

BIC E4LIBRARIES ACCREDITATION TASK & FINISH WORKING GROUP – Minutes

Conference call

Wednesday 18th November 2015, 2pm

Present

Karen Carden, University of the Arts, London
Catherine Cooke, Westminster Libraries
Simon Edwards, Consultant (Chair)
Eric Green, Bibliographic Data Services (BDS)
Karina Luke, BIC
Sophia Sophocleous, BIC
David Thomas, SirsiDynix

Apologies

Alaina-Marie Bassett, BIC
Andrew Coburn, Essex County Council Libraries
Kathryn Pattinson, Askews & Holts
Heather Sherman, Dawsons / Bertram Group

1. Welcome and apologies

SE welcomed the group to the call and read out the apologies for this meeting.

2. Review minutes and follow up on actions from the last meeting of the e4Libraries Accreditation Panel and the Task & Finish Working Group

KL informed the Group that she had approached CILIP in order to promote the new accreditation scheme and that they were keen but would need to see something to refer to first. KL noted that this could be done once the new scheme goes up on the new BIC website.

EG noted that Bibliographic Data Services (BDS) would be willing to promote the scheme by running a story on it. SE noted that the timing of the promotion should be coordinated and planned. EG volunteered to send SE the contact information for the person responsible for copy at BDS. SE enquired whether DT had any promotional tools such as a newsletter. DT noted that this would be mainly in the form of social media and that he would provide SE with contact details for this. CC confirmed that there would be a SirsiDynix User Group conference in July and a mailing list.

KL noted that AB has contacted Ian Manson of Infor UK and Gwyneth Morgan of Nielsen with a view to joining the panel for the new accreditation scheme. The minutes were approved without correction.

ACTION: EG to send SE contact details of copywriter at BDS.

ACTION: DT to provide SE with contact details for marketing.

3. Deliverables and progress

SE reminded the Group that the following deliverables had been signed off:

- Overview report
- Questionnaires
- Scoring mechanisms
- Glossary

- Accreditation cycle
- Terms of Reference for the accreditation panel

The deliverables not yet signed off (start date, marketing plan and new scheme's logo and certificates) were discussed in Item 4 of the agenda.

4. Discussion surrounding the logo and acronym for the newly-named scheme

The Group discussed suggestions for the acronym of the newly-named scheme. SS noted that the acronym 'TELA' is in use by other organisations while 'TEiLA' is not. CC noted that if 'TELA' is used by multiple organisations this may result in confusion. The Group agreed to use the acronym TEiLA for the new scheme (Technology Excellence in Libraries Award).

SE suggested a start date of March for marketing TEiLA, depending on whether the new BIC website is up and running at this point. KL informed the Group that the following logo has been decided on out of a possible six:



KL noted that certificates awarded will have this logo on them. She asked whether the certificates should include a breakdown of particular strengths and weaknesses identified during the accreditation process or whether the organisation should simply be given a pass / fail result. SE noted that this had been discussed and that it is a possibility for the future. He asked the Group whether there was a risk involved in including this sort of information on the certificate. KL agreed that this should be something to consider for the future. SE suggested including strengths and weaknesses as part of feedback given in a letter, pointing to areas that may need improvement, rather than displaying them on the certificate. He noted that this feedback loop would be beneficial for the applicant.

SE noted that most of the information to be put into a report and sent to the Libraries Committee has been done, such as the agreed logo and acronym. SE suggested setting a deadline for this to be confirmed and it was agreed to consider this at the next Libraries Committee meeting on 17th December 2015. SE suggested providing the Committee with the logo and name towards the end of the first week of December. KL agreed that this would be a good time and asked whether this would be all the information that the Libraries Committee would be given. SE noted that the Committee

will also be given the start date (new website dependent) and questionnaires and asked CC, as Chair of the Committee, what information she would like to see. CC stated that she would like to see a clear statement of the benefits, a brief marketing plan and the official name and logo. SE stated that he would be attending the next Libraries Committee meeting.

ACTION: SE to provide the Libraries Committee with information on TEiLA to be discussed at their next meeting on 17th December 2015.

5. Promotional ideas

- Reviewing AB's targeted events schedule

SE noted that the targeted events schedule provided by AB is a helpful piece of work which should be kept up-to-date in order to maximise the benefit. He noted that some of the events listed are particularly suitable and highlighted the need to go through the list and identify these. SE noted that once these had been identified it may be that members of the Group will be attending them anyway and asked if there were any obvious events which were missing from the schedule. KC asked whether there is a flyer for the new scheme as this would be very helpful for promotion. SE agreed with this and noted that a flyer will be created between now and the start date of March. He commented that many of the events listed on the schedule are CILIP events and KC agreed, stating that CILIP is of key importance to the promotion of TEiLA.

SE asked the Group how best to promote TEiLA at the Society of Chief Librarians (SCL) seminar. KL asked whether this would involve the distribution of flyers or a presentation. SE stated that anything would be useful and that finding a programme for the seminar would be helpful. KL added that knowing the number of individuals in attendance and the scale of such events is important. SE agreed, adding that it is also important to establish what type of audience the events draw and whether attendees would be likely to apply if approached. KL noted that the schedule needs more research detailing the scale and audience of listed events and suggested looking at event programmes in advance in order to decide whether a presentation or speech would be a good idea. KC noted that the events of the National Acquisitions Group (NAG) generally had a crossover and good turnout of people and that they would be easy to target as she has contacts. KC stated that having attractive leaflets in the CILIP building alone would be a quick and effective marketing strategy. SE agreed and added that the targeted events schedule should also be arranged by date and seasons to provide for easier reading. EG added that social media would be an important area for marketing and SE agreed that this should be used to create a buzz around the new scheme. KC noted that she will be attending PTFS's Customer Day in December and that if she had some marketing material to give out she would do so. SE noted that this may be problematic as the information available on the current scheme is out of date and in the case of the new scheme, no one can apply for it yet. KC agreed and added that the new scheme is not far away from being launched with the target for March. SE noted that this will depend on whether the new BIC website is up and running and suggested realistically starting on marketing in the New Year.

KL updated the Group on the work on the new BIC website, stating that BIC have ended their contract with the new website provider they were working with, and are currently looking for an alternative provider. She noted that the companies she has contacted so far are all aware of the March deadline. SE reiterated that the website and the TEiLA functionality must be live and tested before the marketing effort kicks in. EG and KL agreed to discuss the BIC website later in the day.

SE stated that additional work needs to be done on the targeted events list, dividing it into two or three areas to target in stages (such as a group of all supplier events, all CILIP events, all Scottish events etc.) EG noted that he and SE had done similar work for e4Libraries in the past. SE noted that the Training, Events and Communications (TEC) Committee would be able to decide how the marketing plan is resourced. KC asked if there should be a press release and SE agreed there will be a press release alongside flyers and suggested that a few documents should be put together to create something bigger than a press release. He asked what else the TEC Committee would require for the marketing plan. KL noted that the most important thing would be a statement of benefits and asked if SE could put a document together detailing the business benefits. SE agreed and added that it would be helpful to get the accreditation scheme endorsed by organisations such as CILIP. KL agreed and noted that she would approach CILIP. She noted that CILIP would need to see something to refer to before they approve it though this need not be online and suggested that copies of the questionnaires and other documentation could be put together.

ACTION: SE to provide document detailing the business benefits of TEiLA.

ACTION: KL to approach CILIP regarding endorsement for TEiLA.

KL speculated whether it would be better to launch the scheme prior to endorsement so that it may be viewed in action. SE noted that individuals like HS and KC could offer a practical example of the scheme once it is live, going through the application process and result. He suggested that engaging people in this way could be a good way of building enthusiasm. SE noted that there is often a problem with getting senior level involvement (especially) in schemes and suggested improving chances of involvement by making the scheme fit in with what senior figures may be working on. KC noted that accreditation does not cost anything which is a huge benefit and that senior level involvement should not be a major concern. She added that library, book, LMS and resources suppliers might be the key to getting through to such individuals. SE speculated how this could be achieved and KC suggested events such as customer days, where the benefits of accreditation could be promoted and endorsed. KC suggested looking over the targeted events schedule to ensure all LMS supplier events are represented. SE noted that most of the events listed were missing contact details and requested that any contact details the Group could provide should be added. KL added that BIC already have a contact at NAG.

ACTION: KC to add LMS suppliers to targeted events schedule.

ACTION: ALL to provide contact details for events listed where possible and details of any key events missing from the targeted events schedule.

SE asked the Group if they had any other promotional ideas. CC and KL had a meeting in which maintaining best practice was discussed as a benefit of the new scheme. KL confirmed that Gwyneth Morgan of Nielsen has joined the e4Libraries Accreditation Panel. KL suggested approaching Civica and Capita for panel members. KC commented that it would be useful to have a representative from Capita on the panel and SE agreed. EG suggested getting Terry Willan involved if possible as he has a wide ranging remit at Capita. EG also suggested inviting Mark Allcock of Axiell to join the panel. KC and SE agreed that he should be invited. SE suggested inviting Terry Willan and Mark Allcock with a view to starting on the new panel in March. He noted that at present the current panel is working with the old scheme and continuing the work of the now decommissioned e4libraries Scheme Review Task & Finish Working Group. SE commented that these additional members would have good input to the scheme and would help to ensure that all conference calls are quorate.

ACTION: AB to invite Terry Willan of Capita and Mark Allcock of Axiell to join the revised e4Libraries Accreditation Panel with a view to starting in March 2016.

6. A.O.B.

SS noted that Larry Stock, Graham Jones and Andrew Coburn have promoted the new scheme and BIC at the Infor conference. KC added that a key event to target for promotion of standards and TEiLA is the LMS User Day.

7. Date of next meeting

Wednesday 17th February 2016.