Committee Meeting

Tuesday 28th October 2014, 2pm

Present
- Alaina-Marie Bassett, BIC
- Andrew Davis, The British Library
- Karina Luke, BIC
- Heather O’Connell, Bluebird Consulting
- Emily Taylor-Gregory, Publishing Technology

Apologies
- None.

1. Apologies

The Group were informed that Rebecca Albani has now left Bowker US and will not be attending this meeting henceforth.

ACTION: AB to contact Bowker US to enquire about another volunteer for this Committee.

Post-Meeting Update: Bowker have regretfully informed BIC that there isn’t anyone to replace Rebecca Albani on this Committee.

HOC noted the small membership of this Committee and questioned whether any more members are required and whether this Committee is doing what it should be. KL suggested that more engagement is needed with/from the other BIC Committees. She suggested that a form should be produced, that Committees will fill-in for every promotion, to make this process easier. She noted that this form should include: the promotion name, the committee it stems from, when the event is taking place, why, the budget, the venue, relevant contacts, etc. These forms will be kept on file for future reference.

ACTION: AB to create this form and circulate to the Group for comments / amendments.

The Group discussed the merits of holding this Committee on a monthly basis. They agreed that this timeframe is necessary and facilitates the progression of actions.

2. Marketing Plan

AB distributed the updated marketing plan to the Group before this meeting.

ON-GOING ACTION: AB to continue to update the marketing plan and circulate to the group.

3. Production Directors Steering Committee Update

HOC informed the Group that the next Production Directors Steering Committee meeting is taking place this coming Thursday (30th October), and noted that she will report back about this meeting at the next Training, Events & Communications Committee meeting.

4. Training Programme for 2014/15

- Feedback Forms:

  HOC reported that she has now collated the statistics from all the feedback forms for BIC training courses – there were 93 forms in total and these included all the courses that took place...
in 2014. She noted that 92% of the attendees said they would recommend their course, and over 80% was achieved for all the courses overall. HOC noted that the total varies in some sections of the feedback due to attendees not responding to some of the questions. She noted that 9 out of 10 attendees would recommend their course, and 100% say the courses are good or excellent overall. KL noted that these statistics will be used on the new BIC website, which is launching on 21st November 2014, and will be discussed at the Open Day taking place on the same day. HOC also commented that a Training Courses leaflet is in the process of being produced.

HOC suggested that a press release about these statistics (which would also include details about new courses in general) should be written. KL agreed, suggesting that this press release could be sent out with the bursaries press release (discussed below). After much discussion, the Group decided that the training course press release should go out as soon as possible, and therefore decided it should be a separate press release to the bursaries one. The Group agreed that this press release should go out in December to give organisations more time to deliberate. **ACTION:** ETG to write this press release before the next meeting.

- **Feedback Received & Training Course Promotion**

  HOC noted that she is speaking to various managers about obtaining feedback on their staff’s attendance on BIC courses. She also noted that she will be asking the Production Directors Steering Committee to comment about the incentives for organisation to send their staff on a course, i.e.: what the organisation gets.

  **ACTION:** HOC to gain feedback from all parties.

HOC noted that training course promotion mailings are being sent out on a regular basis and the Group agreed that fireworks should be the theme of the forthcoming mailout.

  **ACTION:** AB to write this mailout.

- **Bursaries**

  KL informed the Group that she has approached Nielsen and Atwood Tate, alongside other organisations, about this scheme. She suggested that a mailing should go out about bursaries but the Group agreed that this should happen at a later stage. Firstly, this Group needs to discuss the process of applying for a bursary, applications forms need to be created, and a cycle needs to be decided upon. The Group agreed that the cycle should be quarterly and the initial deadline should be January 2015. AD suggested that the winner of the bursary should write an article about the course they attend. The Group agreed this is a good idea. HOC suggested adding a tick box to the application form which will ask whether the applicant is happy to write a blog, should they win. ETG and AD noted that they will discuss bursaries with their organisations to see if they are prepared to give one. KL commented that donators will be involved in the applicant selection process.

  **ACTION:** HOC to write this application form and circulate to the Group for comments.

  **ACTION:** ETG and AD to discuss bursaries with their respective organisations.

HOC noted that she will shortly be talking with Creative Skillset about how both organisations can advertise the fact that Creative Skillset’s bursaries can be spent on BIC courses.

  **ACTION:** HOC to report back to the Group on this at the next meeting.
- **BIC Press Release**
  HOC noted that this press release is struggling to get any coverage.
  **ACTION:** KL to liaise with The Bookseller and HOC to liaise with Print Week about this.

- **New & Scheduled Training Courses**
  HOC noted that a new course – Producing Children’s Books – has been set up on Eventbrite. She commented that this is a half day course and that samples are now being collated. The course is set to go ahead on Tuesday 27\textsuperscript{th} January 2015 at Egmont UK.

  HOC informed the Group that three more new courses are in the pipeline – a digital printing course, an intermediate print course, and a Biblio 3 course that will be run with / by Virtusales; the latter of which needs to be run past the Production Directors Steering Committee (PDSC) at their next meeting. HOC noted that this Biblio 3 course will be as generic as possible. The Group noted their concern about this course, suggesting that it borders on being promotional for Virtusales. HOC disagreed, noting that the course is solely for training new publishing professionals who work for an organisation who already use the program. She commented that any other program / organisation would be treated in the same way, should a course be required, and that the PDSC has suggested this course in the first place. The Group were content with this explanation. KL noted that it should be made a pre-requisite that all attendees of this course must work for an organisation that uses Biblio 3. HOC suggested discussing the potential for other new courses of this nature with the PDSC at the next meeting. She also noted that Virtusales are looking into who should be the trainer for this course; the course will either be run by Virtusales with BIC providing information to cover the publishing content, or else two trainers may attend – though this will increase the cost of the course.
  **ACTION:** HOC to discuss Biblio 3 course with the Production Directors Steering Committee, and also the potential/need for other courses of this nature.

  KL informed the Group that it is now essential that BIC recovers all costs for every BIC training course henceforth. She noted that AB will be responsible for evaluating these costs.
  **ACTION:** AB to ensure that all courses recover all costs in the future, if they do not then the course will need to be cancelled.

  KL questioned whether there are any courses that can be cut. HOC suggested that the Understanding Paper training course (which takes place in Sweden) may need to be cut due to a lack of bookings. She noted that the PDSC had wanted this trip to be wholly professional with no extracurricular activities included, but suggested that this may be part of the reason for the lack of interest. She suggested that this course should be made into a two-day course, consisting of two half-days in the paper mill, to make it more attractive to potential attendees but noted that this would simultaneously make the course more expensive too. HOC noted that she is currently in the process of being introduced to a mill in Cumbria via an introduction from Clays UK. KL suggested waiting until discussions have taken place with the mill in Cumbria before a decision is made. She noted that no date should be scheduled for this course in 2015 unless someone requests it. AD suggested that this course could be converted into a conservation course but questioned whether this might be too generalised.
  **ACTION:** HOC to discuss the Understanding Paper course with the Production Directors Steering Committee at the next meeting, both the Swedish course and the one based in Cumbria.
- Monthly Production Mailing
  HOC noted that the theme for November’s Production Courses mailing should be fireworks.

  KL informed that Group that a mailing will go out in December detailing all forthcoming 2015 training courses. She noted that more 2015 dates will be scheduled in the calendar by then.

  **ACTION:** AB to liaise with Simon Edwards, Graham Bell, Francis Cave and Howard Willows about new dates for their training courses.

  KL noted that BIC has met with an organisation called Evvnt to discuss their promotion of BIC training courses on multiple, relevant websites. AD commented that this is a very good idea and suggested that it will encourage new membership for BIC as well as benefit the attendance at the training courses themselves. HOC suggested that LinkedIn could be used for the same purpose with their ‘pay per click’ advertising. KL noted that BIC had tried this in the past and it had received little to no attention. The group agreed to abandon LinkedIn for this sort of promotion.

  **ACTION:** KL to follow-up with Evvnt and discuss the promotion of BIC training courses with them.

  KL noted that she is in the process of discussing the collaboration with Ken Jones on BIC training.

  **ACTION:** KL to continue liaising with Ken Jones regarding this collaboration.

5. BIC Breakfasts

- Agile Project Management
  It was agreed at the last TEC Committee meeting, that this Breakfast will go ahead in Feb 2015.

  **ACTION:** HOC to agree a date with Alison Jones and inform AB asap. (Or give AB contact information for Alison so she can liaise with Alison herself).

  **ACTION:** KL/AB to approach Eric Huang to see if he would be willing to speak at this Breakfast.

- EDITX
  The Group agreed that this BIC Breakfast should go ahead once a white paper has gone out to BIC Members about this topic. They suggested that March 2015 might be the best time for this Breakfast and will give BIC enough time to write the white paper.

  **ACTION:** AB to liaise with Graham Bell about this BIC Breakfast.

- EU VAT Changes to e-Services
  AB informed the Group that this BIC Breakfast took place on Thursday 23rd October at Le Pain Quotidien, Borough Branch, and that it was a huge success with 26 attendees overall. She noted that this event was sponsored by PKF Littlejohn and that three representatives from HMRC attended. The Group agreed that a BIC Breakfast to review e-services should take place in Summer 2015.

  **ACTION:** AB to liaise with PKF Littlejohn about potentially sponsoring this forthcoming event.

- Migrating from ONIX 2 to 3
  AB informed the Group that this BIC Breakfast took place for the third time on Tuesday 14th October. It was sponsored by Bowker and was attended by over 15 people. AD suggested there may be enough interest in this BIC Breakfast to re-run it again in 2015.

  **ACTION:** AB to liaise with Jack Tipping and Graham Bell about this possibility.
The list of BIC Breakfast topics for 2015 currently stands at: Accessibility; Agile Project Management; EDItX; EU VAT: A review of e-Services; Migrating from ONIX 2 to 3; and Print On Demand (POD).

**ACTION:** AB to urgently begin researching and contacting sponsors for these events.

### BIC Breakfast Schedule 2015

<table>
<thead>
<tr>
<th>Month</th>
<th>Sponsor</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Bowker</td>
<td>TBC - The Importance of Metadata?</td>
</tr>
<tr>
<td>February</td>
<td></td>
<td>Agile Project Management</td>
</tr>
<tr>
<td>March</td>
<td>Bowker</td>
<td>TBC - EDItX Sales Reporting?</td>
</tr>
<tr>
<td>April</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Bowker</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td></td>
<td>TBC – EU VAT Changes to e-Services Revisited?</td>
</tr>
<tr>
<td>August</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Bowker</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. **BIC Battles**

   - **CSR**
     
     HOC informed the Group that more work needs to be done before this Battle can be presented to the Operational Board reconsideration. She noted she is carrying out further research but that this BIC Battle is on the back burner.

     **ACTION:** HOC to continue to research this topic with the aid of paper makers.

     **ACTION:** KL to re-present this BIC Battle to the Operational Board at the next Board meeting.

     *Post-Meeting Update: The next Operational Board meeting is on Thursday 4th December.*

7. **British Library Events**

   AD noted the BIC event at the Terror & Wonder: The Gothic Imagination exhibition is taking place this evening (Tuesday 28th October) at the British Library. AB informed the Group that 21 people will be in attendance. AD informed the Group that more events like this will take place in 2015 and that all of them will need sponsors. He noted that BIC events at the British Library will be bi-annual.

   **ACTION:** AD to find out which events are coming up in 2015 and report back to the Group on this at the next meeting.

8. **BIC Bites**

   KL informed the Group that the first five BIC Bites – including EU VAT, Introduction to ISNI, Introduction to ONIX, Introduction to Thema, and Migration from ONIX 2.1 to 3.0 – will be launched in a week’s time. She noted that an email will be sent out about this and that the Bites will then be available on the BIC website for future reference.

   **ACTION:** BIC to send out the initial five BIC Bites in the next week or so.
HOC commented that she has not yet been able to write the BIC Bite on EU Timber Regulations (EUTR) or amend the Bite on REACH but noted that she do them as soon as possible. KL informed the Group that Tom Chalmers of IPR License is writing a BIC Bite on Licensing and Copyright, and Jack Tipping is writing an Introduction to Metadata.

**ACTION:** HOC to write EUTR BIC Bite and amend the REACH BIC Bite asap.

### 9. BIC Blogs

The Group suggested that a blog about the event at the Terror & Wonder: The Gothic Imagination exhibition should be written. AD volunteered to write this piece. AB to take photographs during the event for use with this blog.

**ACTION:** AD to write a blog on the Terror & Wonder exhibition event and send to BIC.

**ACTION:** HOC to write a new training blog about a recent course.

The Group discussed whether the blogs on the BIC website are being read. ETG commented that she believes blogs are becoming a better way of communicating with members, though she suggested they need to be advertised well to engage people in the first place. KL noted that BIC Blogs may be more widely read on the new BIC website.

### 10. BIC new website

HOC informed the Group that the website is progressing but is still being worked on. She noted that testing will begin as soon as possible in November. ETG repeated that she is happy to act as a guinea pig to test the site, once it is ready to be tested.

**ACTION:** HOC and KL to send link to ETG as our first guinea pig.

KL noted that BIC will need headshots for all TEC Committee members for use on the new website.

**ACTION:** ALL to send a headshot to AB / KL asap.

- **Rebranding**
  HOC noted that rebranded certificates, logos, a pull-up banner, and PowerPoint slides have now been agreed upon. She also noted that a new email template and letter heads (for use on training course outlines and ‘information for attendees’ sheets) are in production. KL noted that letter heads for general BIC use should also be produced.

**ACTION:** HOC to discuss the creation of generic letter heads for BIC admin use with designer.

### 11. Generation BIC

AB apologised that she has not yet been able to send out a call-for-volunteers for this project. She noted that the Generation BIC email campaign will be written very shortly, with the help of HOC’s crib sheet, and will ask organisations to volunteer at least one member of their team to sit on this Committee. This mailing should be forwarded to The Galley Club for their support.

**ACTION:** AB to write a call-to-action email for Generation BIC using HOC’s crib sheet.

**ACTION:** AB to forward information to Galley Club and Book Machine.

**ACTION:** KL/AB to contact Tom Ticevnan at The Bookseller.

### 12. UCL Operations Day

HOC informed the Group that this event went ahead on Wednesday 1st October. The day went very well and all the MA students seemed to be very much engaged with all the activities; so much so
that UCL has asked BIC to organise a 10-week module in the second term.

**ACTION:** HOC to liaise with UCL about this day and to update this Group at the next meeting.

13. **Supply Chain Seminar at LBF**

KL informed the Group that Tom Chalmers of IPR License will be speaking at this event, as will someone from OCLC UK. She noted that the Supply Chain Seminar will be a free event for the first time in 2015, and sponsors are currently being sought out to cover the costs involved. The Group were also informed that BIC will be looking for papers for this seminar and that there will not be a BIC Bar this coming year though BIC will have a stand. The hope is that, by making this event free, more people will attend. Last year, 80 people were in attendance – which is not a bad turn out by any means – but the room used had a 200 person capacity and as such the turn out looked small in comparison to the size of the room. KL noted that any suggestions for speakers / topics would be very welcome.

At the last meeting, HOC suggested that the BIC Battle about CSR could go ahead as a part of this seminar and that Nick Sammons of Carnstone might be willing to speak at this Battle. She also suggested that something about accessibility should feature in this 2015’s seminar.

**ACTION:** HOC to discuss with KL.

14. **BIC Committee Actions**

AB noted that she has not yet been able to collate the information from the Committee meetings but will do so for the next meeting.

**ACTION:** AB to report back on all Committee meetings at the next TEC Committee meeting.

15. **A.O.B.**

- **Library Communication Framework (LCF) Promotion**

  AB noted that she has received the listservs from ETG. ETG suggested that AB should send a PDF of the LCF flyer to her so that she can make the text more informational than promotional. KL noted that the BIC Bite on the LCF will shortly be rewritten, after the LCF Review Group meets on Wednesday 10th December, and this text could be used for the listservs instead.

  **ACTION:** AB to send LCF flyer to ETG.

16. **Date of Next Meeting**

Wednesday 10th December 2014.