



Ligue des Bibliothèques Européennes de Recherche
Association of European Research Libraries

LIBER PARTICIPANT SURVEY ACTION PLAN

A satisfaction survey was distributed to LIBER Participants in the autumn of 2015. The results of this survey were distributed in the March 2016 mailing. Although the feedback received in the survey was extremely positive we have identified areas where LIBER could take actions to improve over the next year.

The survey showed that whilst Participants were very happy with LIBER's advocacy work there is scope to increase the use of LIBER advocacy material. Work should also be undertaken to strengthen LIBER communications channels and increase awareness of and involvement in LIBER activities amongst LIBER Participants.

In February 2016 a workshop was held with LIBER Office staff, the LIBER President and a representative of the LIBER Steering Committee for Advocacy & Communication. May 2016.

The following actions were identified:

#1: Improve the LIBER Mailing

The goal behind this action was to redesign LIBER's statutory mailing (send in March, May, August and November), making it more appealing and easier to read. This would, in turn, encourage more members to read it, thereby addressing the issue raised in the survey that some members felt poorly informed about LIBER activities.

Actions & Responsibilities

<i>Office</i>	<i>Board</i>	<i>Steering Committee & Working Groups</i>	<i>Members</i>	<i>Related KPI</i>
<ul style="list-style-type: none"> • Re-examine the mailing to see where we might streamline information (eg. delete preamble and 'further news') • Add images, share buttons and 'read more' summaries to each item to make them more transparent and appealing • Change all doc/PDF content to HTML • Promote every article in separate tweets 				Clicks on page go up

#2: Make Profiles of Individual Steering Committee & Working Group Members More



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Visible

The goal behind this action was to give LIBER's Committees and Working Groups a personal face, in order to make these groups seem more accessible to the LIBER community and thereby encouraging more people to take an interest in, or even actively participate in, their work.

Actions & Responsibilities

<i>Office</i>	<i>Board</i>	<i>Steering Committee & Working Groups</i>	<i>Members</i>	<i>Related KPI</i>
<ul style="list-style-type: none"> • Add LinkedIn link to each committee member's profile • Take pictures of each member at the LIBER conference (or other opportunities) • Arrange interviews of each one (Q&A style) to publish on blog 	<ul style="list-style-type: none"> • Help to promote 	<ul style="list-style-type: none"> • Help to promote 		<ul style="list-style-type: none"> • Applications to join SCs and WGs go up

#3: Better Promote the LIBER Annual Conference Fund

Every year, LIBER encourages its members in a select group of less-affluent countries to apply for its Annual Conference Fund. This Fund offers free registration at the conference and a grant towards travel costs. It is felt that the fund is could be better publicised. A greater diversity of applications is desired.

Actions & Responsibilities

<i>Office</i>	<i>Board</i>	<i>Steering Committee & Working Groups</i>	<i>Members</i>	<i>Related KPI</i>
<ul style="list-style-type: none"> • Put an application on the LIBER website for the conference fund (contact form vs downloadable doc) • More social media promotion • Identify target member institutions and mail them directly 	<ul style="list-style-type: none"> • LIBER 'sponsoring' or competition on LIBER to be eligible for funding • Offer a prize for the best blog piece about the LIBER conference 			<ul style="list-style-type: none"> • Increase number of eligible applicants to the LIBER fund • Increase blog items about the fund

#4: Promote Our EU Wins on the LIBER Website



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LIBER puts a great deal of effort into lobbying and has gained tremendous influence among policymakers in recent years. This work could be better promoted, in order to show off our wins at a European level to LIBER libraries and the wider community.

Actions & Responsibilities

<i>Office</i>	<i>Board</i>	<i>Steering Committee & Working Groups</i>	<i>Members</i>	<i>Related KPI</i>
<ul style="list-style-type: none"> • Image bank and selfies • EU for dummies fact sheet • Agenda of what's coming up, plus what we are going to argue • Video – Day in the life of Susan as a lobbyist • Communication as a priority • Closer connection of Hague Declaration to LIBER website • Feedback in a blog after Brussels visits/wins 			Linking case studies to our MEP and getting libraries to publicise	<ul style="list-style-type: none"> • Set criteria for a 'win' and measure it (eg. commission meeting) • Summary EU wins 'by the numbers'

Susan Reilly
 Executive Director
 May 2016