

University of Southern Queensland

## **University Library**

# **Client Communications Strategy**

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# COMMUNICATIONS STRATEGY

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## 1. PURPOSE

This document provides a framework for the Library's engagement with its clients. It outlines the Library's communication objectives, target audiences, key messages and communication channels for both seeking information from, and providing information to, clients.

This Strategy supports the Library's *Strategic Plan 2003-2005*, specifically the Critical Success Factors: "Meeting Client Needs" and "Effective Relationships with Key Partners".

## 2. COMMUNICATION OBJECTIVES

The Library's communication objectives are:

1. To establish a clear profile of Library clients
2. To seek information from clients about their needs and expectations of Library resources, services and facilities, to assist in planning and benchmarking
3. To provide information about Library resources, services and facilities to clients
4. To establish a sustainable framework for this client engagement on an ongoing basis
5. To ensure a consistent, professional image in all Library communications
6. To keep senior University management informed of Library issues and initiatives.

Strategies to achieve these objectives are outlined in section 6 of this document.

## 3. TARGET AUDIENCES

The Library's primary target audiences are:

- USQ students – off-campus and on-campus, domestic and international
- USQ staff – academic and general
- USQ senior management – VCC, etc
- GLS partners

Secondary target audiences include:

- General community – members of the public, students from other institutions, etc.
- Suppliers
- Project partners
- Other university libraries

The Library devotes most energy to communication with its primary target audiences.

## 4. KEY MESSAGES

Although each target audience requires a particular focus, the Library's key messages relate to the following:

- Library's purpose
- Resources - eg electronic, full-text
- Services - eg borrowing, staff expertise

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- Facilities - eg printing, 24 hour access
- Initiatives or projects - eg ADT, LIDDAS.

Communication is delivered not so much from a perspective of “this is what the Library provides”, but rather from a more value-added perspective, eg “this is what this resource/service/facility means to you” or “this resource/service/facility can help you by xxx”.

The other recurring message is that Library resources/services/facilities are shaped largely by client input and feedback.

## 5. COMMUNICATION CHANNELS

The Library uses a range of communication techniques or channels, as appropriate for the target audience and the purpose of the communication. All Library staff are responsible for communicating the profile or image of the Library, however particular staff have prime responsibility for communication with particular client groups (see sections 6.2 and 6.3).

The key communication channels include:

- Staff contact with clients at service points: Off-Campus Services, On-Campus Services, Faculty Librarians, EML, Wide Bay
- Orientations and classes by Library staff
- Liaison through Faculty Librarians
- Client surveys – Rodski, focus groups, 1 question quizzes, etc
- Staff contact with clients and stakeholders at meetings
- Library website
- *Library Lines*
- *USQ Assist*
- *USQ News*
- Multi-channel communicator
- Brochures
- Signs/notices
- Articles in University and other (non-University) publications
- Messages in *USQ Connect*
- QULOC representation
- Conference presentations.

Apart from personal contacts between Library staff and clients, the Library website is considered the Library’s main communication channel. The website allows the Library to provide information to, and seek information from, clients. It also allows clients to interact with the Library’s services and resources, eg Catalogue, Check/Renew Loans, Off-Campus Services request forms, email. The website is particularly important because of the proportion

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of the University’s off-campus students, for many of whom the Library website is the main “face” of the Library.

### 6. ACHIEVING COMMUNICATION OBJECTIVES

#### 6.1 Establishing a clear profile of Library clients

The Library will use University data to establish a detailed profile of its clients. This profile will be used to consult with groups of clients and to develop and evaluate Library services. The profile will be monitored and updated regularly.

The following factors will be considered:

- Mode of attendance (off-campus or on-campus)
- Residence (domestic or international)
- Program (undergraduate, postgraduate or other)
- Faculty
- Personal characteristics such as ethnicity, age, gender, disabilities, etc.

#### 6.2 Seeking information from clients

The following table outlines the purpose, communications medium and responsibility for seeking information from the Library’s target audiences:

Target Audience	Purpose	Communications Medium	Responsibility
Off-campus students	Identify needs Identify most useful resources & services	Website – usage statistics Off-Campus Services - phone & email Electronic Services Officer – phone & email re database issues Orientation & Residential School classes RLOs Regular surveys, eg Rodski Focus groups 1 Question quizzes Give us Feedback web form	Client Services  Information Literacy & Reference Services  Electronic Services Officer  Wide Bay  Library Administration
On-campus students	Identify needs Identify most useful resources, services & facilities	Desk contact Email via <i>USQAssist</i> Electronic Services Officer – phone & email re database issues Website – usage statistics Regular surveys, eg Rodski Focus groups	Client Services  Information Literacy & Reference Services  Electronic Services Officer

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		1 Question quizzes Suggestion box/Give us Feedback web form	Wide Bay  Library Administration
Academic staff	Identify needs Identify most useful resources, services & facilities	Faculty Librarian liaison Individual contact – in-person, email, phone Electronic Services Officer – phone & email re database issues Website – usage statistics Focus groups	Information Literacy & Reference Services  Client Services  Wide Bay
General staff	Identify needs Identify most useful resources, services & facilities	Individual contact – in-person, email, phone Electronic Services Officer – phone & email re database issues Website – usage statistics Focus groups	Information Literacy & Reference Services  Client Services  Wide Bay

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### 6.2 Seeking information from clients (cont)

Target Audience	Purpose	Communications Medium	Responsibility
University senior management	Identify broader University directions with potential impact on the Library	Individual contact – in-person, email, phone VCC & other relevant meetings/ forums	University Librarian  Library Executive Committee members
GLS partners	Identify broader GLS directions with potential impact on the Library	Individual contact – in-person, email, phone Meetings	Library Management Committee members
General community	Identify needs Identify most useful resources, services & facilities	Website - usage statistics Desk contact	Client Services  Wide Bay
Suppliers	Identify new products or services of benefit to the Library	Individual contact – in-person, email, phone Meetings	Acquisitions  Library Administration
Project partners	Identify issues with potential impact on project success	Individual contact – in-person, email, phone Meetings	Information Access  University Librarian
Other university libraries	Assist with planning, management & service delivery	QULOC, CAUL Conferences	Library Management Committee members

### 6.3 Providing information to clients

The following table outlines the purpose, communications medium and responsibility for providing information to the Library's target audiences:

Target Audience	Purpose	Communications medium	Responsibility
Off-campus students	Help with their information retrieval Increase use of Library resources & services Promote new resources & services	Website Off-Campus Services – phone & email Orientation & Residential School classes Electronic Services Officer – phone & email support of database users USQ <i>Assist</i> RLOs	Client Services  Information Literacy & Reference Services  Electronic Services Officer

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		Give us Feedback web form <i>Distance Education Student Guides</i> Library articles in other publications, eg <i>External Honk</i>	Wide Bay
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### 6.3 Providing information to clients (cont)

Target Audience	Purpose	Communications medium	Responsibility
On-campus students	Help with their information retrieval Increase use of Library resources, services & facilities Promote new resources, services & facilities	Desk contact Website Email/phone Electronic Services Officer – phone & email support of database users Multi-channel communicators Notices/signs Brochures/leaflets – in Library & other sites on campus Library classes & tours <i>USQ Assist</i> Suggestion box/Web Feedback form Library articles in other publications, eg <i>USQ Student Diary</i>	Client Services  Information Literacy & Reference Services  Electronic Services Officer  Wide Bay  Library Admin (format)
Academic staff	Highlight resources & services to support their research & teaching activities Promote support for information literacy	Faculty Librarian liaison Individual contact – in-person, email, phone Electronic Services Officer – phone & email support of database users Website <i>Library Lines</i> <i>USQ News</i>	Information Literacy & Reference Services  Client Services  Wide Bay  University Librarian
General staff	Highlight resources & services to support their work	Individual contact – in-person, email, phone Electronic Services Officer – phone & email support of database users Website <i>Library Lines</i> <i>USQ News</i>	Information Literacy & Reference Services  Client Services  Wide Bay University Librarian
University senior management	Highlight achievements & initiatives Ensure ongoing support	Individual contact – in-person, email, phone VCC & other relevant meetings/ forums Website <i>Library Lines</i> <i>USQ News</i>	University Librarian  Library Executive Committee members
GLS partners	Highlight achievements & initiatives Promote appropriate joint initiatives	Individual contact – in-person, email, phone GLS ManCom & other meetings Website <i>Library Lines</i> <i>USQ News</i>	Library Management Committee members

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General community	Promote services & facilities	Website Desk contact Notices/signs Brochures/leaflets Library tours	Client Services  Wide Bay
Suppliers	Communicate the Library's requirements, priorities & constraints	Individual contact – in-person, email, phone Meetings	Acquisitions  Library Administration

### 6.3 Providing information to clients (cont)

Target Audience	Purpose	Communications medium	Responsibility
Project partners	Communicate the Library's requirements, priorities & constraints	Individual contact – in-person, email, phone Meetings	Information Access  University Librarian
Other university libraries	Highlight achievements & initiatives Share information	QULOC, CAUL Conferences	Library Management Committee members

### 6.4 Establishing a sustainable framework for client engagement

The Library will establish a framework for client engagement to ensure that all client groups are communicated with in a planned way, that feedback is regularly monitored and appropriate actions taken. The calendar in section 7 outlines a basic annual schedule for seeking information from, and providing information to, clients.

Responsibility for establishing and implementing this framework rests with the Manager Client Services who will liaise with nominated representatives from each Library section to coordinate the following activities:

- Monitoring the client profile
- Collating and analysing relevant statistics, eg client queries, website usage
- Collating, analysing and, where appropriate, acting on client feedback
- Scheduling and coordinating client surveys
- Quality checking and approving Library publications, including notices and signage
- Coordinating Library information published in other publications
- Liaising with other University sections regarding Library communications, eg DEC, ITS, Marketing & Public Relations, Student Guild, Student Services.

### **6.5 Ensuring a consistent, professional image in all Library communications**

The Library will present a consistent, professional image in all of its communications. This image will apply to both electronic and hard-copy material, to Library-produced material and Library information included in other publications. A preferred “look” will be developed. All communications will display “USQ University Library” (as per the Library website) or “USQ Library” and a date of publication. Standard University colours will be used. Where appropriate, other elements such as the Library slogan, Privacy statement, etc will be included.

### **6.6 Keeping University senior management informed**

Processes for keeping the University’s senior management informed of Library issues and initiatives are outlined in 6.3 above. This is the responsibility primarily of the University Librarian and other senior Library staff. Success in this strategy will maintain and enhance the Library’s reputation.

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### 7. COMMUNICATIONS CALENDAR

Date	Client Services Off-Campus Services	Client Services On-Campus Services	Information Literacy & Reference	Information Access	Acquisitions	Wide Bay	Library Administration	University Librarian's Office
Jan	Review of relevant website & USQ <i>Assist</i> information	Review of relevant website & USQ <i>Assist</i> information	Review of relevant website & USQ <i>Assist</i> information	Review of e-resources FAQs	Database access check; CDC meeting	Review of relevant website & USQ <i>Assist</i> information		
Feb	Orientation sessions	Library tours	Orientation classes		CDC meeting; QULOC; CAUL	Library tours; Orientation classes; Catalogue & Database classes; JULAC; WBLUG	JULAC; WBLUG	
March	Orientation sessions	Library tours	Catalogue & Database classes		CDC meeting; CAUL	Library tours; Orientation classes; Catalogue & Database classes	ISO 9001 Audit; ITS liaison	<i>Library Lines</i>
April	External <i>Honk</i>	Focus groups	Catalogue & Database classes	Review of e-resources FAQs	CDC meeting; QULOC; CAUL	Student Guild Wide Bay newsletter	Quarterly budget report	Library Advisory C'tee; Council Quarterly report
May	Phone survey	Poetry Competition	Residential School classes		CDC meeting; CAUL		Poetry Competition	
June	Distance Education Student Guides – domestic & international				CDC meeting; QULOC; CAUL			
July			Catalogue & Database classes	Review of e-resources FAQs	CDC meeting; Acquisitions budget report; CAUL	Orientation sessions; Catalogue & Database classes; JULAC; WBLUG	JULAC; WBLUG; Quarterly budget report; ITS liaison	<i>Library Lines</i> ; Council Quarterly report

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Date	Client Services Off-Campus Services	Client Services On-Campus Services	Information Literacy & Reference	Information Access	Acquisitions	Wide Bay	Library Administration	University Librarian's Office
Aug		Open Day	Catalogue & Database classes		CDC meeting; QULOC; CAUL	Catalogue & Database classes	Rodski Survey (every 2 <sup>nd</sup> year)	Library Advisory Committee
Sept			Residential School classes		CDC meeting; CAUL	Open Day	ISO 9001 Audit; Open Day; ITS liaison	
Oct	External <i>Honk</i> ; Student Diary	Focus groups		Review of e-resources FAQs	CDC meeting; QULOC; CAUL	Student Diary; JULAC; WBLUG	JULAC; WBLUG; Quarterly budget report	<i>Library Lines</i> ; Council Quarterly report
Nov	Library flyer Phone survey				CDC meeting; Library Advisory Committee (new budget); CAUL	Library flyer; Student Guild Wide Bay newsletter		
Dec					CAUL		ITS liaison	USQ Annual Report
On-going	Client contacts; Website reviews; USQ <i>Assist</i> reviews; 1 Question quiz	Client contacts; Website reviews; USQ <i>Assist</i> reviews; Multi-channel communicator; 1 Question quiz	Client contacts; Faculty liaison; Website reviews; USQ <i>Assist</i> reviews	Client & partner contacts; Website reviews; USQ <i>Assist</i> reviews	Supplier contacts	Monthly HBCC staff meetings; Weekly HBCC Library Management meetings; Client & partner contacts; Meetings; Website reviews; USQ <i>Assist</i> reviews	Supplier & partner contacts	Meetings, eg Academic Board, VCC; Website reviews