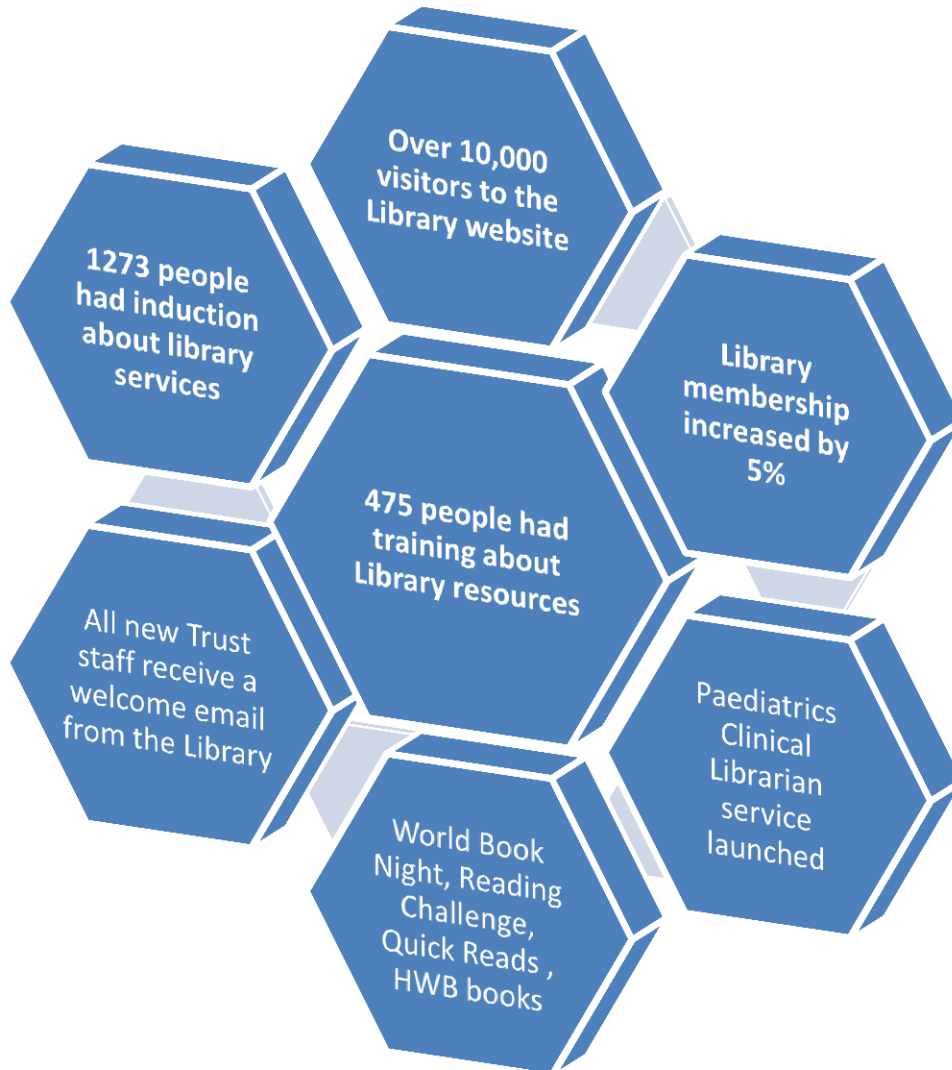


# Engagement annual report

March 2016



The engagement service standard was reviewed in February 2016, and the targets made smarter.

We will actively encourage use of all library services

### 1. Target: Membership:

- Increase membership

	ASH	Hex	NSECH	NTY	Total
<b>1.8.15</b>	1684	335	23	2234	<b>4276</b>
<b>1.2.16</b>	1810	348	108	2241	<b>4507</b>
<b>% increase</b>	7%	4%	369%	0.3%	<b>5%</b>

Membership increased by 5% between August 2015 and February 2016. Most of the increase was at the new hospital, NSECH, reflecting that more Trust staff are now based there than at the base hospitals.

- Increase active membership (i.e. have borrowed at least one book in the last year)

	ASH		Hex		NSECH		NTY		Total	
<b>1.8.15</b> <b>Users active after July 2014</b>	672	40%	141	42%	23	100%	886	40%	1722	40%
<b>1.2.16</b> <b>Users active after Jan 2015</b>	692	38%	135	39%	104	96%	780	35%	1711	38%

We started recording active membership in August 2015. Active membership fell from 40% to 37% over this 6 month period. This may be because the first figure is from August when all the new junior doctors join the library and borrow books from their new service. Figures will be more accurate once we have data from a whole year and can compare each month over a year.

### Action

Immediate:

- Find membership and active membership over the last year, and increase both by 5%

We began recording monthly membership and active membership figures in August 2015.

Long term:

- Analyse figures by user group and plan how to attract specific groups

Email all new Trust staff: We contacted HR and now receive monthly lists of all new staff. We send them all a welcome email outlining our services and encouraging them to join the library and register for an Athens account.

Email expired library users: This will be set up in our LMS in April 2016, and an email will be sent to all recently expired User accounts each month

## 2. Target: Induction

- All new library members will have group or 1:1 induction

1273 new library members received an induction from Library staff between April 2015 and March 2016. That included 91 individuals and 1182 people at group inductions such as nursing students and new junior doctors. Library staff are invited to present at induction days for nursing students and preceptor nurses. We have a stall advertising the service at the induction days in August for junior doctors. Over 70 hours of library staff time was spent on inductions.

Induction Totals 2015-16							
	ASH	Cobalt	HEX	NSECH	NTY	Other	Total
Induction sessions 1:1	28	0	15	4	43	0	90
Induction Sessions Group	7	6	0	1	14	4	32
<b>Total 2015-16</b>	<b>35</b>	<b>6</b>	<b>15</b>	<b>5</b>	<b>57</b>	<b>4</b>	<b>122</b>
Number of users 1:1	28	0	15	5	43	0	91
Number of users: group	113	307	0	8	204	550	1182
<b>Total 2015-16</b>	<b>141</b>	<b>307</b>	<b>15</b>	<b>13</b>	<b>247</b>	<b>550</b>	<b>1273</b>

Induction Total time 2015-16							
	ASH	Cobalt	HEX	NSECH	NTY	Other	Total
Time 1:1s	3:40	0:00	2:05	0:30	5:55	0:00	12:10
Time Groups	3:00	25:15	0:00	0:30	3:35	26:00	58:20
<b>Total time</b>	<b>6:40</b>	<b>25:15</b>	<b>2:05</b>	<b>1:00</b>	<b>9:30</b>	<b>26:00</b>	<b>70:30</b>

## Actions

Record all inductions in the spreadsheet: a new spreadsheet to record all training and inductions has improved accuracy of recording and given more accurate figures for 2015-2016.

Check material given to staff at Trust induction: we have contacted the Trust's Learning and Development department and updated all Library material given out at Trust Inductions.

Update Trust induction website: we have contacted the Trust's Learning and Development department and updated all Library information on the Trust's inductions website. We also now have a page on the Trust's Learning Centre intranet site, which has formalised links between our departments and helped advertise our services <http://nww.northumbria.nhs.uk/home/tlc/library-services/>

### 3. Target: Info skills training:

- Group and/or 1:1 training available to all and tailored to specific needs.

Information Skills Training for groups and individuals is advertised and available at all four Libraries. It can also be provided at other sites when requested. 15 tailored IL sessions have been provided this year for groups of Physiotherapists, Pharmacists and Preceptorship Nurses. Critical Appraisal training has been provided to a medical journal club. 346 individual training sessions have been provided, many on information resources but also on topics such as referencing, PowerPoint presentations and use of equipment

Training Totals 2015-16							
	ASH	Cobalt	HEX	NSECH	NTY	Other	Total
Training sessions 1:1	102	0	15	16	213	0	346
Training Sessions Group	4	0	3	1	7	0	15
<b>Total 2015-2016</b>	<b>106</b>	<b>0</b>	<b>18</b>	<b>17</b>	<b>220</b>	<b>0</b>	<b>361</b>
Number of users 1:1	103	0	15	17	214	0	349
Number of users: group	52	0	17	8	49	0	126
<b>Total 2015-2016</b>	<b>155</b>	<b>0</b>	<b>32</b>	<b>25</b>	<b>263</b>	<b>0</b>	<b>475</b>

Training Total time 2015-16							
	ASH	Cobalt	HEX	NSECH	NTY	Other	Total
Time 1:1s	31:12	0:00	2:40	3:36	53:58	0:00	91:26
Time Groups	12:15	0:00	4:30	1:30	22:05	0:00	40:20
<b>Total time</b>	<b>43:27</b>	<b>0:00</b>	<b>7:10</b>	<b>5:06</b>	<b>76:03</b>	<b>0:00</b>	<b>131:46</b>

## Action

Record all training in the spreadsheet: a new spreadsheet to record all training and inductions has improved accuracy of recording and given more accurate figures for 2015-2016.

Advertise training: training has been advertised through -

- posters in all libraries
- training page on website - <http://library.northumbria.nhs.uk/find-articles-on-a-subject/>
- article in staff newsletter

## 4. Target: Website

- Up-to-date, relevant, attractive and easily navigable

The Library website is regularly updated with pages on new topics and news items. New pages this year include Knowledge Guides on e-learning for junior doctors and Sexual Health, a Journal Alert request page,

2015	Visitors	Reads	2016	Visitors	%increase	Reads	%increase
January	570	1069	January	1584	178%	3107	191%
February	835	1241	February	1025	23%	2545	105%
March	1606	1923	March				
April	984	1608	April				
May	661	1570	May				
June	505	1262	June				
July	494	1063	July				
August	518	1175	August				
September	516	1204	September				
October	618	1837	October				
November	460	1501	November				
December	666	1783	December				

## Action

Regularly check links, book lists and folders every 6 months: a regular timetable has been set up to check all links, booklists and folders on the website

Direct all users to the website: all library publicity material (leaflets, posters, helpsheets, and presentations) includes the library web address. All Library staff

have been trained to advise that as the access point to the Catalogue, Athens and HDAS, as well as recommending Knowledge Guides and

#### **5. Target: Marketing:**

- All staff know about library services

A marketing diary is kept to record all marketing activities.

#### **Action:**

Create and circulate library poster and leaflet: no funding was available to buy printed posters until March 2016, so we will plan this for later in 2016.

6 articles/year in staff newsletter: we had 10 articles in the weekly staff Update over the year. Articles included advertising our training, new online Oxford Handbooks, support for nurse revalidation, the new UpToDate App and the library in the new hospital. Lighter items advertised our Macmillan coffee mornings, Christmas mince pies, and an Easter egg hunt.

Library stand at 6 events: we had stands at Health & Wellbeing road shows for Trust staff at Alnwick, Berwick and Hexham Hospitals and Cobalt

Target Emergency Care, Paediatrics and Physiotherapy: a clinical librarian service is being piloted with Paediatrics Consultants. Training sessions were provided for 40 Physiotherapists and this will be followed up to see if they want any 'clinical librarian' services.

Visit departments – 12 per year: this hasn't happened so we will carry this target into next year.

Take part in campaigns, eg, WBN, 6 book challenge, ALW: we gave away 120 books on World Book Night. We have launched a Reading Challenge for 2016 and hope to set up an online book club related to this.

Impact survey: an impact survey was carried out in October 2015, with useful results. A larger scale impact survey is planned once the Knowledge for Healthcare survey is available.