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Proactive customer engagement at Leeds Beckett University Library: Measuring impact

Jane Percival and Pippa Wood



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Leeds Beckett University Library

- 13 schools
- 28,000 students
- City Campus and Headingley Campus
- Library at each campus



Proactive Customer Service Events



- Delivering events for over a decade
- Staff from across the Library involved
- Creative and engaging
- Mapped to student academic calendar
- Clear message, target audience, planned location

Collecting **impact** evidence

Why?

- Better understanding of how the events support student academic success
- Resources
- Plan future events

How?

- Impact forms at events
- Staff feedback following on from events

Autorenewals

“that’s really helpful,
as I’m only in one
day a week and it will
help me manage”

What worked well?

- Promoted new service outside the Library
- Easy way to talk to lots of students
- Captured student feedback



What did we learn?

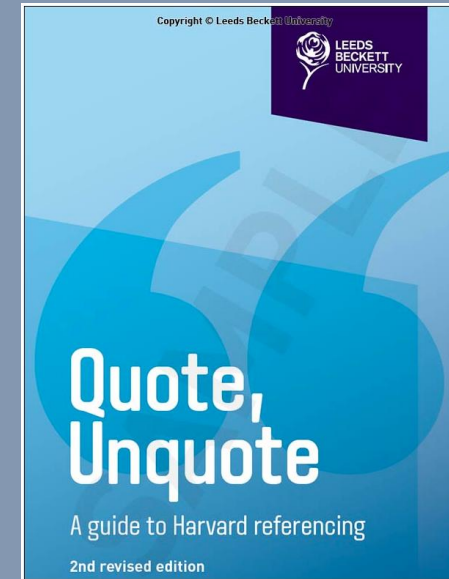
- Record the number of people hearing about a service for first time during a promotion

Write Right



What worked well?

- Working with the Students' Union
- Quality engagements



What did we learn?

- Difficult to record data at busy events
- Use a bespoke impact form for each event

Halloween

What worked well?

- Creativity of event
- Encourages student engagement and feedback

What did we learn?

- Collate and feedback data captured following on from events to relevant LLI teams



What's the scariest thing about writing an essay?

- Understanding the question ☐
- Finding information ☐
- Planning and structuring ☐
- Something else ☐



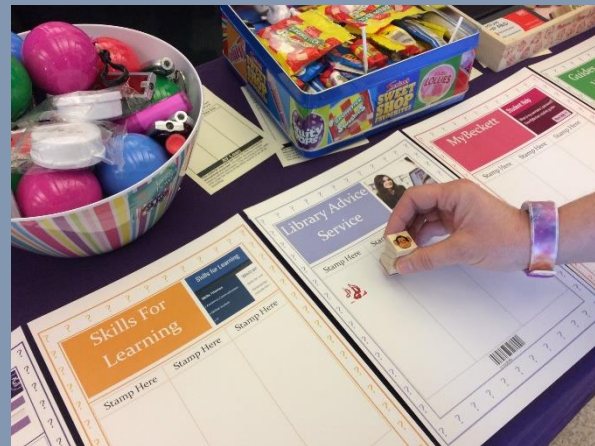
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'I need more help with writing portfolios'

Refreshers

What worked well?

- New activity
- Activity involved collecting data – wasn't an interruption or afterthought



What did we learn?

- Less is more!



Moving forwards

We will continue to:

- Work with different teams
- Be creative
- Event focus, planned time and location
- Record engagements

We will introduce:

- Asking a key question (sometimes!)
- A bespoke impact form
- Formally record feedback
- Focused information gathering

Questions?



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Thank you

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