# Marketing & Communications SubGroup
## Meeting Minutes
Thursday, 1st June, 2023
Online 2-3pm

## 01    Attendees and Introductions

**Present**:

- Joe Carey – University of Wolverhampton (Meeting Chair)
- Lizzy Cross – Newman University, Birmingham
- Claire Browne – Uni of Birmingham (Minutes)
- Emma Halford-Busby – University of Nottingham
- Claire Townsend – Aston University, Birmingham
- Katie Jones – Newman University, Birmingham
- Alex Mobbs-Iles – University of Nottingham
- Stephen Macdonald - Bishop Grosseteste, Lincoln
- Karen Meaden-Pratt – Cranfield University
- Susan O'Sullivan – Birmingham City University

Joe welcomed the group and gave a brief introduction to the meeting format. Attendees introduced themselves and their roles.

## 02    Themed Discussions

### a) *Staff consultation re: strategic plans*

- Karyn inquired as to whether attendees have experience with engaging library staff with overall strategy.
- Claire Townsend shared previous experience of workshops at Aston. Last year, her team ran a series of "conversations" which all staff were invited to, on a range of themes. These worked well in engaging staff, but also fed into senior managers' strategic plans. Examples of such conversations included 'What does hybrid learning mean?'
- In particular, the group acknowledged that this approach might appeal more to all library colleagues; 'strategic' meetings may not be as attractive to particular staff members.
- Each 'conversation' was run both in-person and online.
- Joe explained that Wolverhampton has a series of 'Light Bite' talks. These are shared with the wider directorate (Library, Careers, Mental Health and Wellbeing etc.), and are a chance to share updates on particular initiatives.
- Joe also raised the potential use of 'sharing board' tools, such as Miro.

### b) *Signage in the Library*

- Emma's team is looking at improving their library's navigation/signage. In particular, there is not much consistency across her team's eight libraries.

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- Lizzy shared some experience from Newman, including 'DIY' signage.
- Claire Browne also fed back on a UX project at her library. Her team has worked with students to record the browsing/search process, when finding books.
- Susan O'Sullivan shared some images of signage at BCU; in particular, she highlighted that most universities' print service teams can provide 'easy peel' signs.
- Similar to these peelable signs, footprint stickers could also be used.
- The group also discussed the possibility of digital mapping software – however, all acknowledged the cost involved here.

### c) *Comms on AI/ChatGPT*

- Joe had raised this as a discussion topic; however, he decided to roll this over to the next meeting due to time constraints.

## 03    General discussion/member matters

### a) *Mercian/CILIP Webinar*

- Joe gave a brief update – plans are still in progress for the joint Mercian/CILIP webinar. However, it is expected that the day will have opportunity for both speakers and group discussion/networking, around a particular theme.
- In terms of a theme, Joe suggested 'Relations between HE library and central marketing teams', including examples of good practice.
- When discussing dates for the webinar, Joe mentioned August/September. Generally, the group was happy with this (although Lizzy cautioned to avoid the results/clearing period.
- Emma also raised a potential theme of Library support, re: the cost of living crisis.

## 04    Next Meeting

- The next meeting is expected to take place in autumn. A date and time will be shared in the coming weeks.

## 05    AOB

- None.