Since the restructure of York’s Relationship Management Team in January 2014, we have put in place a series of innovative approaches to strengthening our support for academics.
We have annual meetings with HoDs and Library Reps to agree an Annual Action Plan for each department which outlines how the Library will support the department over the coming year.
Action Plans provide a range of contextualised data (based on NSS, PTES/PRES, LibQual etc.) so that departments can understand how they interact with the Library and what further support is needed in areas such as pedagogy, liaison, collection development and space.
Understanding Academics UX Project
Better understanding of how academics carry out research and teaching at York, and where the Library fits in with that;

Greater awareness of today’s scholarly climate (opportunities, pressures) so that all Library staff understand the wider context around them;

Identify opportunities to improve and develop tailored support for academics, building the ‘academic voice’ into Library projects;

Nuance our communications with departments.
Academic Liaison Librarians used UX ethnographic methodologies (cognitive mapping and semi-structured interviews) to carry out 97 interviews across all academic departments. They received training in effective listening and questioning skills, neurolinguistic programming and business analysis tools.
Data analysis: 100+ hours of ethnography:

Write up interviews

Code in Nvivo

Assign themes for analysis
Data analysis: 100+ hours of ethnography:

Outcomes and recommendations including evidence-based synthesis of academic life at York (personas); service improvements; building the academic voice into Library projects

Dissemination of results