



Australian  
National  
University

# ANU Scholarly Information Services

Client engagement plan 2024-27

Scholarly Information Services Division

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# Introduction

The Australian National University is the only Commonwealth university in the nation. It has a distinctive mission to support research.

The strategic context for the work of Scholarly Information Services (SIS) is:

The legacy of our long-standing international engagement and expertise has delivered ANU unrivalled impact beyond our borders, particularly throughout Asia and the Pacific.

Our student experience will be equal to the best in the world. Our range of programs will respond to the needs of our nation and our students...(p. 3)

By 2025, ANU will:

- Create nationally and internationally significant research infrastructure and make it accessible to all.
- Translate and communicate our research and knowledge...(p. 16)
- Deliver a student experience equal to the world's best.
- Create a campus environment – including a digital environment – that treats ANU students as individuals, builds on the collective capability of the students, nourishes their intellectual curiosity, supports their success, and protects their welfare. (p.20)  
[\(ANU by 2025 Strategic Plan 2021 – 2025\)](#)

To deliver on these objectives Scholarly Information Services, which includes the Library, Archives and Drill Hall Gallery continues to evolve services supported by a strong workforce (with a Workforce plan) and a Client Engagement Strategy.

The overarching vision for the Division is:

To move from a focus on systems and innovation to support the online university to strategic holistic planning for future scholarly knowledge services.

Scholarly Information Services [Plan on a Page 2024](#)

This paper outlines the Client Engagement Strategy for the next 5 years. It builds on discussions at the Library Advisory Committee and the Division's annual planning processes.

# Setting the scene



## Client engagement

Scholarly Information Services prides itself on delivering an exceptional experience for all our clients. This strategy sets out our aspirations to truly partner our clients to better understand, develop and improve our services. We believe that working together with researchers, educators, students and our stakeholders is core to the delivery of transformational services.

Our clients include:

- researchers at the University that require service wherever they are, from access to collections at ANU and around the world, to specialised services such as systematic reviews, publishing advice (including R&P agreements) and more
- international researchers - many come each year to the University to specifically use the collection (archives and library)
- students - ANU students require a wide range of services 24x7 including access to collections (textbooks and wider resources), specialised professional support for HDR and undergraduate education, developments in library spaces
- engagement with stakeholders for initiatives that support research and education such as the [Graduate Attributes](#)
- public to encourage access to our collections in particular the outputs of researchers at the University for example through the Open Repository, ANU Press, Library and Archives. The significant initiatives promote knowledge and connect the wider community to unique resources that hold the history of the nation and many research areas
- depositors and donors – of culturally valuable research material and financial support to enliven the library and archival collections of ANU
- alumni – the ANU Library provides access to 100 databases post-graduation – more than any other Australian university – ensuring that our students are supported throughout their post-ANU careers.

Client engagement is essential to all aspects of our work - from the creation of ideas for innovation through to the delivery of services that are aligned to initiatives of the university, such as Open Day, Orientation Week and research events including national events - conferences and online events created by the Colleges and Schools across the University.

Client engagement is the development of a comprehensive understanding of our community's needs. The goal of client engagement is to better understand their information ecosystem and how our services meet them. Our engagement is a continuous and evolving process. It is an essential aspect of all our operations.

Client engagement is a two-way process. The feedback strategy endorsed by the Library Advisory Committee supports active engagement from application of design thinking to surveys and use of written and oral feedback. This is supported by a strong partnership with the ANU Students Association (ANUSA) where regular communication creates and genuine partnership to understand the lives of students and their research and study needs.

Service design, continuous improvement, development of innovative discovery services and communication are core aspects of engagement with our clients. While digital communications are used for a range of client engagement activities, the strategic campaigning and planning of service delivery enables their use as tools rather than as ends in themselves.

Communications is vital for a complete engagement strategy. It is an interactive process, encompassing individual and strategic insights to address holistically the needs of clients to create better access to the vital research infrastructure in the Division. It is integral to outstanding student experience in a world class university. The outcome is deep engagement by researchers with the content curated by library, archives, art, and map collections.

The overarching framework for the Division reflects the diverse nature of our clients' needs.



## Our values for client engagement

- Our services align to the ecosystem of the University and its values.
- Our clients should be aware of our services and know how to seek assistance.
- Addressing diversity, equity and inclusion is fundamental to all services.
- Collaboration with partners in the university is vital for all client engagement.
- Partners external to the university are also vital for client engagement, such as AIATSIS and the national collecting institutions.
- Stakeholders are also engaged through Friends organisations.
- Philanthropists are a valued element of our community.
- We are a learning organisation with active programs seeking feedback from clients and monitoring international trends.

## Key objectives

### 1. Establish and support active input from clients for strategic development of services

We recognise that continuous engagement with clients is essential to optimise our understanding of client needs and enhance a culture of innovative culture across the division.

Initiatives include:

- ❖ feedback strategy and evaluation including response to issues and identification of strategic issues
- ❖ well-developed liaison program with ANUSA
- ❖ engagement with the Library Advisory Committee and other bodies to ensure input across the academic and student communities
- ❖ communication and connection with leading international universities and national collecting institutions
- ❖ our valued community for engagement includes philanthropists, friends and donors
- ❖ regular review of feedback framework approved by the Library Advisory Committee and strategic assessment using mechanisms through the broader ANU of university objectives and initiatives.





## 2. Leverage data to transform services and the understanding of client needs

We need to maximise the use of our resources. Better utilisation of the data already possessed is essential for strategy. Data already collected can provide significant insights into client needs and behaviour.

Initiatives include:

- ❖ implementation and review of programs to manage data on client interactions including [Ask a Librarian](#)
- ❖ support for engagement with ANUSA including organising regular meetings and taking actions as appropriate
- ❖ support for client surveys and monitoring of implementation plans
- ❖ development of solutions for greater strategic engagement with clients
- ❖ analysis of client data across engagement channels (including our websites, library discovery platform, LibApps, and social channels), events, reference services, exhibitions and activities.

## 3. Develop services for enhanced collection discovery to optimise client experience and collection visibility

We are the custodian of collections that are internationally recognised as world class. Engaging diverse communities with the collections promotes the value of the University and encourages research that will make significant societal change.

Initiatives include:

- ❖ development of research collection focused discovery services such as the North Australia Research Unit
- ❖ development of solutions to replace aged discovery services including Maps Online and the CartoGIS website
- ❖ metadata enhancement initiatives including creating important identifiers for ANU authors in records in the ILMS, Trove (Australian National Bibliographic Database) and WorldCat and enhancing descriptions for archival research material also shared through Trove
- ❖ continuous improvement to discovery platforms to ensure collections are visible and accessible

- ❖ use of special purpose solutions for access tools to build the information capabilities of the University community and effectively enhance discovery of collections
- ❖ review and redevelopment of services focused on particular client groups, such as the Personal Librarian Service designed to best meet the needs of HDR students and programs for archival literacy.

#### 4. Develop impactful client experience research and practice that underpins innovation in our physical environments and services

Our spaces require support for discovery of services and facilities. We advocate for and apply design thinking and user experience (UX) research. This is integral to all developments.

Initiatives include:

- ❖ further adoption of design thinking and application across all space projects
- ❖ improving facilities to support clients with diverse needs such as neurodiversity
- ❖ incorporating Indigenous related developments to better welcome Indigenous clients and make spaces welcoming and safe
- ❖ making navigational tools and signage in our services are accessible and fit-for-purpose, based on client need research and international best practice
- ❖ innovation in discovery for all collections.

#### 5. Make diversity, equity and inclusion fundamental to all activities

We must continue to work to understand the diversity of our clients and how we can support them. They must feel included, with developments that engage them and meet their needs.

Initiatives include:

- ❖ understand best practice for collections and services in research intensive universities
- ❖ establish relationships with stakeholders across the university to identify areas for development through the Student Services Council and ANUSA
- ❖ review all services for needs of these communities focusing on Input from those diverse clients and university areas supporting the community's needs
- ❖ incorporate DEI principles in all activities
- ❖ ensuring all engagement including communication is consistent, inclusive and accessible through developing staff knowledge and establishing a toolkit to support these behaviours.

#### 6. Integrate marketing and communication into broader engagement work

We need to ensure that our communications goals are fully integrated with our client engagement processes. Communications are the basis of engagement, and our engagement should inform future communications. Increasing staff capability is vital to achieve this goal.

Initiatives include:

- ❖ facilitate engagement of the team with strategic purpose and activities of all areas of the Division
- ❖ develop new consultation process to support annual SIS and communications planning
- ❖ increased engagement with Library Advisory Committee
- ❖ greater engagement with ANU Corporate Communications
- ❖ engagement with university-wide events and activities (particularly research focused activities).

- ❖ streamlined engagement processes, allowing for the delivery of responsive communication that is consistent across SIS
- ❖ a digital service delivery plan that integrates as far as possible with the DMP.

## **7. Use best practice from across the sector to develop and enhance our customer engagement plan and strategy**

We are committed to benchmarking services, service standards and policies with world class universities.

Initiatives include:

- ❖ develop strategic relationships for increased knowledge including through the International Alliance of Research Universities and the Group of 8
- ❖ assess opportunities for increased impact
- ❖ regular liaison with colleagues and counterparts across the university library sector in to ensure we share our skills and expertise and that our staff are up to date with initiatives and best practice.