

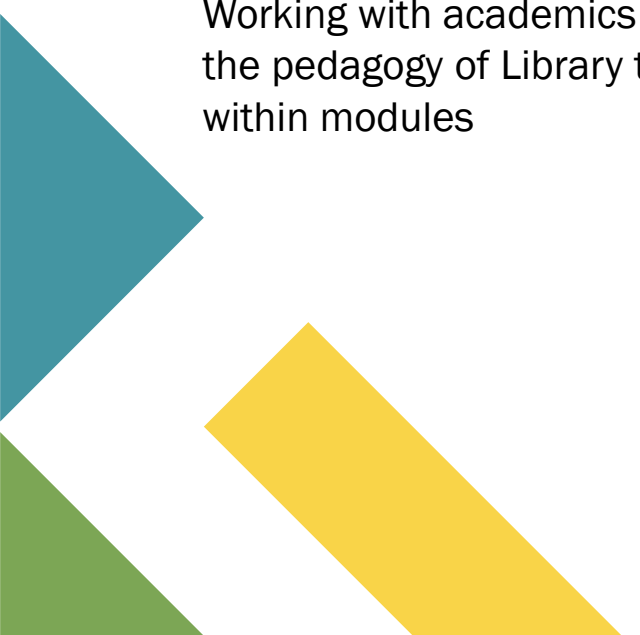


Collaborating with academic staff to transform Library Teaching and Learning support

Emma Brown

10.09.2025

Overview



Collaborating with Academic Staff

Working with academics to develop the pedagogy of Library teaching within modules

Embedding into the curriculum

Collaborating with academics and using results to increase implementation College wide.

Going beyond Library teaching

Strategically using relationships to benefit the wider Library service and grow our collections



Collaborating with Academic Staff

Working directly with academics to develop the pedagogy of Library teaching within modules



Illustration Course

2022 Overall NSS **93.4%**

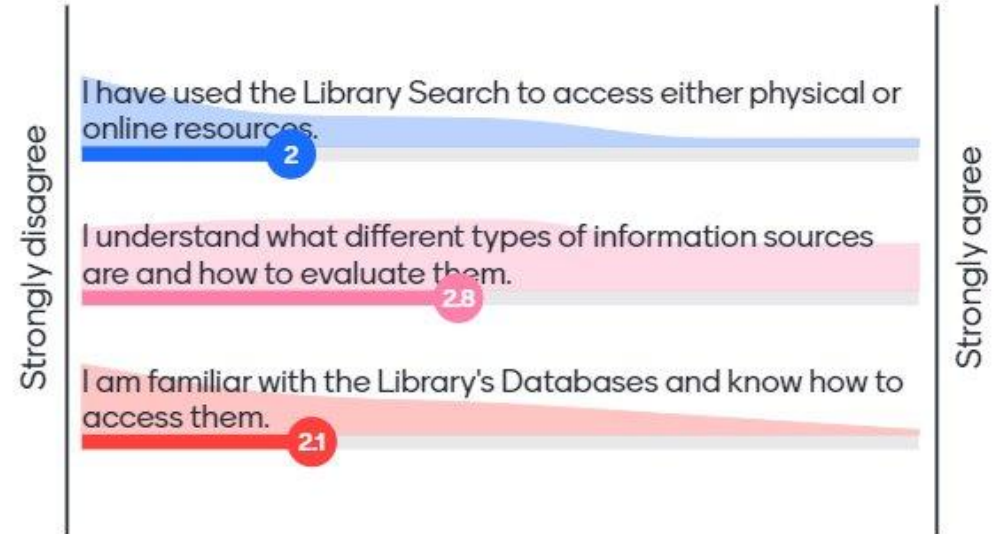
Library Question **73.5%**

nearly **50%** additional learning
needs such as **neurodiversity**

Diagnostic

Join at menti.com use code 7876 3385

How confident are you using Library resources?



Activity 1

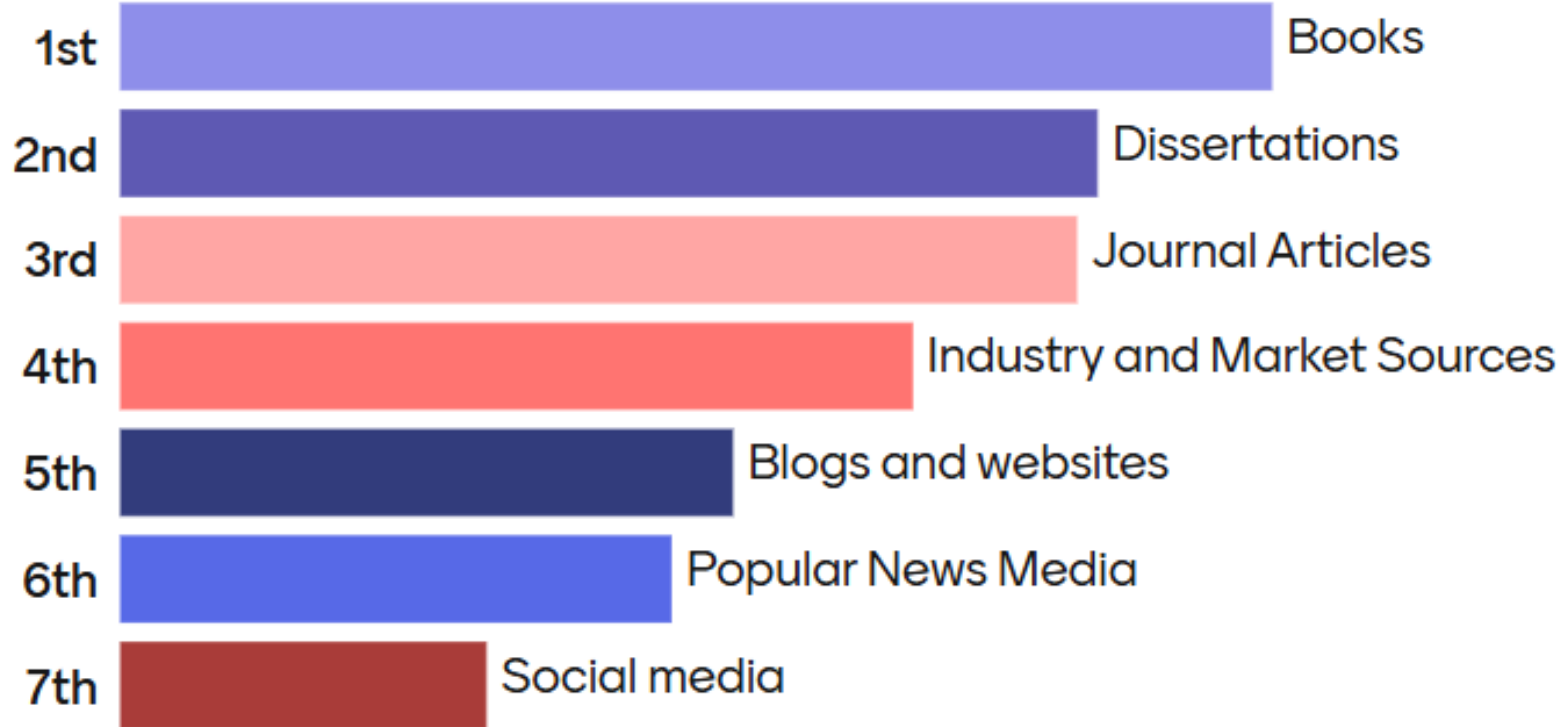
How confident are you in using
interactive technologies in
teaching/presentations?

Cognition

Join at menti.com | use code 1147 4004

Mentimeter

Rank these sources in order of how academic they are with 1 being the most academic.



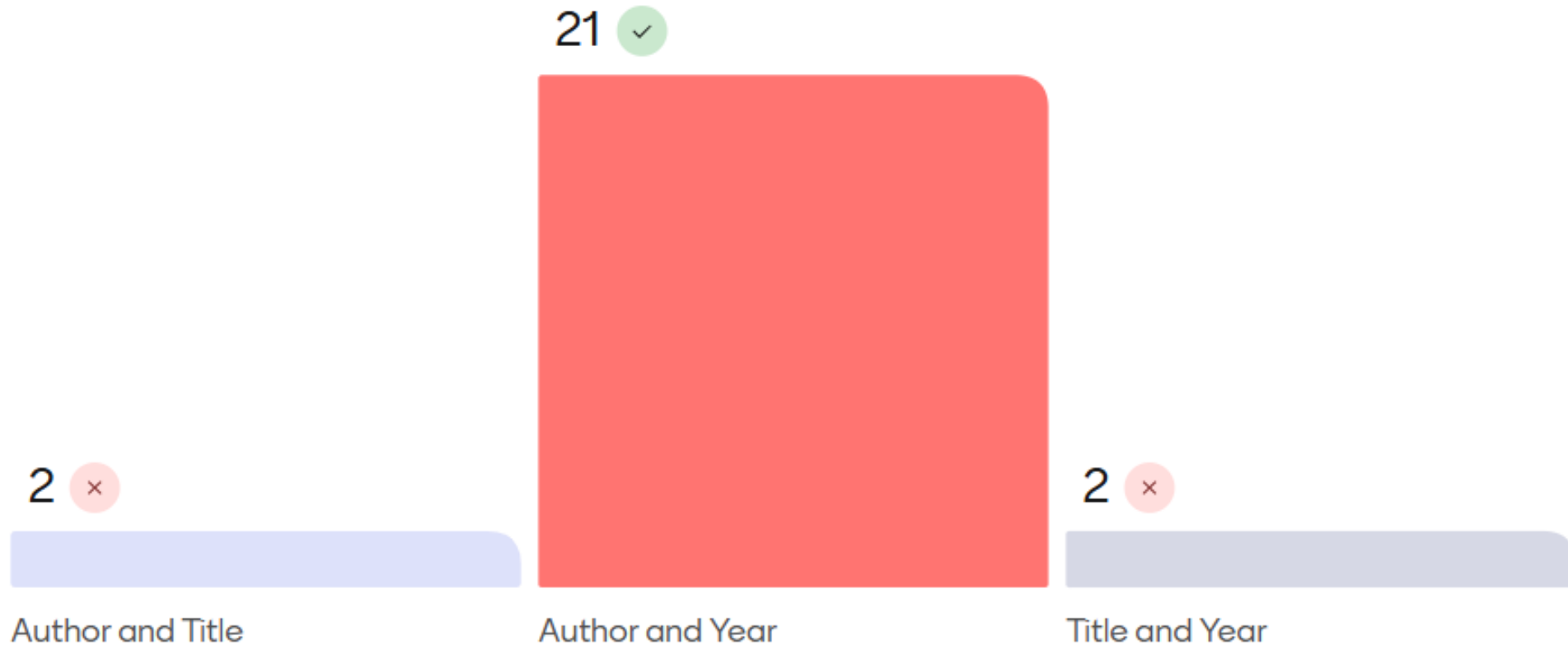
Responding is off

Retention

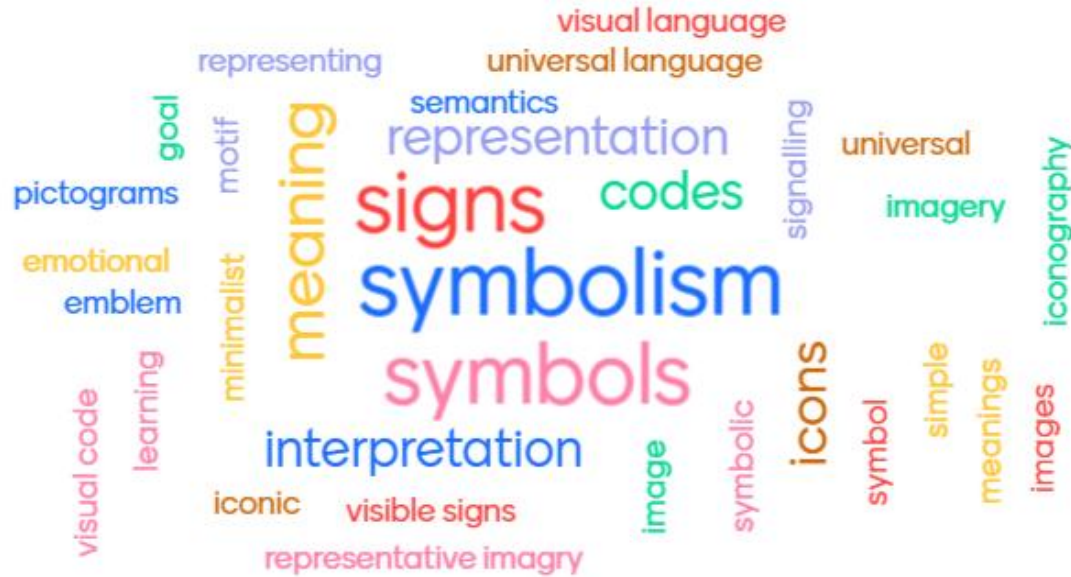
Join at menti.com | use code 74019655

Mentimeter

What should be include in in-text citations?



Topic Picker



Press **ENTER** to spin the wheel

Activity 2

**Reflecting on our conference
themes.**

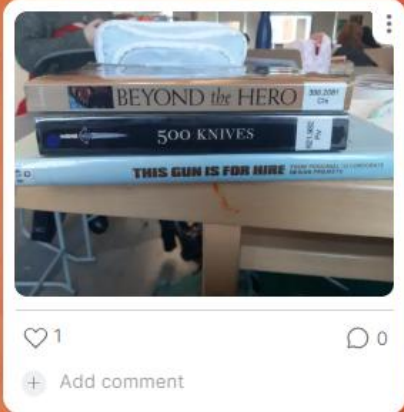
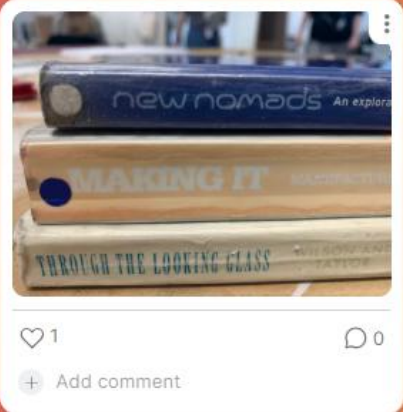
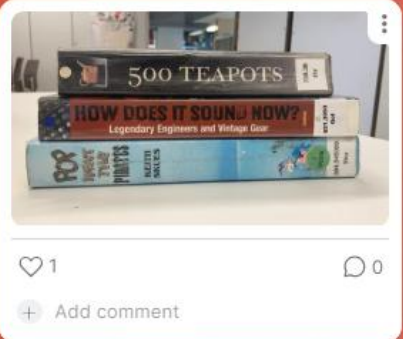
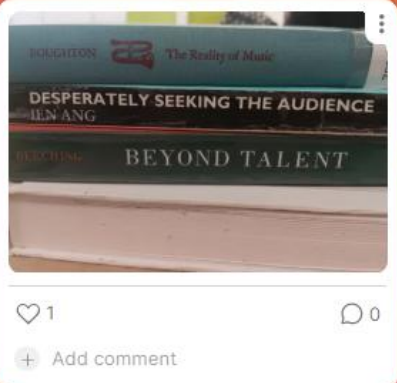
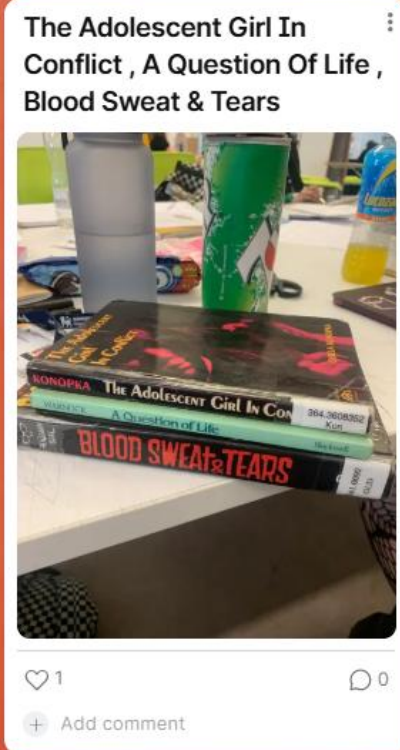
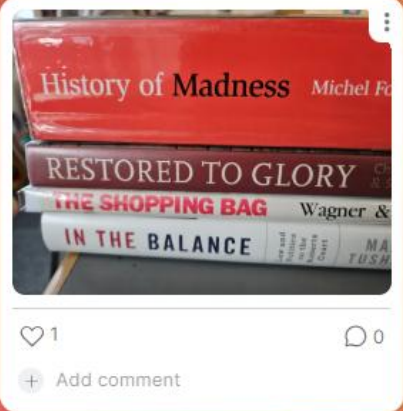
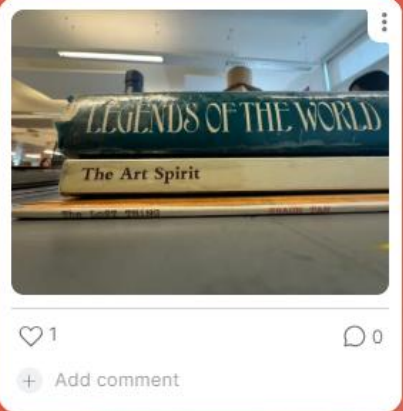
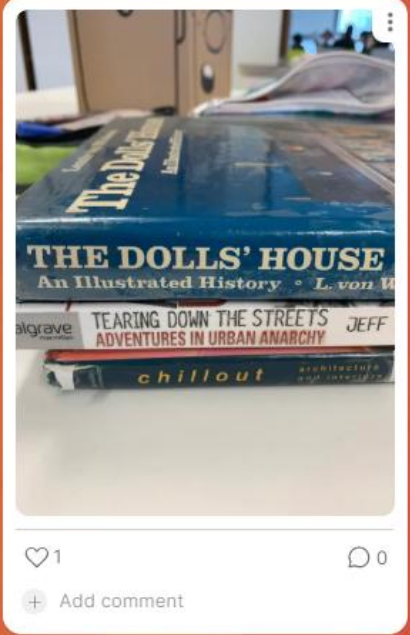
Building Learning Community

Padlet

Emma Brown + 41 • 10mo

Illustration - Book Spine Poems

Upload a photo of your book spine poem. You can either add from you're phone's photo gallery or take a photo directly in Padlet!



Results

**20% increase NSS
responses in the library
resources section –
Illustration 2023**

- Gareth Courage, Lecturer - Illustration, and College
Academic Lead for Access and Participation, BCU

A collection of large, overlapping geometric shapes in teal, green, and yellow, arranged in a dynamic, abstract pattern around the central text.

“

Her innovative teaching and learning approaches serve as an inspiration for students to reach their full potential. Emma's inclusive style ensures that opportunities for learning and development are accessible to all community members, fostering a culture of excellence.

- Gareth Courage, Lecturer - Illustration, and College Academic Lead for Access and Participation, BCU

Student Feedback

100% students (asked)
**more likely to use the library and
resources because of the activities**

- Focus group and survey of 2023 cohort

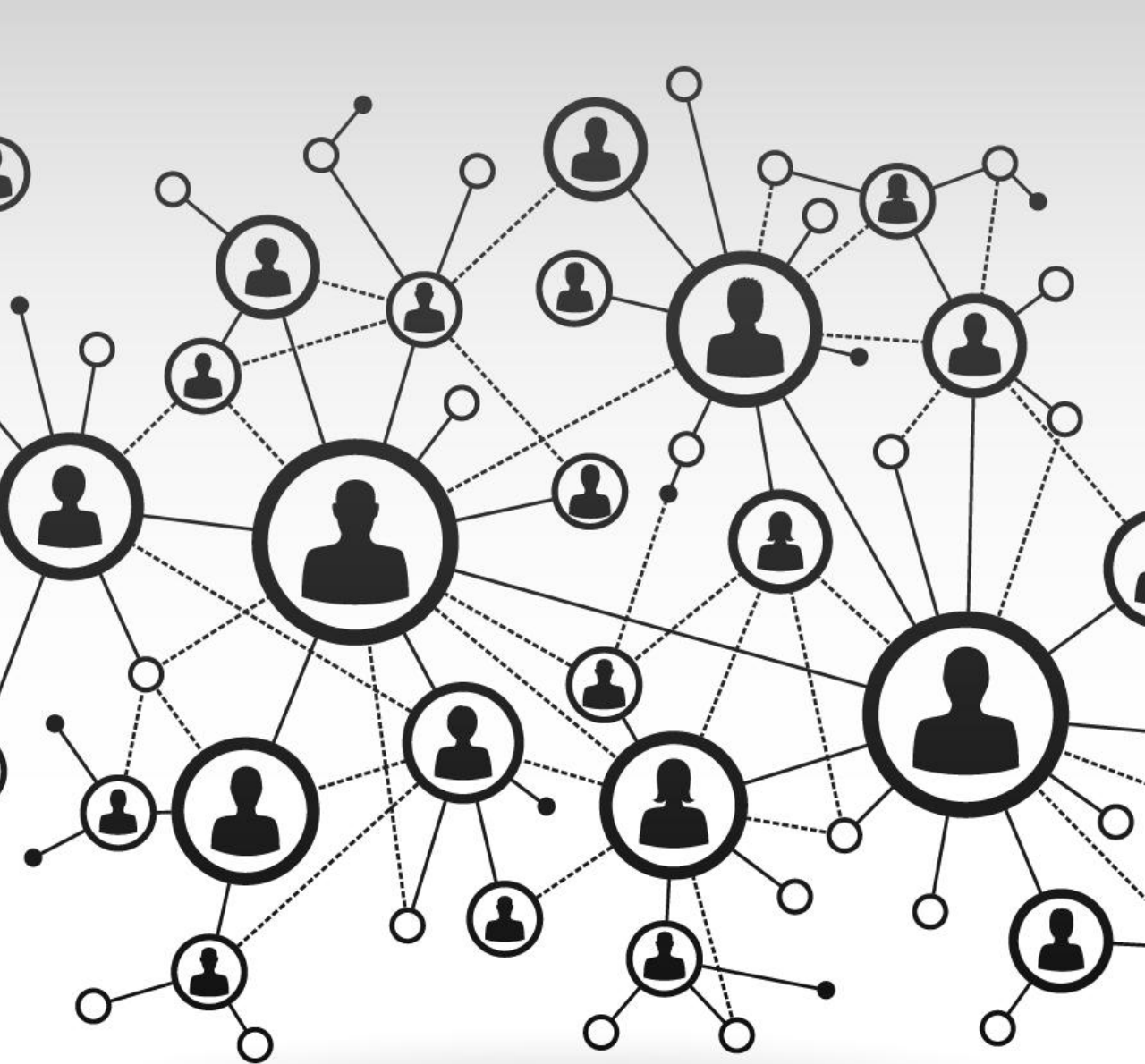


It takes me a while to gain confidence to new places so having the resources in lesson has helped greatly with access and gaining confidence to enter the library itself.

The book spine poems were great for creating ideas.

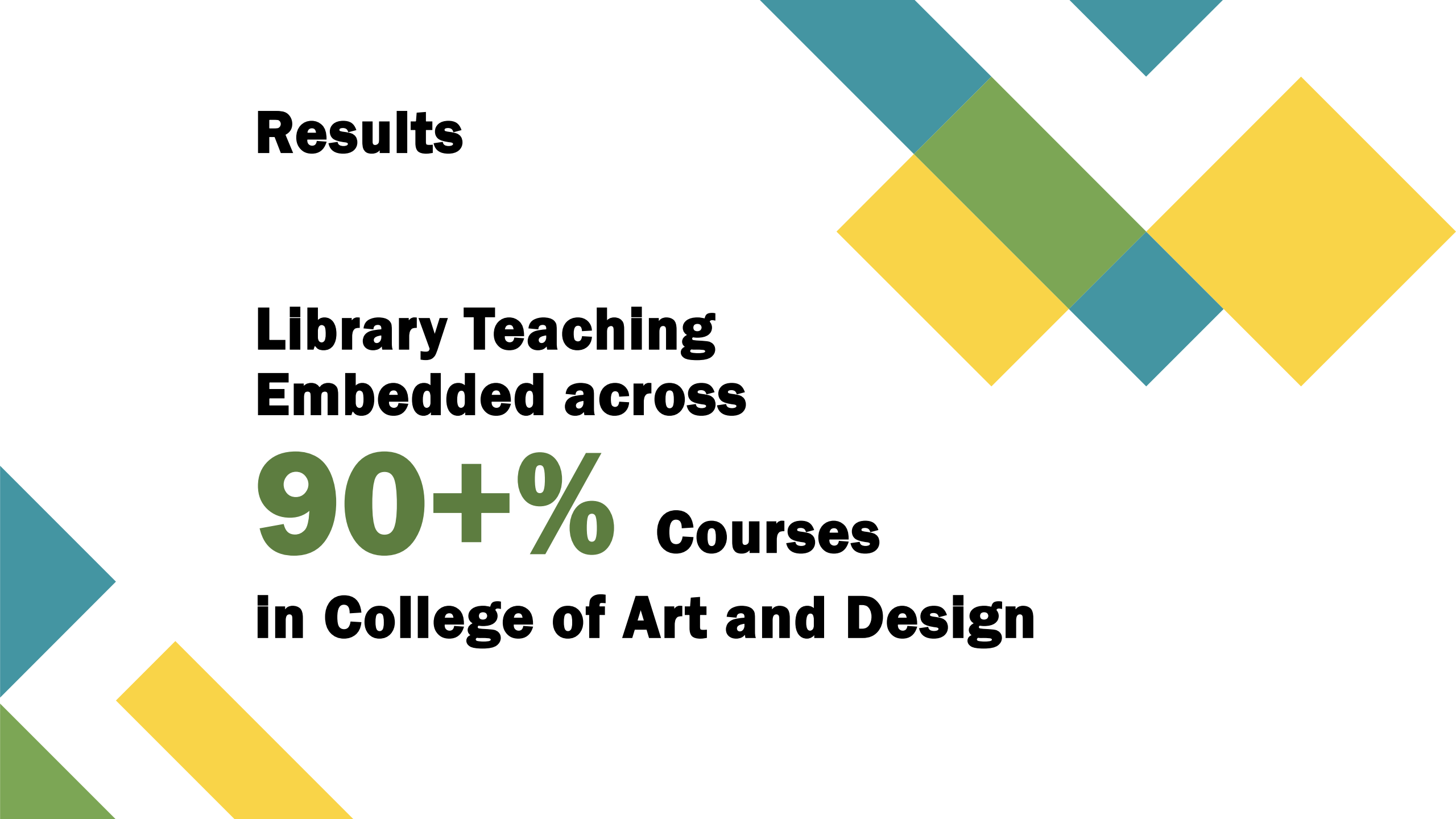
Activities strengthened connection between us as students, staff, and the library.

- Illustration students, 2023



Embedding into the curriculum

Collaborating with
academics - using results to
increase implementation
College wide

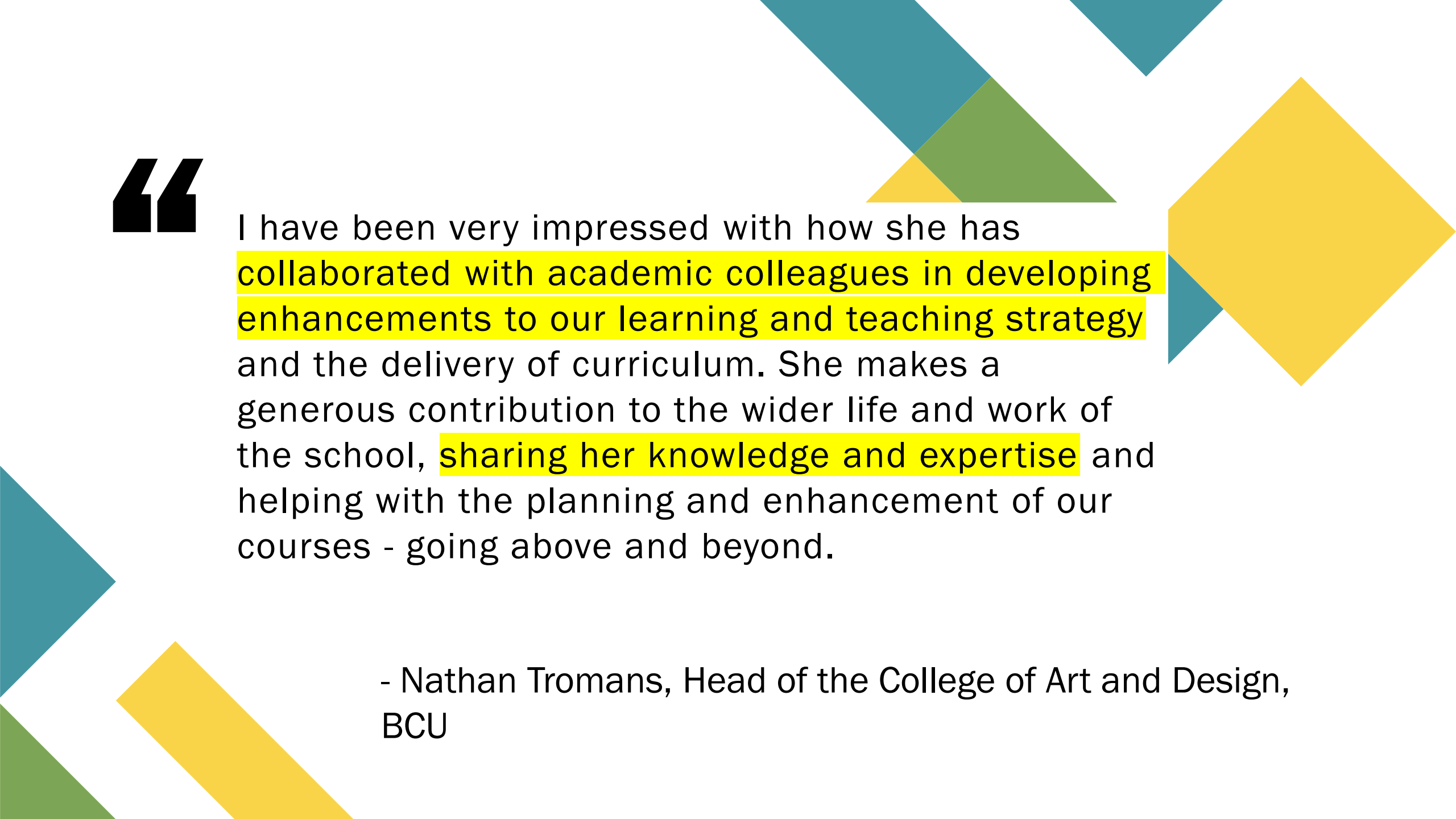
The background features several large, overlapping geometric shapes in teal, yellow, and green, creating a modern, abstract design.

Results

**Library Teaching
Embedded across**

90+% Courses

in College of Art and Design

The background of the slide features several large, overlapping geometric shapes. There are teal triangles and diamonds, a large yellow diamond, and a green triangle. The shapes are arranged in a way that they appear to be floating or layered on top of each other.

“

I have been very impressed with how she has collaborated with academic colleagues in developing enhancements to our learning and teaching strategy and the delivery of curriculum. She makes a generous contribution to the wider life and work of the school, sharing her knowledge and expertise and helping with the planning and enhancement of our courses - going above and beyond.

- Nathan Tromans, Head of the College of Art and Design,
BCU



Continued Development: Digital Marketing

Deeper learning pedagogy for
library teaching

Student Rep Feedback:
**“Do we really need more
library sessions?”**

Digital Marketing Conference 2025

Networking/
Building Subject
Knowledge



Peer-learning

wooclap

Exit

Go to **wooclap.com** and use the code **LUULZH**

What could be the pro/cons of using Primary vs Secondary research?

1 Pros: Primary Research	2 Cons: Primary Research	3 Pros: Secondary Research	4 Cons: Secondary Research	+ Add category
Up to date	People can lie for the survey	Cheap, easy to access	May not be up to date	
Original	It could be bias	Potential access to a wider study	May be out dated, unreliable	
Eliminate bias	Opinion based	It's been checked over my multiple people before being published so we know it's valid	Don't know how accurate it is	
Sustainable	Takes time, costs	Factual	Might not have the specific answers/details you want/need	
More personal and control	Not Practical - It can be considered time consuming when collecting data through primary research.	helps with comparisons	Don't know the quality of the data	
Gives you a insight on what's actually happening	Time-straining getting all the research	Faster than primary	Out of date information	
It's in real life so may be more accurate	Doesn't always give a view of the wider population	Already available, cheaper, gives a wider view	Some things you find aren't true, and you have to be careful at finding correct facts	
Original	Smaller sample size	There are many resources used to find secondary research	Finding the correct source to gain the data/report	
A more personal response on a subject				

wooclap

Questions 1 / 1 + Messages 100%

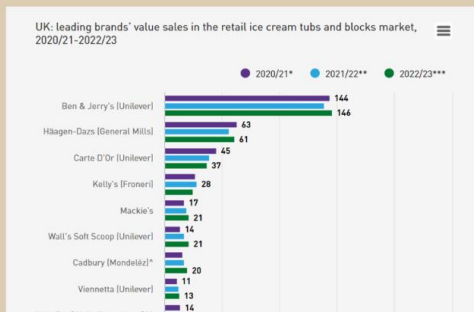
83

Flipped Classroom Learning

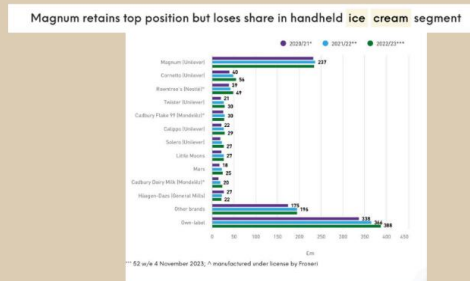


via pinterest

Who's leading the ice cream industry



Ben & Jerry's is leading the tub ice cream where as magnum is dominating Ice cream sector.

**via Mintel**

Tonys Chocolonely

Fighting against child labor ,
deforestation and lack of living income
Up to 1700 child labourers on farms

Nexis - 4% share, fourth best selling bar in the UK

Contribute 4% towards slavery compared to other companies with average at 47%

After the big manufacturers, Tony's Chocolonely was the standout performer in sales, increasing value sales by 48% in 2023/24 on the back of increased advertising.

Millenials and Gen Z

Tonys avoid uses plastic film as base material in packaging; instead using recyclable paper

Cadbury

Nexis - A many as 2.1 million children as young as 5 working on farms supplying cadburys

33% market share, most popular bar in the UK

Cadbury Mini Eggs the biggest seasonal chocolate;
in 2023 alone made
£126m

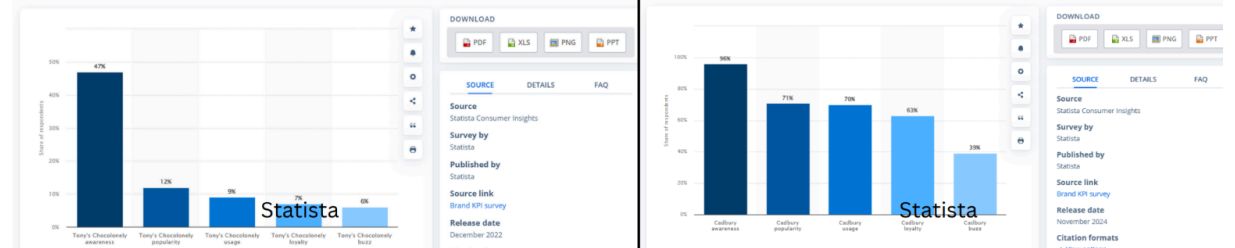
Mass market audience

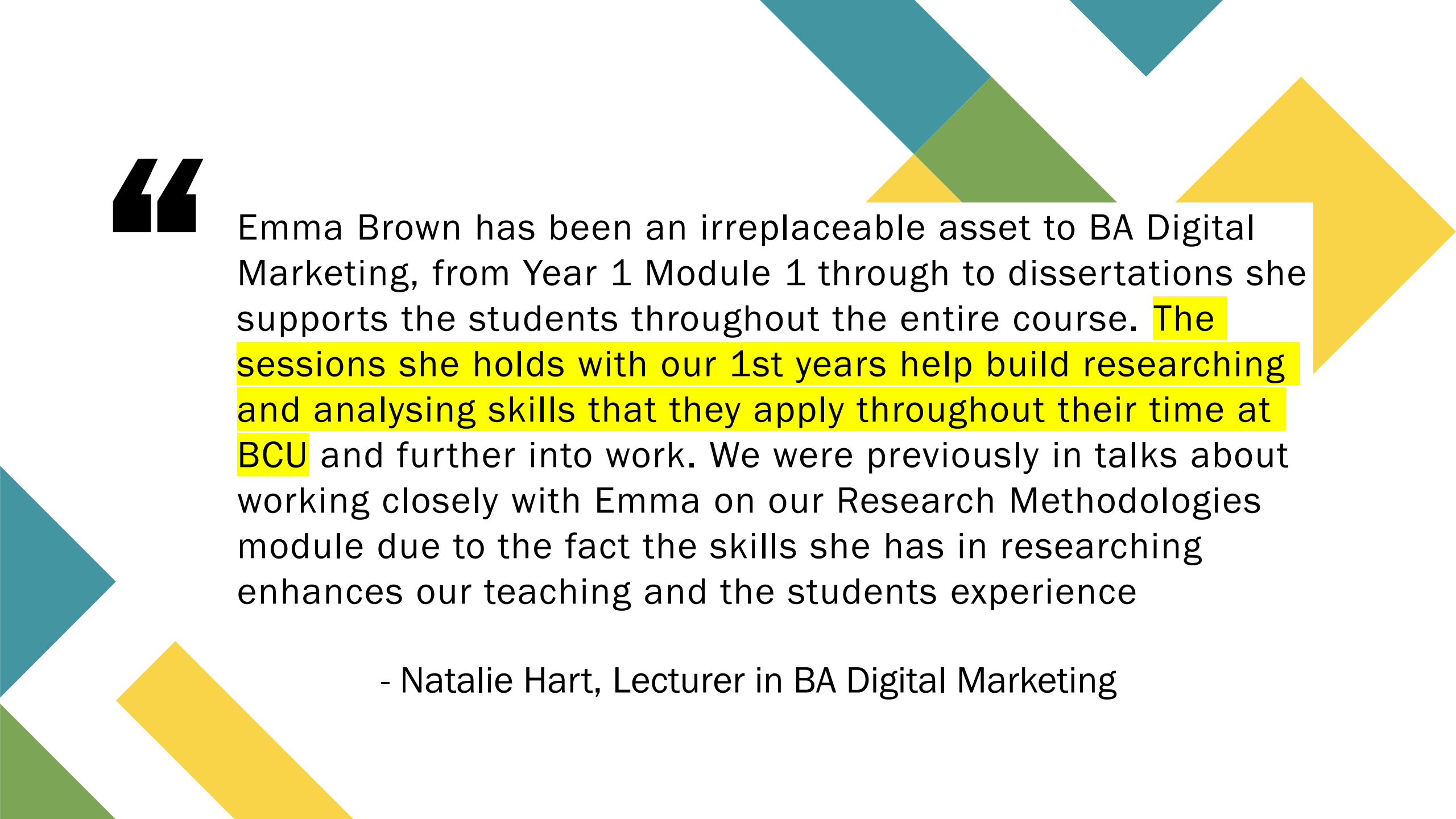
Cadburys launches 80% recycled packaging

Comparing brand awareness

Tonys Chocolonely

Tony's Chocolonely brand awareness, usage, popularity, loyalty, and buzz among chocolate eaters in the UK in 2022	Cadbury brand awareness, usage, popularity, loyalty, and buzz among chocolate & candy bar eaters in the UK in 2024
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A large black quotation mark icon is positioned to the left of the main text. The background of the slide features several large, overlapping geometric shapes in teal, green, and yellow, creating a modern, abstract design.

“

Emma Brown has been an irreplaceable asset to BA Digital Marketing, from Year 1 Module 1 through to dissertations she supports the students throughout the entire course. The sessions she holds with our 1st years help build researching and analysing skills that they apply throughout their time at BCU and further into work. We were previously in talks about working closely with Emma on our Research Methodologies module due to the fact the skills she has in researching enhances our teaching and the students experience

- Natalie Hart, Lecturer in BA Digital Marketing



Going beyond Library teaching

Strategically using
relationships to benefit the
wider Library service and
grow our collections



Student Projects: Digital Archive

**Computing, Engineering and
Built Environment +200**

**Business, Law and Social
Sciences 5**

Arts Design and Media: 0

BCU Digital Library: Student Projects



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Digital Library: Student Projects

This collection showcases exemplars of final year dissertations by Birmingham City University students.

Sort sub-collections by Relevance ▼

🔍 SEARCH

Sub-collections (2)



SUB-COLLECTION
CEBE Projects



SUB-COLLECTION
BLSS Projects

BCU Digital Library Sandbox

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This collection showcases exemplars of final year dissertations by Birmingham City University students.

Sort sub-collections by Relevance ▾

SEARCH

Sub-collections (3)



The background features several large, overlapping geometric shapes in teal, yellow, and green. In the top right, there is a cluster of overlapping triangles and diamonds. In the bottom left, there are more overlapping shapes, including a large teal triangle pointing right and a yellow triangle pointing left.

Activity 3

Share your own experiences!

Thank you

Emma Brown

emma.brown2@bcu.ac.uk

