

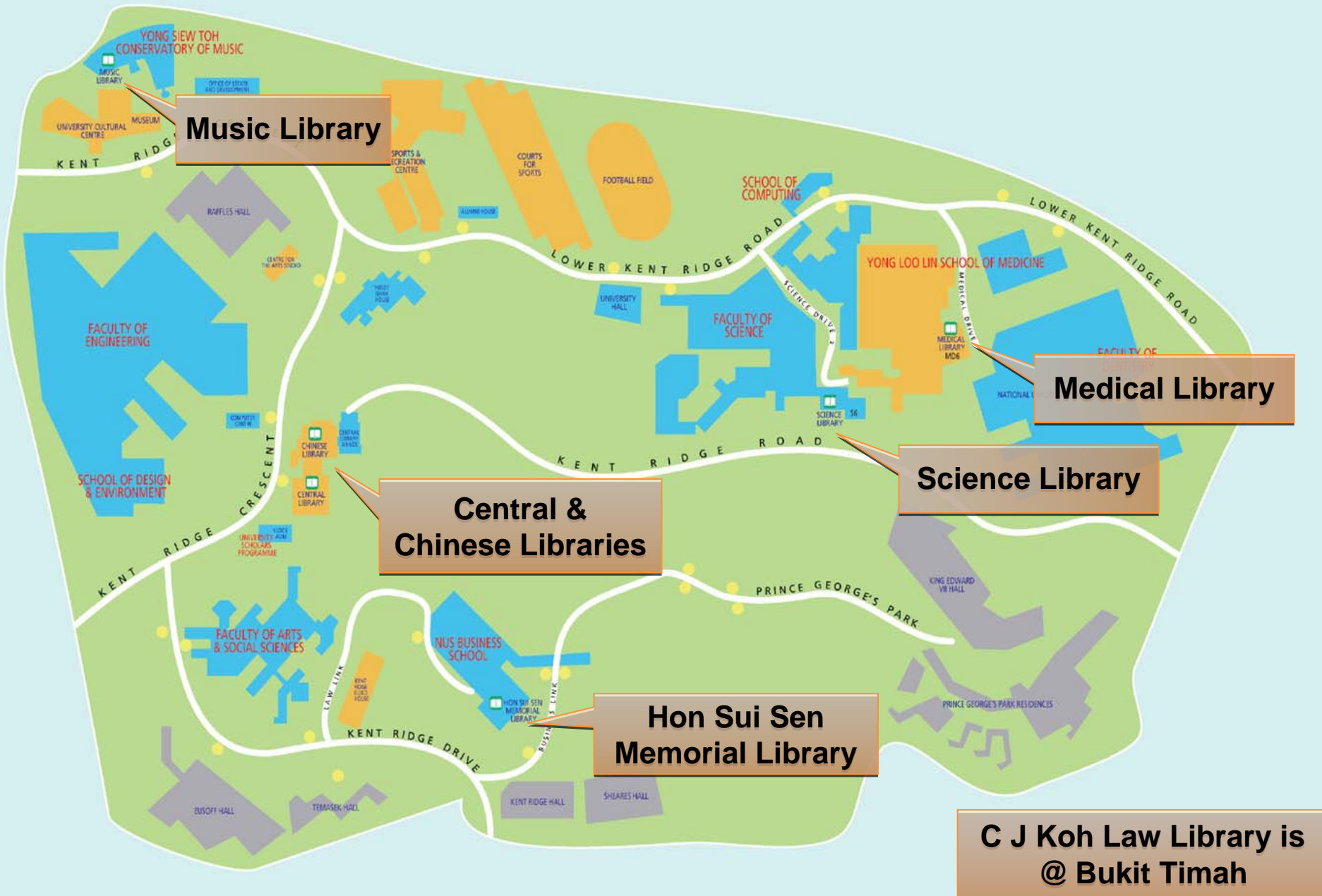
Mememes, Masterpieces & More

User Engagement the NUS Libraries' Way



To deliver just-in-time information with passion and a smile

NUS Libraries



NUS Libraries (And Primary Users)

CJ Koh Law Library
•Law Faculty



Hon Sui Sen Memorial Library
•Business School



Central Library

- Faculty of Arts & Social Sciences
- School of Computing
- School of Design & Environment
- Faculty of Engineering
- Lee Kuan Yew Sch of Public Policy
- Research institutes @ BT Campus



Science Library
•Science Faculty



Chinese Library
•Departments using Chinese and Japanese resources



Medical Library

- Faculty of Dentistry
- Yong Loo Lin School of Medicine



Music Library
•Yong Siew Toh Conservatory of Music



Vision, Mission & Strategies

Vision: A premier knowledge hub promoting the University's vision as a leading global university centred in Asia.

Mission: To deliver **just-in-time information** with **passion** and a **smile**.



Strategic Thrusts	Strategic Objectives
Staff Excellence	1. Nurture and retain high performance and innovative staff
Collection Excellence	2. Develop timely and relevant resources 3. Enhance retrieval from collections
Service Excellence	4. Promote services and resources 5. Improve services
Operational Excellence*	6. Continual improvement of process and infrastructure

*Operational excellence thrust underpins the other 3 thrusts

Objectives of Outreach

NUS Libraries outreach efforts fulfill one or more of the following objectives:

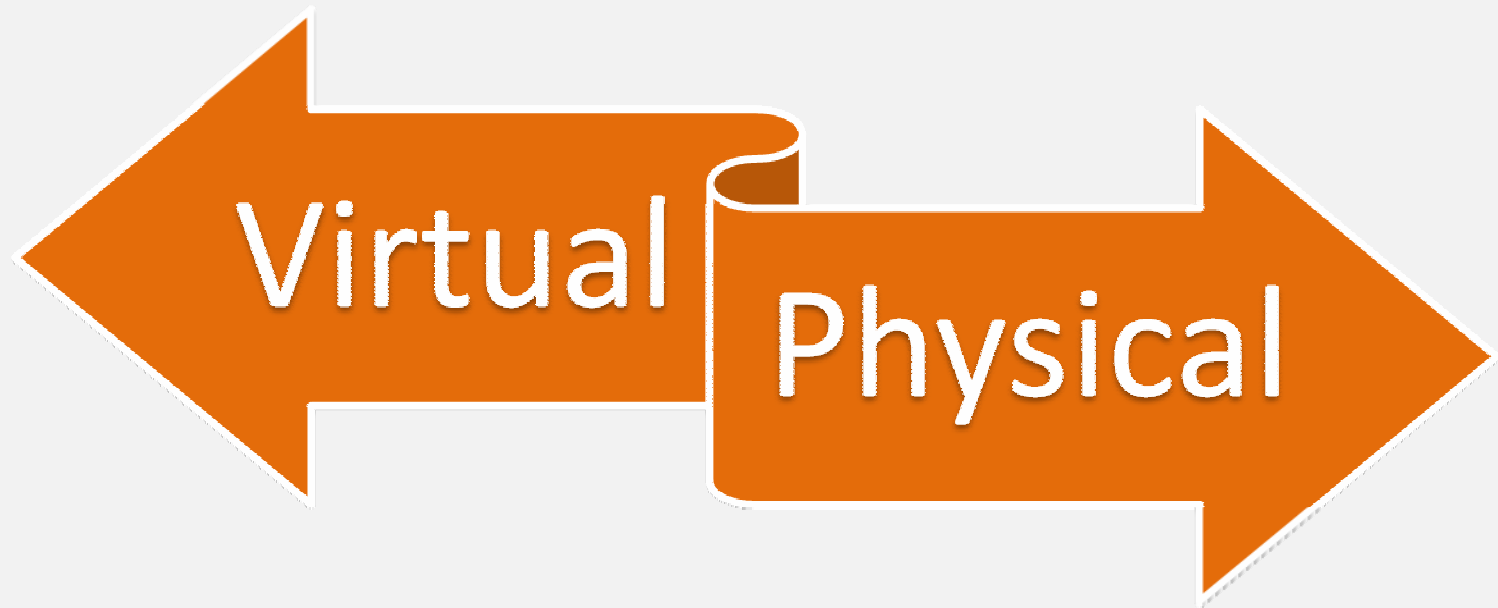
- (1) To increase awareness of Library's services and resources
- (2) To increase usage of Library's services and resources
- (3) To promote the Library as relevant and customer - oriented

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Outreach Strategies



Outreach Strategies: Dual-Pronged Approach



Strategy 1



Strategy 1: Extend Our Presence Beyond Traditional Boundaries

New Year Couplets



Fun with Memes



Foursquare at NUSL



Interactive E-Guide

(I) New Year Couplets



挥 Spring 春
Couplets

春联大放送

Date : 12 Jan 2012
(Thursday)
Time : 10am-2pm
Venue: Central Library
Level 4 Theatrette 2

国大中文图书馆
国大中文学会书法组 联办

Objectives

- To celebrate Chinese New Year with our university community.
- To promote our collection of Chinese books on Chinese calligraphy and related topics.



Event Details

- Duration of event: 4 hours
- No. of attendees: 150
- No. of couplets given away: 120
- Experienced student calligraphers from the Chinese Society Calligraphy Group helped with writing the couplets.

Observations

1. An activity that has appeal beyond race and nationality

Attracted many staff and students of different races, who collected sets of couplets to:

- give to their Chinese neighbors to wish them well
- bring them back to their home country



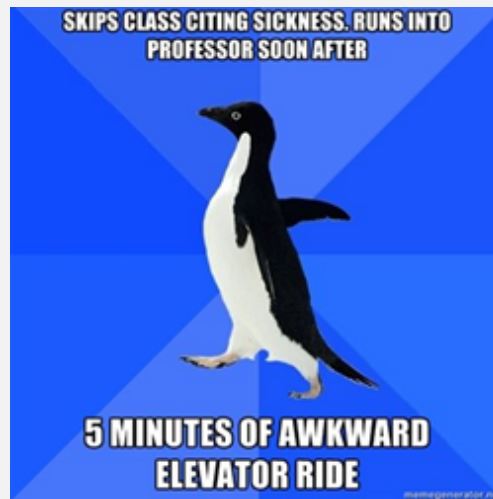
Observations

2. Building relationships from the heart
 - Chinese New Year is an important festival, and it provided an opportunity to show that we value our users' culture and our commitment to promote cultural understanding among our globalized community
 - One of the many events we organize partnering the Chinese Society



(II) Memes Contest

next



Objectives

[previous](#)

- To offer students a non-traditional and very popular way to communicate and express themselves
- To get feedback on their concerns and issues
- To build our online community by identifying with our target audience (i.e. to speak their language)

- Duration of contest: 2 weeks
- No. of entries: over 100
- Top 10 were selected and awarded a small token

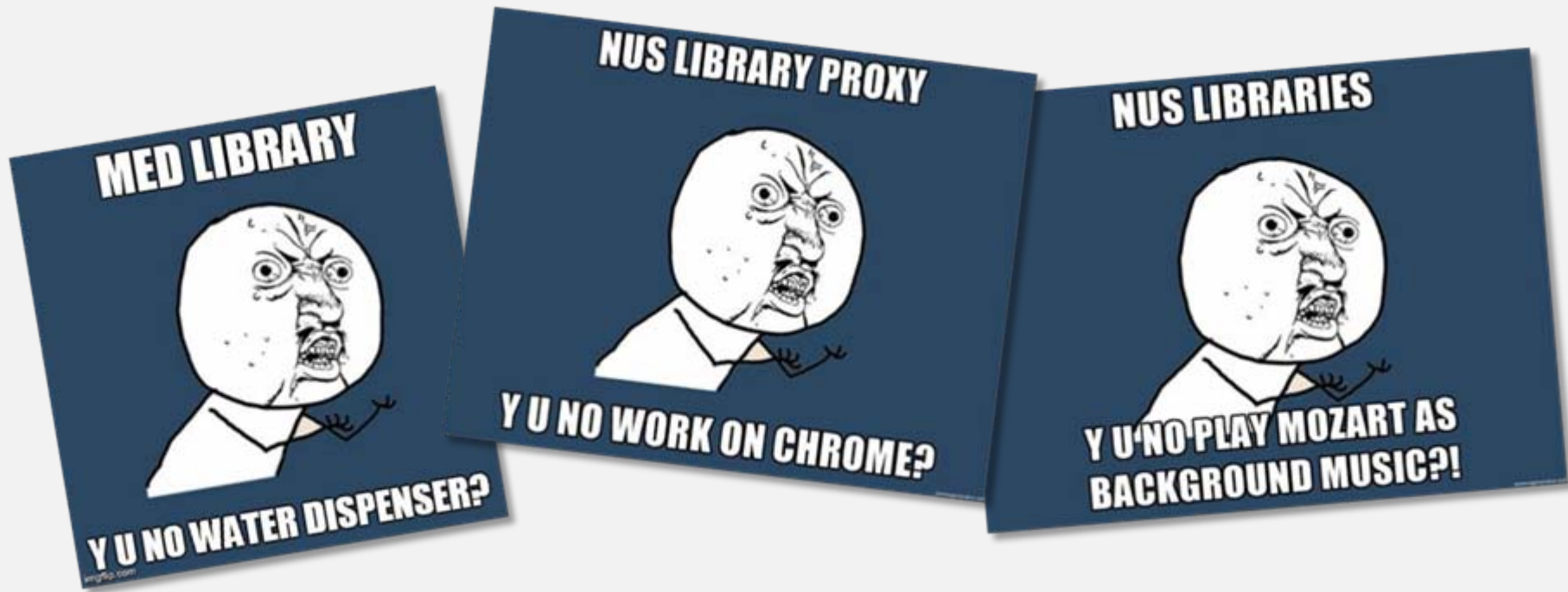
Observations

1. High level of engagement & increased reach
 - Facebook reach: 30,000 vs. 2,000 in a typical week
 - Enthusiastic response to the memes
 - Over 2,000 likes on the memes
 - Number of Facebook fans increased by over a hundred



Observations

2. A novel communication channel



(III) Foursquare @ NUSL

Check-in at **Central Library** or **Hon Sui Sen Memorial Library** on **foursquare** during our **Mystery Hour *** and stand to win Kinokuniya vouchers!

* (timing to be announced on Twitter & Facebook!)

1

PLUS! Claim Mayorship on Foursquare at Central Library, and win prizes!

Check in over repeated visits to Central Library, from **10/2 - 10/4**. The top three users who checked in the most times will win Kino vouchers and more!

2

Foursquare Mystery Hour @ NUS Libraries:

Date: 28 Feb, Tuesday

Time: ???

Place: somewhere in Central Library

Date: 1 Mar, Thurs

Time: ???

Place: somewhere in Hon Sui Sen Memorial Library

scan this QR code on your smart phone for more information:

or, visit <http://bit.ly/4sqfaq>



Objectives

- To more effectively reach out & interact with users
- Experiment with a new emerging technology: location based services
- Get feedback (via an e-survey during flash hour event)



Observations

1. Foursquare Mayorship @ Central Library

- Period of 2 months
- No. of check-ins: 1,472

85% higher than the
same period in 2011

2. Flash Specials @ Central & HSSM Library

- 2 different days & hour
- No. of check-ins: 88

Highest than any
other day on record

Future Directions

- Push notifications using location-based services
- More sophisticated data collection tool

Impact of Social Media in Promoting Our Service

A substantial traffic of new visitors driven by social media to our following services:

- Portal : 9.12%
- FAQ : 69%
- Discovery service: 70%
- E-interactive guide: 47%



(IV) Interactive E-Guide



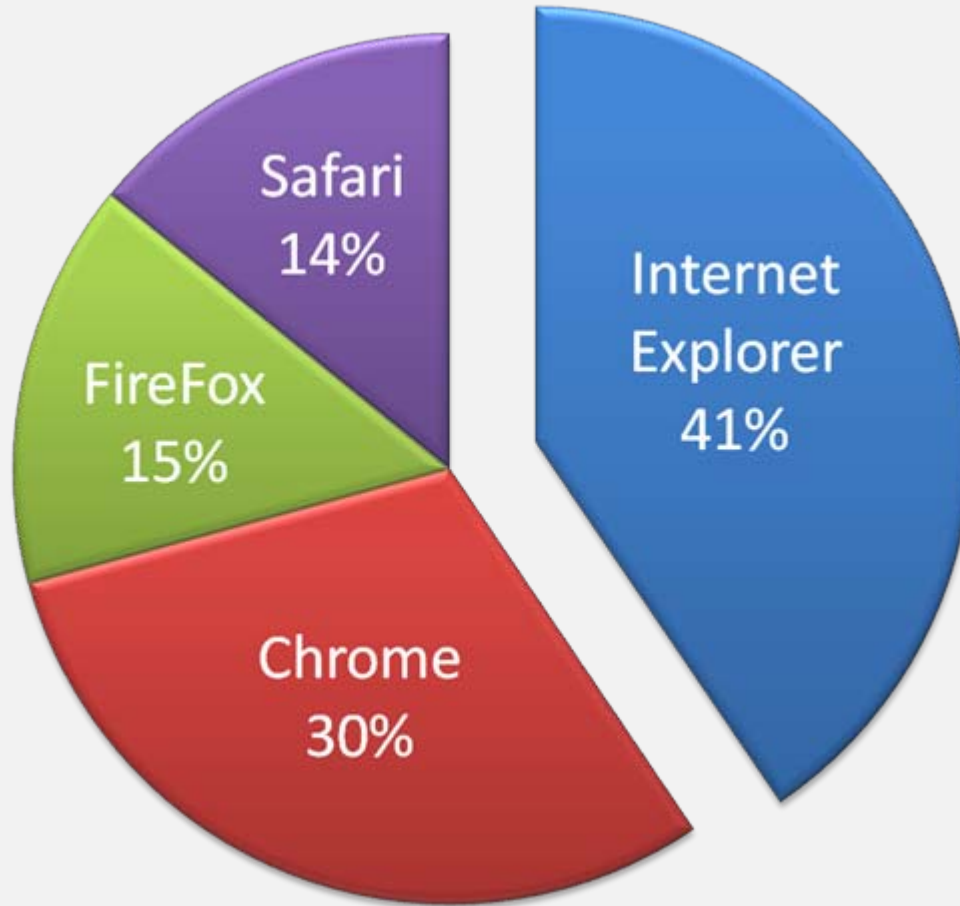
Objectives

1. Increase reach that can be more easily measured

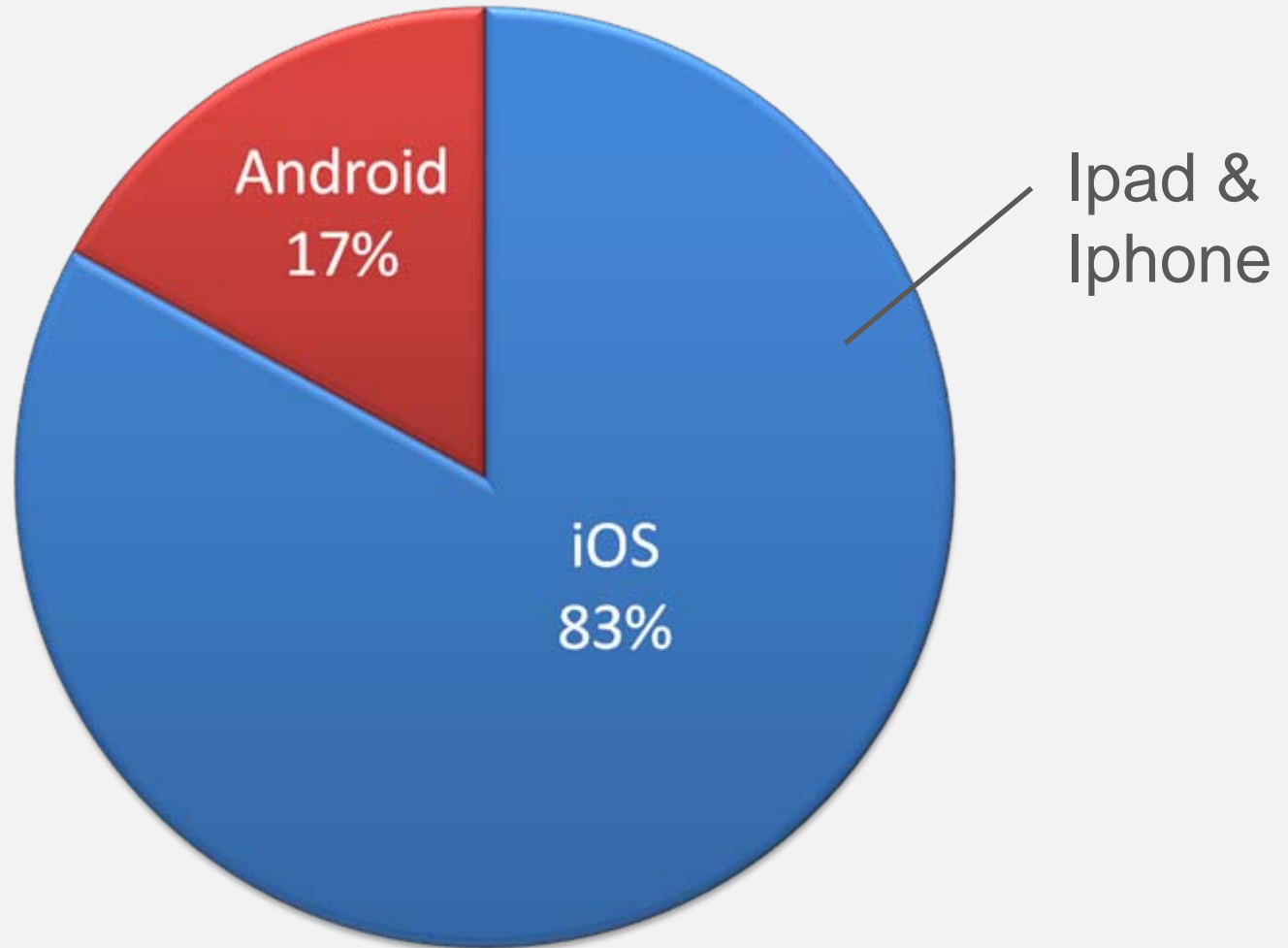
No. of visits:	1,587
No. of unique visitors:	1,007
Average time spent per visit:	4min
Most popular time of visit:	6- 8pm
Most popular search keywords:	“Services”

**Figures from July 15 to Sept 2 2012*

Access By Browser Type



Most Popular Mobile Platforms



NUS Libraries @ Facebook



The exhibition attracts students right ...

Published on **Sep 4th 2012**

The exhibition attracts students right after we finish setting up! Moments @ NUS Libraries Photography Contest Photo Exhibitio...



Published on **Sep 3rd 2012**

Moments @ NUS Libraries Photography Contest Photo Exhibition Check out the prize-winning entries in this travelling photo exhi...

Flickr Albums



Find out more about your photos now!

Tweets

“Wondering what ERDD is all about? Click on the link to see what we have in store for you ...”

“The Book Donation drive may have ended but take a look at our preview album to see will h...”

More

NUS Libraries Blog

Celebrating 25 years with the Heads of HSSML

Published On **Aug 30th 2012**

HSSML celebrates its 25 years remembering the librarians who helmed the library. The heads of HSSML, posing beside the bust of Mr Hon Sui Sen, are from left: Mrs Lee-Wang Cheng Yeng: 1987-1991 Ms Lim

6 Things You Should Do When Starting On Your Thesis

Published On **Aug 23rd 2012**

Starting on your Honours year thesis or Masters/Phd dissertation but not sure where to search? Here are 6 things you should do: 1. Do a broad literature review for your area of interest Every.....

More

Average
time spent:
2min 36sec

A Quick Guide to Using the Library Resources ...



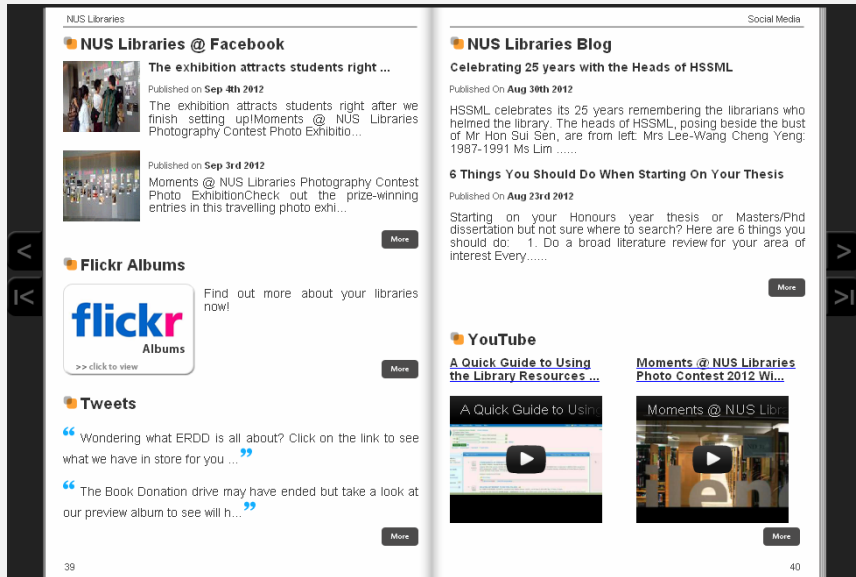
Moments @ NUS Libraries Photo Contest 2012 Wi...



More

Objectives

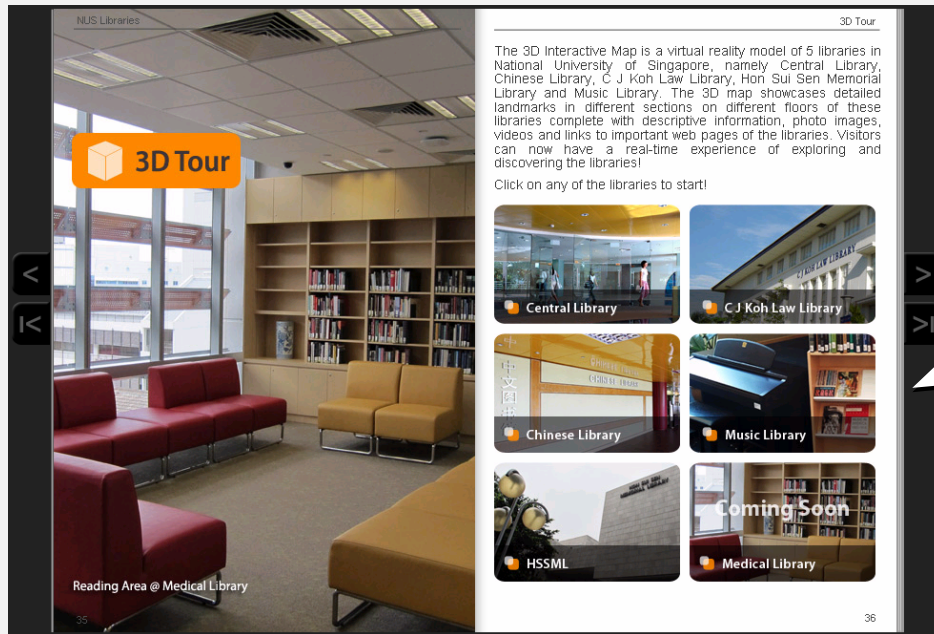
2. Engagement: our users' way



Live updates of
our social media
accounts via RSS
Feeds

Live updates of
news & events
via RSS Feeds





Seamless access
to our 3D virtual
libraries



Live Chat

Like & Share
on Facebook

Search & find
quickly

Objectives

3. Environmental sustainability
 - Printed 5000 less guides in 2012
 - Directing users to e-guide more & more
4. Cost Savings
 - Saved at least SGD 4,000-5,000 in 2012

<http://lib-eguide.nus.edu.sg/>

Strategy 2



Strategy 2: Strengthen Relationships with Key Stakeholders



Moments @ NUS Libraries Photo Contest



Objectives

- To challenge users to view the Library in a different light (novel engagement).
- To connect and build relationships with student societies (e.g. The Photographic Society of NUS).
- Get a pool of high-quality user-created pictures for use



Contest Details

- Duration of Contest: 1 month
- No. of entries: 177
- Judges consisted of an award winning photojournalist, the president of the Photographic Society and a librarian who is also a photography enthusiast.
- 3 grand prizes and 27 merit prizes were awarded



Observations

1. High level of interest:
 - Over 70 registered participants
 - Views on Flickr album (all entries) : 893
 - Reach on Facebook: 1,065



Observations

2. Such competitions have multiple benefits:
 - Economical way to get high quality photos
 - Novel way to engage users and see the Library through their eyes
 - Show users that the Library is more than just about knowledge - it also inspires and excites



ERDD Book & Garage Sale

NUS Libraries

E-RESOURCE DISCOVERY DAY 2011 and BOOK + GARAGE SALE*

Lucky Draw** Vendor Quizzes
Online Quizzes Performances

KNOWLEDGE WITHOUT BOUNDARIES

ERDD, Book + Garage Sale: 06 Oct 2011
Book + Garage Sale: 07 Oct 2011
Central Library Forum, 100A, 10th Floor

*Proceeds will be given to Annual Giving Bureau for needy NUS students.
**For NUS students and staff only.



Partners:

Cambridge University Press	Elsevier Publishing Group	Paul
Springer	Garland Science Press	Springer
Wiley	Wiley Blackwell	Wiley Blackwell
Wiley Blackwell	Wiley Blackwell	Wiley Blackwell

Make Connections

Online Quiz
Lucky Draw
E-Resource Fair by publishers and providers
Fundraising Food and Book Sale
Performances
Treasure Hunt Fantastic prizes to be won!

E-Resource Discovery Day
organised by NUS Libraries

Wed, 14 Oct 2009 • 10 am to 5pm
Central Library Forum

Sponsors:

Love books?
Have a heart
for others too...

NUS Libraries' Book Donation Drive is back!

We're collecting used books of any genre in good condition, from **23 April to 31 August**. There will be collection boxes for your books at each of the seven libraries.

The books will be sold during our E-Resource Discovery Day in September. All proceeds go to the Annual Giving Bursary

NUS Libraries

Knowledge Without Boundaries

E-Resource Discovery Day Sept 16

Book Sale Sept 16 & 17
proceeds from book sale go to NUSSU Students' Fund

Venue: Central Library Forum
Time: 10am - 5pm

du.sg/erdd2010

Treasure hunt .
ces

NUS LIBRARIES' BOOK DONATION DRIVE
Book Sale on E-Resource Discovery Day

All Proceeds Go To NUS Students' Fund

What?
Donate your gently used fiction/non-fiction books to raise funds for needy students in NUS!

How?
Collection boxes are available near the entrances of all NUS Libraries.

When?
Collection: Sept 9th - Oct 7th, 2009
Sale: Oct 14th, Wed (E-Resource Discovery Day 09)

Contact: Gerrie Kow (6516-2029/clbky@nus.edu.sg)

Items will be priced at our discretion

Objectives of Book & Garage Sale

- To collaborate with our community in raising funds
- To encourage Library staff involvement in community outreach
- To contribute to our community and support our needy students



Funds Raised for Beneficiaries

Year	Proceeds	Beneficiary
2009	\$2,250.15	Student Union Bursaries
2010	\$6,067.20	Student Union Bursaries
2011	\$11,000.30	NUS Bursaries
2012	\$14,815.50	NUS Bursaries



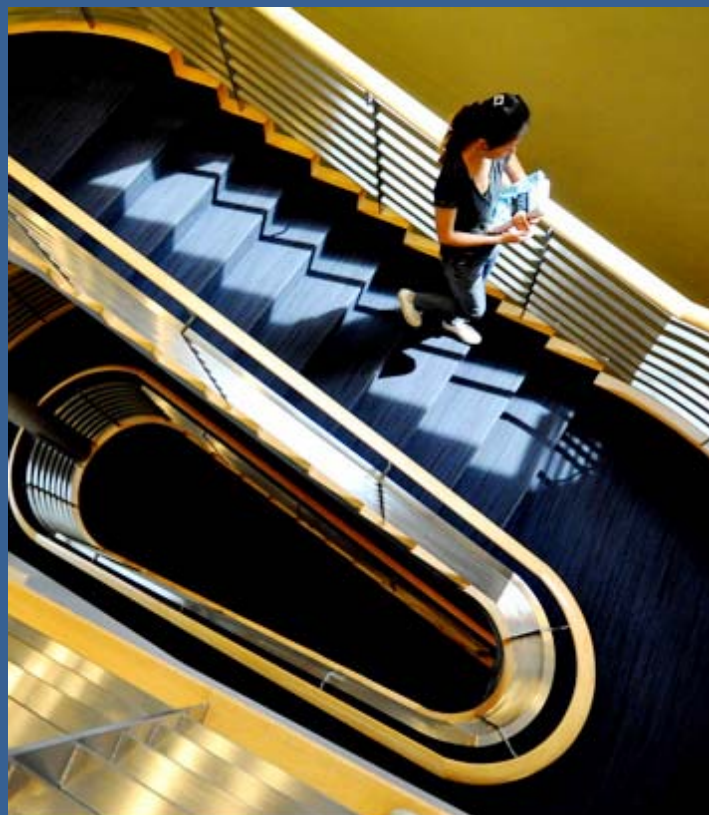
Future directions will see us collaborate more with student groups so as to increase the size, duration and proceeds of the event.

What's Next

- Location-based services
- Contests encouraging user-generated works
- More collaborations with the community

Questions?

THANK YOU!



To deliver just-in-time information with passion and a smile