBooks provide a mechanism to support access on all sites without having to purchase multiple copies – looking to maximise our acquisitions budget
- Improved availability - available 24/7 when libraries are closed, less likely to be "on loan" or missing
- Capacity for embedding in digital environments and supporting digital skills
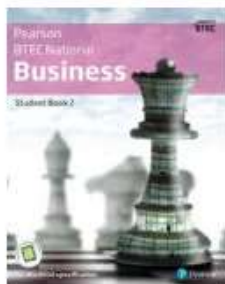
How we acquire eBooks
- Subscriptions to packages e.g. Jisc eBooks for FE, Ebsco FE eBook collection
- Individually selected titles

EBooks have been acquired in different ways and as such have had different approaches to promotion and engagement
- Individual titles - usually as a result of teacher request for a title and a discussion on format with learning resources staff.
- Collections - subscription or activation initiated by learning resources staff

All eBooks are added to the catalogue and are accessible via a "read me" link. EBook collections also have a link at the collection level on the e-resources webpage

BTEC National **Business** Student Book 2
Pearson
Helen Coupland-Smith

Rating	Not yet rated Rate this...
Publisher	Pearson Education (2016)
Resource Link	Read me... (click for online e-book)
Medium	eBook

Ebook Central

Ⓒ *Proquest Ebook Central* has a selection of eBooks covering a wide variety of Further Education level topics.
The eBooks can also be found in the Activate Learning Library Catalogue.
Ebook Central is designed with mobile in mind. Access the site from your tablet or phone, and download ebooks for offline reading

EBSCO

Ⓒ The libraries have access to the UK Further Education collection of eBooks hosted on *EBSCO*. These eBooks can also be found in the Activate Learning Library Catalogue, and cover a wide range of topics. Follow these instructions to access EBSCO eBooks from home.

UNDERSTANDING OUR USERS AND USAGE

Usage data can help us understand our users and can give ideas for directing our engagement
- Tells us what they are actually using
- Helps identify gaps and areas to target
- We can compare patterns of usage to target when to time engagement activities
- We can identify areas of "under" use to direct our promotion and to start conversations in a more targeted manner
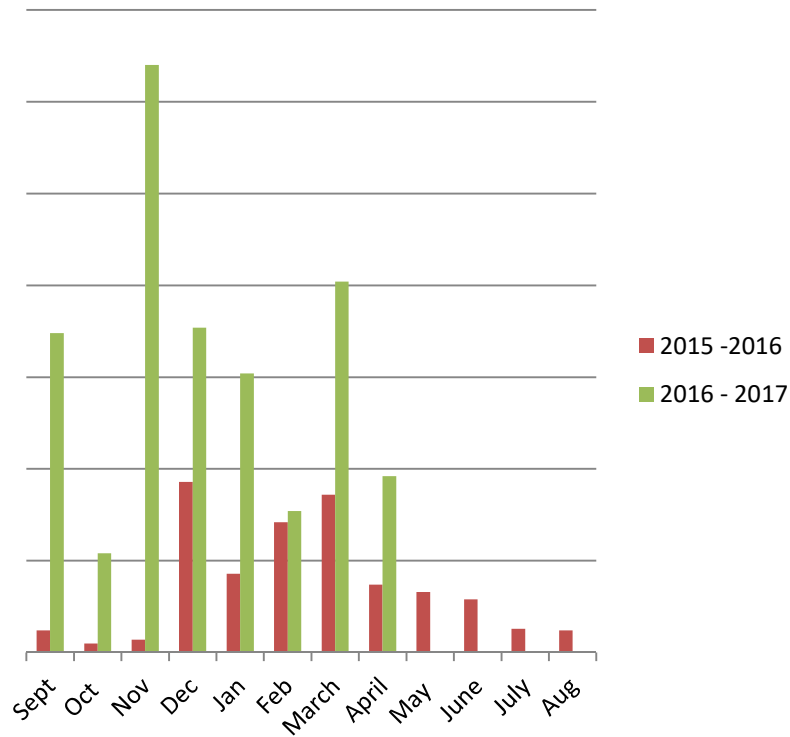
What we use
- Circulation data for print books
- Usage data for eBooks
- Feedback – comment cards
- Survey – student library survey
- Face to face – e.g formal feedback from programme committee meetings for HE courses, informal ad-hoc conversations with teaching staff
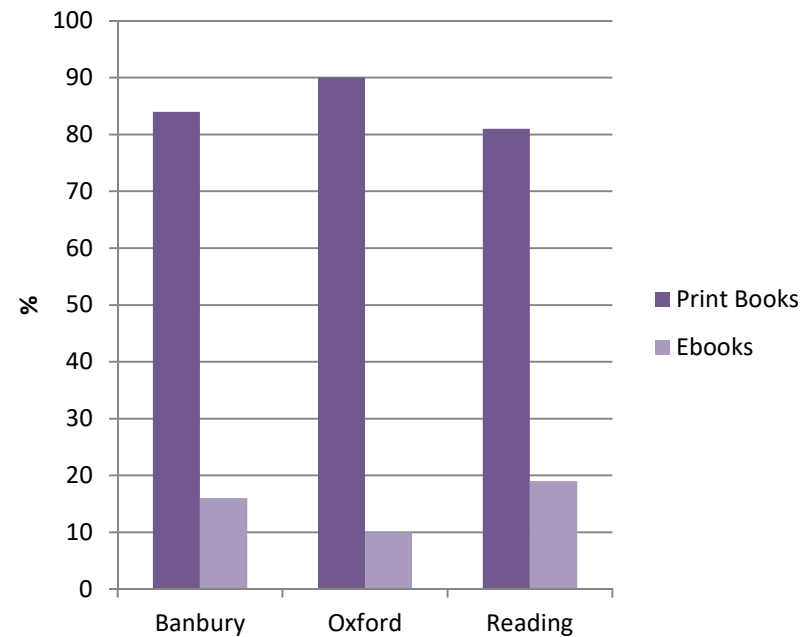
Concerned that usage of eBooks was low and that students weren't getting the most out of the services so looked at usage data in more depth alongside other feedback to see if there were any patterns to the usage or lack of e.g. by subject, to help formulate promotion activities.

EXAMPLES OF USAGE DATA

Title requests (counter book report 1)

If you have choice do you prefer using printed books or eBooks?

Library survey – 2 weeks in February 2017 across the three main libraries in Banbury, Oxford and Reading.

DIGGING INTO USAGE DATA - TITLE LEVEL ANALYSIS

Looking at the titles used we can do analysis to try and understand if promotional activities have any impact on usage.

Example: A Level subject guides were completed at the end of January and disseminated to teaching staff.

Was there a change in usage of eBooks?

- Usage increased across the A Level titles compared to the same period the previous year (September – April)
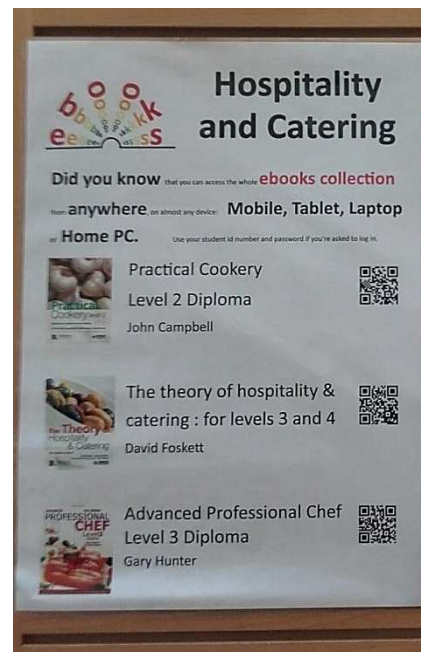- Usage in March and April was higher than previous months

However:

- relatively limited set of data to really see trends and draw conclusions
- need to continue to monitor to see if there is an ongoing improvement or whether these are short term spikes
- will need to promote to new students in September
- time consuming to do title level comparisons

PROMOTING EBOOKS – SOME EXAMPLES

In the library

- At the shelf signage - students don't always use the catalogue they browse the shelves
- Posters and displays

In the library catalogue
- Related items – print copies have a link to the eBook edition

Search for MENTALHEALTH [Group]

Results 1 - 25 of 52

☐1 Title   Depression : a very short introduction
Authors Jan Scott and Mary Jane Tacchi
Medium eBook
Year   (2017)
Copies   [eBook]

☐2 Title   Open : a toolkit for how magic and messed up life can be
Authors Gemma Cairney and Aurelia Lange
Medium Book
Year   (2017)
Copies   BANBURY, Available (1)

Catalogue Group – Reading List

SCIENCE A-LEVEL PATHWAY SUBJECT GUIDE

This guide is for students studying an A-Level Science programme on any site. This includes the subjects: Biology, Chemistry, Geography, Further/Maths, Physics and Psychology.

How to find books
There is an electronic reading list available for your subject. You can access this either by searching for the subject code on the Activate Learning Library catalogue or by following the hyperlinks below.

Biology   or use subject code **ALBIOLOGY**
Chemistry   or use subject code **ALCHEMISTRY**
Geography   or use subject code **ALGEOGRAPHY**
Maths   or use subject code **ALMATHS**
Physics   or use subject code **ALPHYSICS**
Psychology   or use subject code **ALPSYCHOLOGY**

• You can also use advanced search to search the catalogue for relevant books using several filters:
• You can apply your search term to categories such as **Title, Author, Location, Keyword, Subject, Publisher, or All Fields** using the Search In dropdown menu.
• You can select the **media type** you would like to see using the Media Type drop down menu.
• You can use multiple search terms in different categories by clicking the + button and selecting **AND, OR, or AND NOT**.
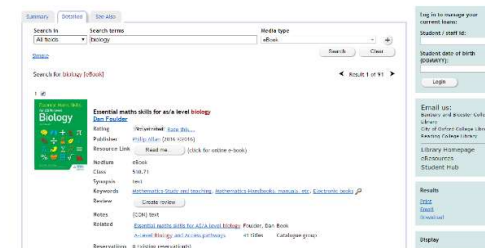
Activate Learning Library Catalogue

Subject guide – reading list links and eBook information

eBooks
eBooks are listed on the catalogue and can be recognised by the [E-book] symbol next to the entry. To access an eBook look at the detailed entry for the item and select the link that says **Read me….** (click for online eBook). You can access eBooks offsite, the username and password are the same as your college network login details. eBooks are included in the subject reading lists.

You can search for just eBooks by changing the **Media type** to **E-book** from the drop down list.

For more help using eBooks you can watch this **short clip** from the using the libraries section on the website or ask a member of the team in the library for help.

Through reading lists and subject guides
• Subject guides - always include a section on ebooks
• Reading list links – tailored to courses e.g science A Levels or to support specific themes and enrichment activities e.g. Mental Health Awareness.

WHAT NEXT

- Ongoing process – continue to monitor usage and review resources
- Develop different approaches
  - Changing how we deliver student inductions to make them more meaningful
  - Developing more tailored library sessions for students
  - Incorporating information on eBooks and e-resources into staff CPD sessions
- Embedding promotion and engagement activities into business as usual for learning resources teams rather than one off activities
  - "specific and often"

THANK YOU

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http://library.activatelearning.ac.uk