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ANU Library review of commencement of semester one 2017 activities

Executive summary

This review examines the commencement of semester introductory activities offered by ANU Library to the University community in O week and the first three weeks of semester. Commencement of Semester activities for the purpose of this report are branch tours, information sessions and college introductions that are available to all students on campus. In curriculum activities are not examined. Sessions held in O week had high attendance. Further sessions were generally poorly attended.

In 2015 there were 22,654 enrolled students at ANU, including 7903 commencing students. ANU Library connected with 1171 students in commencement of semester activities, 14.8% of commencing students and 5% of the enrolled student body.

Seven college introduction sessions were held with 377 attendees, there were 58 branch specific sessions with 794 attendees. Feedback was sought from attendees at all sessions with 466 responses received. Building orientation, borrowing and online resources were recorded as the most useful topics in the sessions. Finding, discovering and using resources was recorded as further useful online help as well as knowing more about ebooks/eresources, borrowing and the general collection.

Activities are promoted by Library communications, with branches responsible for the delivery of all sessions and the development of branch specific tour and information sessions. Library communications develops a standard Prezi for college sessions. All ANU Library sessions are introductory and general in nature, general promotional material is made available. Comparable Library tours are offered at the majority of Go8 University Libraries.

Recommendations related to session content, library orientation online, finding, discovering and using eresources, scheduling and organisation of sessions, session feedback and target audience have been made based on the findings of this report. It is expected that recommendations accepted for action will be reviewed and monitored by the Information Access Coordination Group to ensure completion.

Scholarly Information Services ANU Library

+61 2 6125 3432

tom.foley@anu.edu.au

Hancock Library

The Australian National University

Canberra ACT 2601 Australia

www.anu.edu.au

CRICOS Provider No. 00120C

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Recommendations

Session content

Recommendation 1

A *Library Discovery Session Local Protocol* be developed and managed by Library Communications which outlining the key messages to be included in session outlines and presentations of each Branch and for College presentations; as well as the services and facilities that are to be shown in the Library Branch tour.

Recommendation 2

Protocol to be reviewed by Library Communications at the end of each Semester.

Recommendation 3

Branches to develop branch specific tour and information tour outlines based on the Library Communications Protocol to ensure a basis of standard information. Branches will retain autonomy with regards to the “flavour” of tours, and delivery of content.

Recommendation 4

Review of all other sessions and tours offered by individual Library Branches which are beyond the scope of this report. Reviews to be undertaken at the Branch level.

Library orientation online

Recommendation 5

With building layout noted as the most useful feature in feedback received from Library tours and sessions, review branch information on the website including making floor plans readily available.

Recommendation 6

Develop a trial video tour for a single branch for semester one 2018. Review access during semester with a view to determining if of value [measured by views] and if to proceed with videos for all branches.

Recommendation 7

Develop a self-guided tour for a single branch for semester one 2018. Review access during semester with a view to determining if of value [measured by views if QR code] and if to proceed with self-guided tours for all branches.

Recommendation 8

Development of short "bite-size" (5 minutes duration) how to videos on Library services and resources including SuperSearch, the catalogue, BONUS+, placing holds, how to find and use e-books and eresources.

Finding, discovering and using eresources

Recommendation 9

Priority to be given to updating subject guides and how to guides across branches and areas for completion by end of 2017 for the start of Semester 1 2018.

Recommendation 10

Undertake a review of ANU Library online information relating to finding, discovering and using eresources.

Scheduling and organisation

Recommendation 11

Branches and Library Communications to work closely with respective College Student Services in organising tours, introductory and information sessions.

Recommendation 12

Library discovery sessions and tour to only be offered during O Week and Week 1.

Session feedback

Recommendation 13

Revising the feedback questions to include the question 'how did you find out about this session?'

Recommendation 14

Consider how to ask student groups who have completed at least one semester of study the question 'what further online help would you find useful?'

Target audience

Recommendation 15

Offer of 'advanced' Library discovery sessions for Postgraduate students, which focus in eresources in more depth.

Recommendation 16

Review scope of Library services offered to Academic and Professional staff, with particular consideration an adaptation of the personal library contact service for new staff.

Recommendation 16

Consider pre-emptive targeting of ANU College and Extension students in regards to Library orientation sessions.

Introduction

Purpose

The purpose for this review is to;

- Examine commencement of semester activities carried out across ANU Library branches including tours and promotional items, to determine their effectiveness.
- Provide recommendations for any activities or items that should be included, deleted or updated.

Scope and limits

Session scope

Commencement of semester introductory activities for the purpose of this report are activities that are

- Promoted by Library Communications as ANU Library activities
- Coordinated by Library Communications; OR
- Follow the ANU Library Prezi format developed and maintained by Library Communications.

This includes:

- ANU Library Presentations to Colleges and Schools
- Library Discovery sessions
- Library Tours.

Sessions offered by individual Library Branches that do not meet this criteria are excluded from examination in this report.

Timeframe scope

Activities that took place from the commencement of O Week end of week 3, 13th February to 10th March, are considered.

Three sessions (two tours and one info session) undertaken at Chifley Library weeks 4 through to week six that are listed on the Branch tours and information sessions have been excluded from discussion.

Method

Review of ANU Library activities, analysis of feedback received and a scan of activities undertaken at Group of Eight universities.

ANU Library Activities

The following sources of information have been reviewed

- Recorded Information Literacy Program (ILP) statistics on the Megadisk
- Commencement of semester activities commentary from branches
- Detail on information provided at Library discovery sessions
- College Introduction session information from Library Communications.

Feedback

In addition it is anticipated that ANU Library wide analysis of feedback received at Discovery sessions and college introductions will be included. Feedback received via the authorised Feedback Form only is considered.

Group of Eight Universities - commencement of Semester activities

A scan of information publically available on Group of Eight (Go8) University Library websites related to commencement of semester activities.

Background

Student numbers

Student numbers (headcount) figures available from the ANU website relate to 2015. These figures are provided to provide indicative idea of student numbers.

2015 Students Enrolment (headcount)		2015 Enrolment	2015 % of Total
Total Students		22,654	-
Commencing		7,903	35%
Part-Time Attendance Status		6,831	30%
Female		11,774	52%
International		6,298	28%
Program Career	Higher Degree Research	2,932	13%
	Graduate Coursework	8,874	39%
	Undergraduate	10,698	47%
	Non-Award and Enabling	150	1%

Table 1: Student numbers headcount <https://services.anu.edu.au/planning-governance/performance-measurement/quick-stats>

Current ANU Library practice

Commencement of semester activities undertaken by ANU Library focus primarily on new on campus students. College level presentations, Library tours and information sessions are the primary methods of activity carried out to promote, explain and familiarise new students with ANU Library services, resources and facilities.

No activities are undertaken by ANU Library that focus on off-campus students. Individual Branches may carry out these activities, such as the delivery of Adobe Connect webinars (Hancock) and YouTube content (Law) however these are not coordinated by Library Communications.

All activities undertaken across all branches are recorded on the ILP monthly statistics spreadsheet.

Branch tours and information sessions

Description

Current promotional material (See Appendix 1) promotes branch tours as;

Branch tours will help you navigate the physical collection, as well as help you find computers and printers, group study rooms, the reserve collection, and the other necessities within the branch.

Information sessions are promoted as;

By joining an information session in your specialised Library branch, you will learn how to access the scholarly information you will need for your studies. You will be given an introduction to ANU Library services, including a virtual tour of the Library catalogue and electronic resources.

Practice by Branch

Tour and session scripts have been developed across branches. Content of tour and session notes is somewhat consistent with tour content relating to building and facilities orientation and session content focuses on the Library web site, recharge services and eresources.

Session content and focus is derived at branch level.

Unedited copies of scripts for each branch are available in Appendix 2.

Art & Music

A few general 'all comers' library tours are scheduled at the beginning of each semester, with more at the beginning of first Semester. Art & Music staff and Manager participate in the CASS presentation in orientation week as part of the College induction day.

During the year as requested by lecturers and convenors library orientation sessions tailored to particular groups are developed and delivered; as well as more detailed seminars and training sessions for some classes.

Georgina Buckley is responsible conducting orientation and ILP sessions, however during O Week other staff members deliver tours as required.

Chifley

Chifley Library Discovery tours are a thirty minute, guided “discovery” of the Chifley Library building, designed to make students comfortable and familiar with the physical environment of the Chifley Library, so they may make best use of service points, resources, and collection materials.

Sessions encourage students to build relationships with Library staff, and engage more fully with the collection and technology available.

Hancock

Library Discovery sessions at the Hancock Library generally run for one hour, comprising of a thirty minute Library tour of the Library services and facilities followed by a thirty minute introduction to eresources session in the Hancock Library Flex Lab.

Staff from across the branch participate in the delivery of sessions, with Circulation staff predominantly delivering the Library tours and Information Access team the Introduction to eresources.

Law

College of Law Welcome Presentation – approximately 15 minutes in the broader College of Law Welcome session outlining where to find the Law Library, what the library can help law students with, how to contact us and inviting students to join an information session and tour. Tour held directly after welcome session.

Information Session and Tour – combined computer lab session and physical tour running for approximately 45 mins. Provides an overview of the key information new students need to know about the Law Library. The Law Library has a standard script and accompanying PowerPoint presentation.

Menzies

A welcome introductory session is offered to new students of CAP. Menzies Library also provides Library tours and information sessions. New students of CAP and other Asia-related studies are shown where to find the service desk, workspaces, computers, printers, the location of print materials, and special equipment like microform reader and scanners, and users are also introduced into the use of the recharge kiosk.

Information sessions provide introductions into the library homepage, the catalogue, SuperSearch, lending and requesting an item, and the use of special Asia-related collections, and the use of vernacular script in a catalogue search. At the request of course convenors information sessions to specific topics or collections are given in an embedded course environment.

In 2014 and 2015 Menzies staff delivered two “Brown Bag Library Sessions”. These were specialist sessions aimed at postgraduate students, research students, researchers, scholars and lecturers. Sessions were one hour in duration with the purpose of promoting “expensive” resources purchased in 2013-2014 in an informal setting.

The Library provided coffee and tea and biscuits/snacks. Sessions were well received by attendees and presenters. Attendance for both sessions was approximately twenty, noting that attendees were invited directly as there was limited promotion.

College/School presentations

ANU Library holds presentations sessions aimed at new students across all Colleges.

Library Communications is responsible for arranging College presentations. This includes developing a consistent Prezi presentation across all sessions.

Medical School Presentation is part of the Medical School Induction program and is arranged and organised by the Medical School and the Hancock Library.

Presentation	When	Where	Branch	Attendees	Feedback
ANU Library presentation to Medical students	Tuesday 31 Jan 3.30 – 4pm	Leonard Huxley Theatre	Hancock	100	Nil
ANU Library presentation for new College of Law students (CoL)	Monday 13 Feb 2pm -2.15pm	Law Theatre	Law	172	Nil
ANU Library presentation for new College of Science students (CoS)	Tuesday 14 Feb 10.30 – 11.30am	Copland Theatre	Hancock	82	18
ANU Library presentation for new College of Arts & Social Sciences students (CASS)	Tuesday 14 Feb 1.30 – 2.30pm	Copland Theatre	Chifley/ Art & Music	75	38

ANU Library presentation for new College of Engineering & Computer Science students (CECS)	Wednesday 15 Feb 2pm – 3pm	Hancock room 2.27	Hancock	55	9
ANU Library presentation for new College of Business & Economics students (CBE)	Friday 17 Feb 9.30 – 10.15am	Allan Barton Forum	Chifley	55	10
ANU Library presentation for new College of Asia & the Pacific students (CAP)	Friday 17 Feb 10 – 10.45am	McDonald Room Menzies Library	Menzies	10	Nil

Prezi's

Prezi's have a consistent style with only minor content modifications based on College Specific examples. Prezi's by college are available at;

- <https://prezi.com/jxtaly30b0z-/2017-cass-anu-library-o-week-presentation/>
- <https://prezi.com/lxujvqn4grng/2017-cos-and-cecs-anu-library-o-week-presentation/>
- <https://prezi.com/g2-at6du7zrt/2017-cbe-anu-library-o-week-presentation/>
- https://prezi.com/pkp_lpohelbu/2017-cap-anu-library-o-week-presentation/
- <https://prezi.com/49t4prt看zvvhx/2017-medical-students-anu-library-o-week-presentation/>

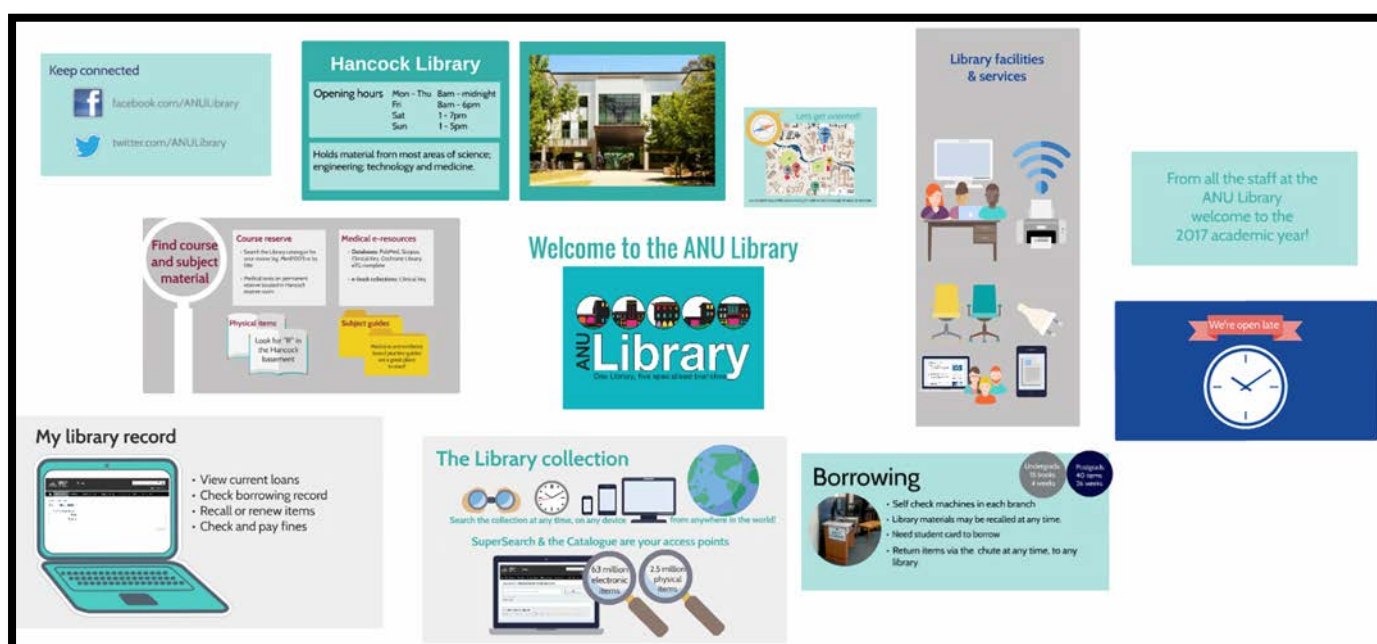


Image 1: Prezi overview - Medical Students presentation

Prezi's are not currently made available on the ANU Library Website.

Feedback

Attendees at each session were provided with an authorised, printed feedback flyer.

The questions asked were:

1. Was this library session/tour the right length? Comments
2. What was the most useful part of this library session/tour?
3. What further online help would you find useful?
4. Is there anything else you would like to know about the Library?

Promotional activities

Library Communications coordinated promotion of the commencement of semester activities undertaken by ANU Library. Activities were promoted by;

- Inclusion of ANU Library Activities on the O week Calendar
- Events portal on Library website
- Welcome info screens run in all branches
- Library tours info screens run daily
- Library tours social media messages posted regularly
- Library tours banner on Library website
- tours and presentations uploaded to Student Orientation website
- tours and presentations uploaded to the Library website
- PDF version of ANU Library branch tours and information sessions available on the Library Website
- Welcome banners in all branches.

Promotional resources

Library Communications coordinates promotional materials. Promotional materials ordered and distributed for Semester One 2017;

- ANU Library bags - 2,000
- ANU Library postcards - 20,000 - 5,000 of each colour
- Digital literacy training card -10,000.

Other related activities

ANU Library undertakes a number of related activities to reach out the ANU Community. Examination of these activities in detail is beyond the scope of this report. However an awareness of the extent of activities undertaken is required to identify any gaps in reaching the broader ANU community.

Personal Library Contact Service

A tailored email service to new Higher Degree Research students.

ANU Staff Induction sessions

A Scholarly Information Services presentation is made at Staff induction sessions. However no further direct contact is made to staff promote and explain Library services and facilities to staff.

Branch specific activities

A significant body of activities are undertaken by each branch in connecting with the relevant Colleges and Schools related to each branches collecting strengths. Statistics from these activities are recorded. Activities are managed and coordinated at the branch level.

Findings

Library discovery sessions attendance

90% of the total attendance at a Library discovery session occurred during O Week, however only 55% of sessions were offered during O week.

Week	Sessions	Attendees	Average per session
O week	31 Art & Music - 2 Chifley - 14 Hancock - 7 Law - 6 Menzies - 3	710	27
Week 1	20 Art & Music - 3 Chifley - 9 Hancock - 2 Law - 4 Menzies - 3	54	3
Week 2	4 Art & Music - 2 Chifley - 1 Hancock - 1	29	7.5
Week 3	1 Chifley – 1	0	0
Totals	58	794	14

The average attendance for each session across all branches was 14. A detailed table of attendance at each Branch is available at Appendix 3

Branch	Sessions	Attendees	Feedback forms
Art & Music	7	33	Nil
Chifley	25	450	290
Hancock	10	137	42
Law	10	143	36
Menzies	6	31	Nil
TOTAL	58	794	466 (Inc. 75 forms from college)

Feedback – selected comments

Question 1: Was this library session/tour the right length?

- A little bit fast paced.
- Could have been ~45 min.
- Bit short but very useful what I heard about.
- Good. There was an option for an in-depth one later.
- Very good length and well explained
- Probably more time can be added.
- Fantastic tour

Question 2: What was the most useful part of this Library Session/Tour?

- Taking us through the website. Great presenter!
- Very informative, and the librarian is very nice and helpful:).
- The presenters were fantastic

Question 3: What further online help would you find useful?

- A guide through the library and a map of it
- Electronic textbooks
- Courses on how to find data
- No idea
- Video walkthrough because I will forget a lot
- Online courses/sessions on academic skills

Question 4: Is there anything else you would like to know about the Library?

- Too geared towards u/grad students - would have been useful to receive a few pointers for p/grad studies.
- Which picture is each library?
- Just how to get around
- Opening times throughout the year e.g. exams

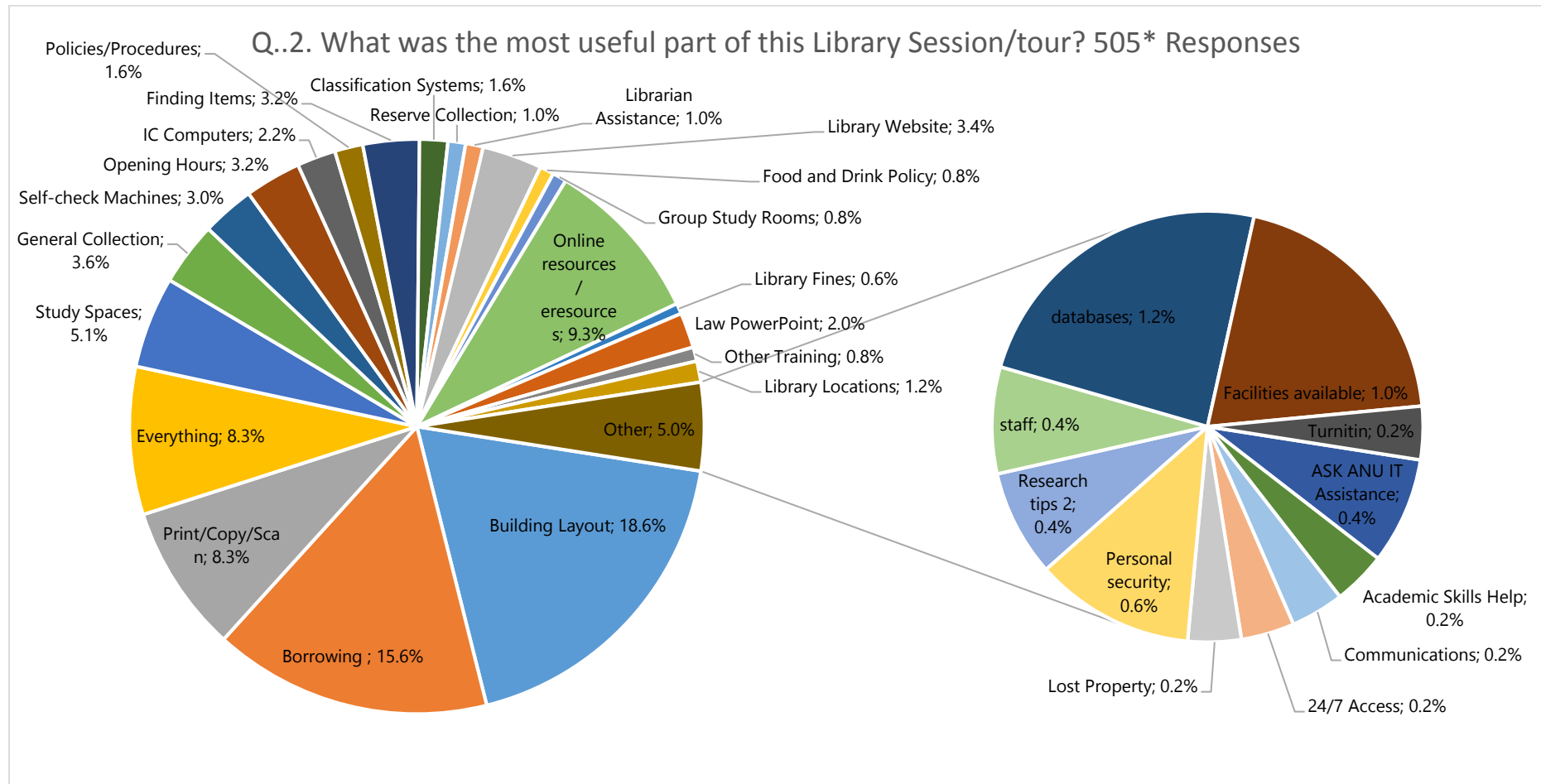
Feedback - Analysis

From 794 attendees 466 responses were received. A response rate of 59%.

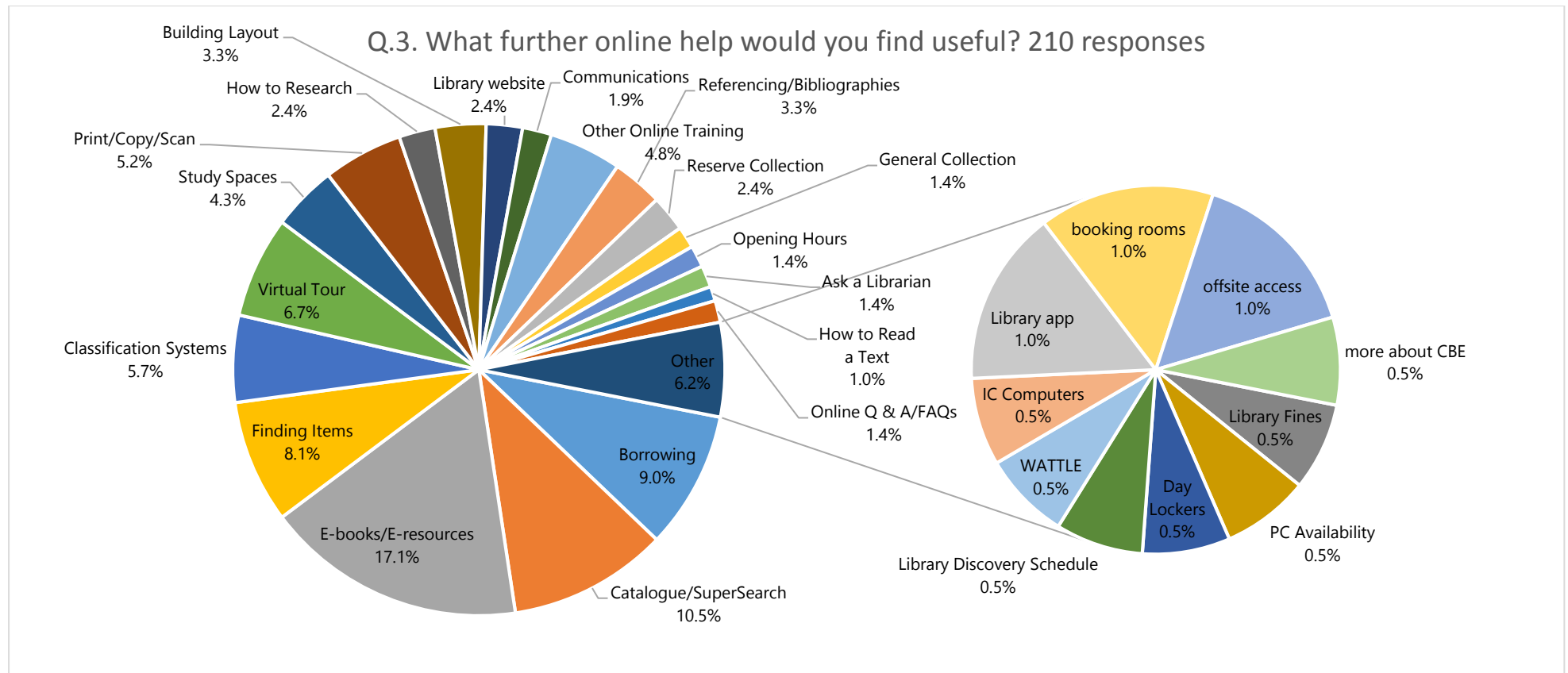
Question 1: Was this library session/tour the right length?

Yes – 439 (94%)

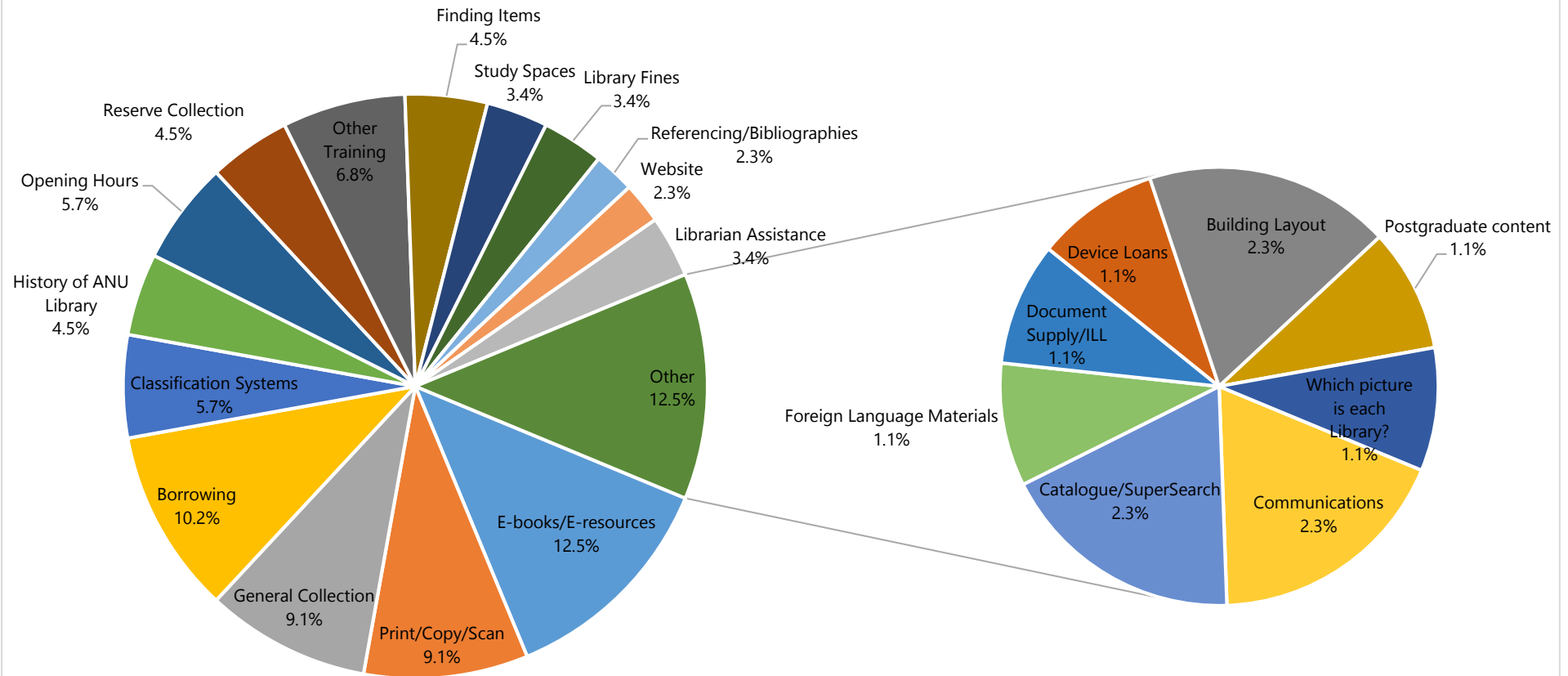
No – 27 (6%)



*505 response recorded as some responses related to multiple part of the Library.



Q.4. Is there anything else you would like to know about the Library? 88 responses



Commencement of Semester activities at Go8 universities

Monash University

Activity: At Orientation library branches provide tours, tips on how to get started at university and training on how to search electronic databases for research. Services available throughout semester include drop-in session times for academic advice

Duration: Drop in sessions 15 minutes, unable to find out length and frequency of classes and tours

Intended Audience: Undergraduate and Post-graduate students

Comments: Monash log-in required to access class and tour timetable

University of Western Australia

Activity: The UWA Library consists of six specialised libraries. Once semester starts, each of the subject libraries will hold a program of orientation activities that will introduce you to its services and resources. Topics include how to log on to Library computers, add credit to your Campus Card, use the printers and photocopiers, as well as how to find reserve material for your units and search the Library catalogue.

Duration: 30 minutes

Intended Audience: Primarily undergraduate students

Comments: Interactive online how to guides are available, however link is not currently live.

University of Adelaide

Activity: Library tours

Duration: undetermined

Intended Audience: Undergraduates, Post-Graduates, Staff

Comments: Offered across the semester and demand driven, Interactive online how to guides, Waite Library tours run weekly

University of Melbourne

Activity: Library tours, library research skills programs

Duration: 1 hour

Intended audience: New students, undergraduates, postgraduates, staff

Comments: Sessions continue to run across the semester

University of Queensland

Activity: Library orientation tours

Duration: 60 minutes

Intended audience: all students

Comments: Alternate suggestions are made for students unable to attend O week tours;

- Try our Online tutorial in Blackboard - [**LIBRARY 101**](#). It is a self-paced online tutorial that will guide you through all the things you should know about locating, using your Library and researching for your assignments.
- View our video [**Discover the Library**](#) (5m:13s) to see how to make the most of the services available to you from the Library.
- Have a look at the maps (click to enlarge) information and photos of the [**Social Sciences and Humanities Library**](#).

University of Sydney

Activity: Library tours, Research skills sessions

Duration: Five 15 minute sessions available per day in O week

Intended audience: New undergraduate and postgraduate students

Comments: Very easy to find this information and training calendar on the library website

In 2016 semester 2 University of Sydney promoted its Library Branches as Pokéstops.

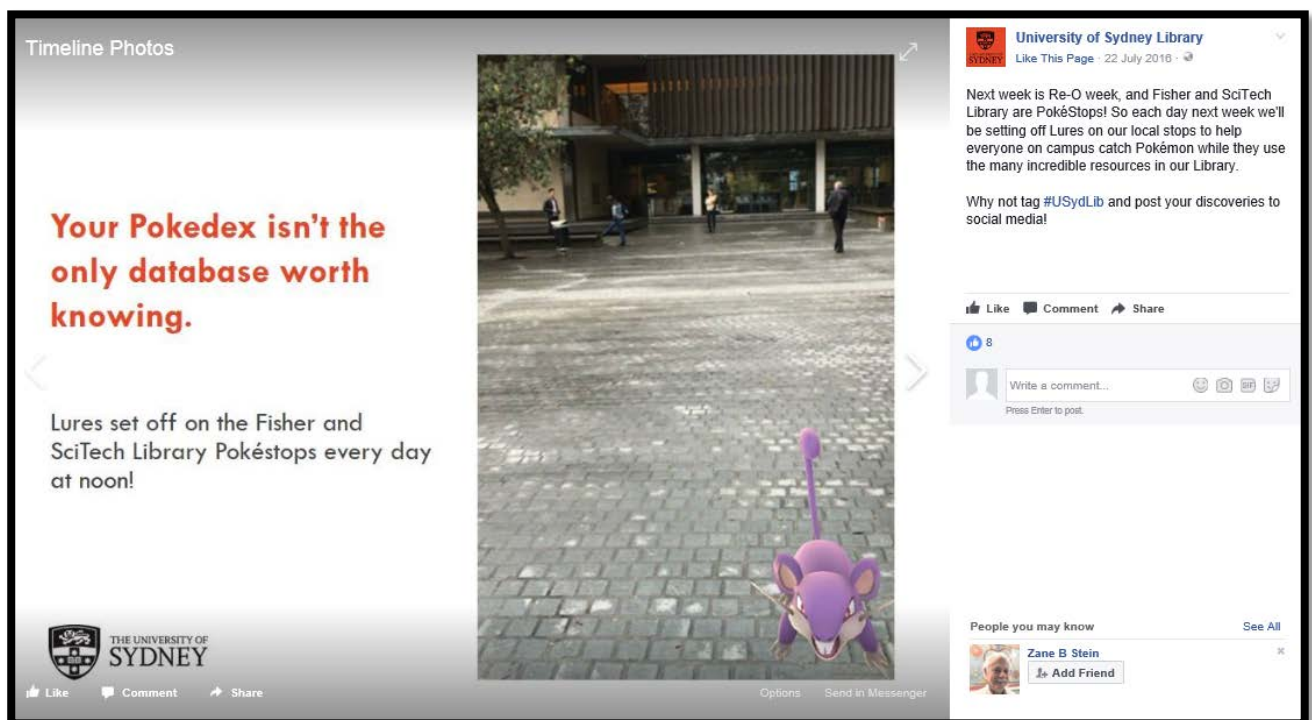


Figure 2: University of Sydney Library Facebook post

University of New South Wales Sydney

Activity: Online library tutorials offered as part of O week

1) Getting Started with UNSW Library

This whirlwind video tour tells you all you need to know to get started and connect with UNSW Library wherever you are.

2) Smart Searching with UNSW Library

Find it faster at UNSW Library. Learn how to use UNSW Library to save time and find all the books, e-books, journals, databases, course materials, exam papers and multimedia you need.

Duration: undetermined

Intended audience: All students

Activity: UNSW Library Seminar for Postgraduate Students

Optimise your valuable research time. UNSW Library offers research support for postgraduates tailored to your needs. Connect with UNSW Library's personal support services including research consultations with subject specialist librarians to help, manage your research and develop research strategies. Use UNSW Library to connect with a diverse collection, wherever you are. NO BOOKING NEEDED.

Duration: one hour 5-6pm

Intended audience: Postgraduate students

Comments: Tours are not offered rather encourages asking questions in the 'help zone'.

Conclusions

Focus

The primary focus of the commencement of semester activities focuses on students new to the ANU. Sessions related to online information provide a basic navigation of the Library website and detail regarding explanation and examples of resources is also basic in nature.

Attendance

Sessions during weeks one to three were poorly attended when compared to O week sessions. The rationale for this may be having classes started or alternatively those students who had a general interest in the services and resources offered may have taken the opportunity to attend during O week.

College introduction sessions were well attended, however a clear timing between presentations and subsequent offer of Branch tours was not always evident.

Feedback

Feedback received was overwhelmingly positive.

Question 1: Was this library session/tour the right length?

Tours and session ranged from 30 Minutes to 90 minutes. 94% of respondents agreed that the duration was appropriate.

Question 2: What was the most useful part of this Library Session/tour?

Building layout (18.6%), Borrowing (15.6%) and online resources (9.3%) were the most useful parts of the sessions and tours. This question was the most answered with students nominating multiple parts of the tour. It is worth noting that 8.3% of respondents identified 'everything' as the most useful part of the session/tour.

Question 3: What further online help would you find useful?

210 responses 28% of session attendees.

Online help identified predominately related to finding, discovering and using resources (44% of responses). This comprised of ebooks/eresources (17.1%), catalogue/SuperSearch (10.5%), borrowing (9%) and finding items (9.1%).

Considerations from these responses are to ensure LibGuides cover ebooks and that advanced Library discovery sessions related to finding online resources may assist students.

Question 4: Is there anything else you would like to know about the Library?

88 Responses, 12% of session attendees.

The top results were ebooks/eresources (12.5%), borrowing (10.2%), General Collection (9.1%) and print/copy/scan (9.1%).

The fewer comments received related to further online help and anything else about the library may reflect the cohort rather than the questions. At the O week stage students may not be sure what further help they require.

Promotional activities and resources

Anecdotal feedback from Library staff is that being able to provide a handout or flyer to interested students in the past has been useful. This option was not available in 2017.

The PDF version of ANU Library branch tours and information sessions was printed and laminated in the Hancock Library a ready reference information tool for desk staff during O Week.