



# The Mercian Collaboration Conference 2018

*NEW FOR YOU!*

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11<sup>TH</sup> SEPTEMBER 2018

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# Welcome

Dave Parkes. Chair, Mercian Collaboration (2017-2019) & Director of Library Services, De Montfort University

Welcome to the 2018 Mercian Collaboration Conference, here at the University of Birmingham. It only seems like yesterday we met at The Venue, De Montfort University for the inaugural Collaboration conference. Last time, our theme was In Libraries We Trust, a topic well explored in a variety of ways by our keynote and various session speakers. This year's theme though, is very different and if anything, I would suggest, even more provocative in nature.

New to You! acknowledges while we're all working in disparate library services towards similar goals of supporting teaching, learning and research, we're not all simultaneously moving into the same exciting new spaces at the same point. Each of the libraries which makes up the Mercian Collaboration's membership, brings something different to the table in terms of excellence and leading expertise. This means for all us working within academic libraries, there's always going to be something we come across which we might not be the first to tackle but will be undoubtably new to us. We are all very different library services too, in terms of our working cultures, staffing, resources and institutional imperatives.

As a result, each of us brings a fresh perspective to a wide-range of topics and activities, of great mutual interest. This is essentially what today's conference is about: learning from some great library staffers' experiences, exploring how they've encountered new challenges and understanding the wisdom gained along the way. All of which served to enhance their services and sector, and without a doubt providing insights from which every one of us can learn.

Last time, chairing the Collaboration conference was certainly new to me, and it was an opportunity I thoroughly enjoyed, and my expectations for today's conference are if anything even higher than last time. I hope today proves fruitful, enlightening, exhilarating, eye opening and engaging in equal measure, and I look forward to talking to as many of you as possible throughout today's events. Finally, I'd like to extend an extra special thanks to Emma Walton and the Conference Group Members, for all their hard work over the past 12 months in organising this event. I'm sure you'll take the time to thank them in person too. I'd also like to give a 'tip of the Chair's hat' to our sponsors, whose grateful contribution has enabled us to offer this event once more at no additional cost to delegates.

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**Amy Warner May,**  
Associate Director of Scholarly Resources  
for the Bodleian Libraries,  
University of Oxford

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## Conference Programme

9:30	Registration and refreshments			
10:00	Conference Welcome <b>Dave Parkes</b>			
10:10	Keynote: The Art of Being Brilliant <b>Andy Cope</b>			
11:00	Networking & Refreshment Break			
	<b>Pevsner Room</b>	<b>Corelli Room</b>	<b>Lodge Room</b>	<b>MacNeice Room</b>
11:30 – 12:10	Bridging the gap: using ethnography to understand history students' expectations of library services  <b>Chris Porter,</b> Newman University	Libopoly: introducing playful learning to staff training and development at the OU  <b>Hilary Johnson &amp; Cheryl Coveney,</b> Open University	You Said/We Did  <b>Naomi Smith &amp; Emma Brown,</b> University of Birmingham	Second time around  <b>Janet Weaver,</b> Staffordshire University
12:20 – 13:00	Running a successful digital marketing campaign  <b>Lucy Ayre,</b> University of Derby	Open Access, RDM, and new skills for librarians: delivering research support in a small institution  <b>Scott McGowan,</b> University of Keele	Unearthing histories: our Black History project  <b>Harinder Matharu,</b> University of Leicester	New lamps for old: the magical Aladdin approach to our special collections  <b>Alison Pope &amp; Eleanor Johnston,</b> Staffordshire University

13:00	Lunch			
14:20 – 15:20	Developing critical thinking skills through active engagement  <b>Nathan Rush,</b> Loughborough University	Enhancing our impact and value: the importance of taking a coordinated and strategic approach to communications activities  <b>Steve Rose,</b> Birmingham City University & <b>Rebekah Broad,</b> Nottingham Trent University	From accessibility to inclusivity: developing a values framework  <b>Vicki McGarvey,</b> Staffordshire University & <b>Carol Keddie,</b> De Montfort University	Pitch it, plan it, present it. Organising SNAP: study night of Anti-Procrastination  <b>Angela Brady &amp; Lydia Matheson,</b> Aston University
15:30	Plenary Library Directors – what is new for you?			
16:00	Close			

Full details of all the sessions and speakers are available on the Mercian Collaboration Conference website: <https://merciancollaboration.org.uk/conference-2018>





## How is your library changing the game?

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Join us for a conference full of discussions, discoveries and inspiration!

**For more information, visit**

**oc.lc/EMEARC19**



## About the Mercian Collaboration

Founded as Midlands Libraries in 2014, the Mercian Collaboration comprises a membership-based network of SCONUL higher education libraries based in the UK midlands, sharing a vision of cooperative development and support. A Board comprised of member library directors acts as the governing body, with developmental and strategic oversight devolved to an elected Steering Group drawn from this Board. Ongoing operations are executive managed by the Collaboration's dedicated Development Officer **Dr Gaz J Johnson** ([mercianlibrariescollaboration@gmail.com](mailto:mercianlibrariescollaboration@gmail.com)) to whom all enquiries should be directed.

## Keep Up To Date with the Mercian Collaboration

To keep up to date with the latest news and events from the Mercian Collaboration, visit our website ([merciancollaboration.org.uk](http://merciancollaboration.org.uk)), follow us on twitter ([@MercianCollab](https://twitter.com/MercianCollab)) or join the exclusive to Mercian members Jiscmail distribution list: – [mercian-collaboration@jiscmail.com](mailto:mercian-collaboration@jiscmail.com).

## Conference competition

Please share your thoughts about the conference during the day online using #Mercian18 on Twitter. You can also share your thoughts about what's been 'new for you' on our boards on the day.



There will be a prize for the winning tweet or comment shared.





Askews Academic are delighted to be **Gold sponsors** of the **Mercian Collaboration's 2018** academic libraries conference at the **University of Birmingham**



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## Mercian Collaboration Special Interest Groups

The Collaboration operates several special interest groups (SIGs), which largely have been instigated by demand from within the membership and guided by the Directors Board's insight. Each of the SIGs benefit from representation drawn from across the member organisations, along with support from a Steering Group sponsor. Each group addresses the challenges within the individual thematic areas they address in differing ways, although typically these include hosting events, activities along with facilitating communications and exchanges of insight.

<https://merciancollaboration.org.uk/activities-groups>

To learn more about each of the SIGs, contact their chair or your local representative. For information on SIGs in general, or to discuss potential future groups, contact the Mercian Development Officer.

**Conference Group (CG):** Responsible for the planning, delivery and review of the annual Collaboration Conference. Chaired by Emma Walton ([e.walton@lboro.ac.uk](mailto:e.walton@lboro.ac.uk)), group membership is normally for two years, with people sponsored by their Directors for membership. A call for new group members usually goes out in November each year, following the conference, as other established members stand down.

**Copyright Group (MCG):** A development from the Midlands Copyright Group, this is among the newest of the Mercian SIGs. The group has a remit to support staff working with copyright, licences and other intellectual property matters; which includes aspects of data protection. Chaired by Yvonne Budden ([y.c.budden@warwick.ac.uk](mailto:y.c.budden@warwick.ac.uk)) the MCG's committee has spaces for two representatives from each Mercian member organisation, and is still growing in coverage.

**Mercian Disability Forum (MDF):** This SIG brings together library practitioners with an interest in or role relating to supporting accessibility and special educational needs within higher education. Chaired by Beck Maguire ([Beck.Maguire@nottingham.ac.uk](mailto:Beck.Maguire@nottingham.ac.uk)), the MDF operates an institutional representative committee, and like the MCG is still growing in member representation.

**Research Data Management Support Group (RDMSG):** Operating a closed members discussion list, and a series of annual events focusing on issues around supporting research practices, the RDMSG welcomes approaches from library and other institutional staff working in this area. Unlike other SIGs, the RDMSG has a shared chair with Gareth Cole ([G.J.Cole@lboro.ac.uk](mailto:G.J.Cole@lboro.ac.uk)), Laurian Williamson ([lw173@leicester.ac.uk](mailto:lw173@leicester.ac.uk)) and Ben Veasey ([Benjamin.Veasey@nottingham.ac.uk](mailto:Benjamin.Veasey@nottingham.ac.uk)) overseeing the group's organisational tasks.

**Staff Development Group (MSDG):** The oldest of the SIGs, and the most active in terms of events, the MSDG has a specific mandate to facilitate the exchange of experience and best practice throughout the Collaboration and its members. This is achieved through an extensive annual programme of themed workshops aligned to identified sectoral needs, along with site visits to member libraries and a buddying support scheme. Chaired by Matt Cunningham ([M.S.Cunningham@lboro.ac.uk](mailto:M.S.Cunningham@lboro.ac.uk)), the MSDG operates an institutional representative committee.





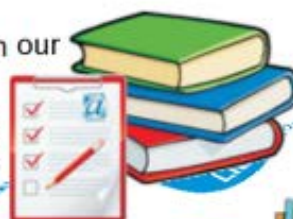
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