

## Engagement

Standard	Target	Measurement	Action
We will actively encourage use of all library services	<b>Membership:</b> <ul style="list-style-type: none"> <li>• Increase membership</li> <li>• Increase active membership (i.e. have borrowed at least one book in the last year)</li> </ul>	<ul style="list-style-type: none"> <li>• Figures from Library management system (LMS)</li> <li>• Number of people joining via induction, website or in library</li> </ul>	<b>Immediate:</b> <ul style="list-style-type: none"> <li>• Find membership and active membership over the last year, and increase both by 5%</li> </ul> <b>Long term:</b> <ul style="list-style-type: none"> <li>• Analyse figures by user group and plan how to attract specific groups</li> </ul> Email expired library users
	<b>Induction:</b> <ul style="list-style-type: none"> <li>• All new library members will have group or 1:1 induction</li> </ul>	Record all inductions in the database	Check material given to staff at Trust induction Update Trust induction website
	<b>Info skills training:</b> <ul style="list-style-type: none"> <li>• Group and/or 1:1 training available to all and tailored to specific needs</li> </ul>	Record all training in the database	Advertise training
	<b>Website:</b> <ul style="list-style-type: none"> <li>• Up-to-date, relevant, attractive and easily navigable</li> </ul>	<ul style="list-style-type: none"> <li>• Ask IT about counting hits</li> </ul>	<ul style="list-style-type: none"> <li>• Regularly check links</li> <li>• Check booklists/folders every 6 months</li> <li>• Direct all users to the website</li> </ul>
	<b>Marketing:</b> All staff know about library services	Increased membership Marketing diary	Create and circulate library poster and leaflet 6 articles/year in staff newsletter Library stand at 6 events Target specific groups Visit departments – 12 per year Take part in campaigns, eg, WBN, 6 book challenge, ALW Impact survey