



#Mercian17 *In Libraries We Trust*

Lydia Matheson

Parallel Session #9

Building Trust and Engagement with Students Through Activities Which Link Specific Library Enquiries to Communications and Publicity

Lydia is an experienced academic librarian supporting staff and students, having worked at Aston University Library since 2002 in a variety of roles. She started as an Information Specialist initially supporting Life and Health Sciences, and then later the Aston Business School. From 2010-16 she worked in public services, managing a team of Library Attendants and co-ordinating 24 hours staffing.



Lydia is responsible for organising Library marketing and publicity materials to promote services to staff and students in physical and digital formats. Since September 2016, the marketing work has been combined with her new role as Head of Library Enquiries & Communication, managing the Enquiries and Public Services Teams. She is also Treasurer of the CILIP Publicity & Public Relations Group.

Prior to working at Aston University Library, Lydia worked in a government organisation supporting ICT in education and on Stories from the Web, a British Library funded project, exploring the potential of the internet to engage young readers and increase their use of public libraries.