FedUni Library
Communications Plan
2018

Prepared by:
Nancy Lange
Manager, Planning & Engagement

Date: 23/11/2017
Introduction

Federation University Australia has grown into a multi-campus, multi-sector institution engaged in many partnerships with other providers across Australia and internationally. In addition to our physical campuses, the University delivers programs in online and flexible mode as part of our Blended OnLine and Digital (BOLD) strategy.

As a predominantly regional university, Federation University has a strong focus on individual student experience. Many of our students come from lower socio-economic backgrounds, are first in family to attend university, and struggle with balancing tertiary study with work and personal life circumstance. Facilitating student retention and success across all levels of study within this context, is a key driver for the Portfolios. This focus also underpins the work done by FedUni Library to ensure provision of scholarly information resources and services across our physical and virtual locations.

A clear and consistent approach to communication is critical to ensuring the services offered by the Library are understood, accessible and positively perceived and valued by our users. This Communication Plan sets out the objectives and principles that frame the communication messages and channels adopted by FedUni Library as part of our engagement strategy with staff and students of the University and with the broader communities we are part of.

Responsibility

Key responsibility for annual review and implementation of this plan will lie with Library Management Group (LMG).

The Client Services Committee and Customer Services Working Party will provide reference group/s for the implementation of the Plan and may have carriage of specific communication projects, as determined by LMG.
Library Communication Objectives

Our primary communication objective is to ensure effective, relevant and timely engagement with our community of users in order to position the Library as the university’s learning, study and research hub. Our communication will:

• Promote and increase awareness of the use of library services, facilities and resources, physical and virtual;
• Promote library contributions towards the University’s strategic directions and initiatives related to learning and teaching, student retention and success, blended, online and digital learning (BOLD) and research;
• Promote the role of the library as a community resource and source of expertise;
• Promote the channels available for feedback and input into improvement of library services, facilities and resources.

Key Messages

Our Key Messages will reflect the Objectives above and will include that the Library:

• Provides a wide range of print, digital and online information and scholarly resources supporting university learning, teaching and research
• Provides supported learning spaces at its campus libraries, with access to computer facilities and a range of library and other student services
• Provides specialist staff who are professional, friendly, helpful and approachable
• Provides a comprehensive website and online environments which provide real time information and assistance, and links to key tools and services
• Provides additional support and services for those students living with a disability
• Provides services to members of the general public via a membership scheme
• Provides services to members of FedUni alumni
• Welcomes input from all University staff and students and external users of our services via our feedback mechanisms and our library staff.
General Strategies

The Library will:

- Use plain English in all library communications
- Ensure consistent and current information in all library communications by:
  - Using FedUni/Library templates and logos appropriately
  - Developing and communicating content by staff responsible for social media posting and website content
  - Adhering to FedUni social media guidelines
  - Meeting AA website Accessibility Standards so that all users can access our information
- Deliver messages in multiple formats to cater for different communication preference by:
  - Continuing to build presence on Facebook, Twitter, You Tube/Instagram and through investigation and expansion into other Social Media channels in line with FedUni social media strategies
- Develop an online presence in Moodle shells via pop up banners and posters
- Investigate new engagement strategies such as events and exhibitions within the library

During 2018 the Library will:

- Develop team based communication procedures, with approval processes, for the development of posters and other visual media
- Develop approval procedures for communications going out to large groups of users
- Develop procedures for reviewing the information in publications and on the library website
- Investigate new engagement strategies such as events and exhibitions within the campus libraries

Specific strategies and actions

The library provides services and support to many different groups, including higher education and VET students, academic and professional staff, researchers, partner institutions, alumni and also to the general public.

During 2018 our communication will strengthen relationships between the library and these groups through the following specific strategies and actions:

Academic and research staff

- Promoting the achievements and expertise of librarians and the services they provide through faculty emails, webpages, Moodle and other channels
- Increasing the physical presence of librarians in Faculties, Schools and Committees
Professional Staff

- Promoting availability of borrowing privileges and access to online resources
- Promoting the services and programs provided to all users

Undergraduate Students – on campus/off campus

- Introducing new students to library resources, facilities and services as soon as they begin studies with FedUni
  - Investigate promotional item to give away during orientation week to better disseminate key information
  - Ensure relevant library information is included in key student documents such as Student Diary/Student Guide
  - Investigate the development of an online orientation program for partner and online students

- Promote library resources, services and facilities before students arrive for intensive block mode schools
  - Promote the library as a place to study to academics teaching in block mode schools
  - Investigate a promotional item to give away at the library during block mode schools to better disseminate key information

- Remind current students of library resources, facilities and services throughout their time at FedUni
  - Place regular items and reminders on online environments, reflecting the student lifecycle
  - Maintain and update YouTube channel videos
  - Increase access to key library resources in Moodle
  - Develop an online presence in Moodle shells via pop up banners and posters
  - Increase participation in Facebook/Instagram
  - Promote library staff as a source of assistance through advertisements on the digital screen/social media
  - Distribute bookmarks on library services with postal book loans to external students

Postgraduate & Higher Degree by Research Students

- Promote the Library’s interlibrary and document delivery services
- Promote the Library’s services to researchers through liaison with Research Services and Academic staff and the Graduate Centre Program (GCP)

International Students

- Promote services to students through the International Student Programs Office and ESL Programs Coordinator and utilise this for direct communication to students
- Facilitate library staff participation in cultural awareness training and information sessions
Indigenous Students

- Promote services to students through the Aboriginal Education Centre and Indigenous Liaison Officers.
- Facilitate library staff participation in Aboriginal and Torres Strait Islander cultural awareness training and information sessions

Students and staff living with a disability

- Our model of disability support will be reviewed and revised in consultation with the DLAU (Disability and Learning Access Unit)
- Ensure all Library-contributed online content adheres to accessibility standards through staff training
## Library Communication Events and Promotions

<table>
<thead>
<tr>
<th>Schedule:</th>
<th>Frequency</th>
<th>Audience</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social Media/Web:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook/Twitter</td>
<td>Weekly: Teams allocated a weekly post as well as notifications of events/issues as they arise see:</td>
<td>ALL</td>
<td>Liaison Librarians Team social media champions Manager R&amp;SP</td>
</tr>
<tr>
<td></td>
<td>New collections and resources promoted as arise (include special collections)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>Banner to promote services and resources Alert banner used for unexpected events</td>
<td>ALL</td>
<td>Library Website &amp; Systems Officer</td>
</tr>
<tr>
<td><strong>Reports/Statistics</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University annual report</td>
<td>Annually – small amount of info/photo</td>
<td>Wider Uni audience</td>
<td>Director Library</td>
</tr>
<tr>
<td>Statistical infographics</td>
<td>Produced to promote library statistics/use</td>
<td>Targeted audiences</td>
<td>Library Website &amp; Systems Officer</td>
</tr>
<tr>
<td><strong>Systems</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Database - short downtime</td>
<td>Facebook and Twitter asap</td>
<td>ALL</td>
<td>Repositories &amp; Access Librarian</td>
</tr>
<tr>
<td>Database - long downtime</td>
<td>Facebook, Twitter and all Lib staff email asap</td>
<td>ALL</td>
<td>Repositories &amp; Access Librarian</td>
</tr>
<tr>
<td>Database – prior notice</td>
<td>2 days prior via FB &amp; Twitter</td>
<td>ALL</td>
<td>Repositories &amp; Access Librarian</td>
</tr>
<tr>
<td>Sierra – low impact</td>
<td>WebPAC message/possible lib staff email</td>
<td>ALL</td>
<td>Systems Librarian</td>
</tr>
<tr>
<td>BONUS+ catalogue - Low</td>
<td>WebPAC message/possible lib staff email</td>
<td>ALL</td>
<td>Systems Librarian</td>
</tr>
<tr>
<td>Sierra manual backup</td>
<td>Circulation desk &amp; Arts Academy phoned</td>
<td>Library staff</td>
<td>Systems Librarian</td>
</tr>
<tr>
<td>Server migration</td>
<td>WebPAC message/lib staff email/SM&amp;LibN</td>
<td>Library staff</td>
<td>Systems Librarian</td>
</tr>
</tbody>
</table>