Digital resources and library services
Meeting the challenge of engagement
Aims
» Share some experiences on tackling engagement
» Give you ideas which you could use to improve your service and raise your profile
» Highlight further support available
What do we mean by engagement?
Why is it important now?
Engagement in practice
Activity to explore your situation and challenges
How Jisc can help
Case study: Activate Learning
Q&A
What does engagement mean?

Meeting the challenge of engagement
Why is engagement so vital now?

Meeting the challenge of engagement
Engagement with digital resources and library services is about having the right access, skills, motivation and trust to confidently go online.

Adapted from https://digitalinclusion.blog.gov.uk/
Motivation and skills

Meeting the challenge of engagement
Relationship-building

Meeting the challenge of engagement
Demonstrating impact

» Motivation
» Content
» Skills
» Access
» Trust
» Relationship-building
» Then what?
POLL:
How well you think you’re doing on engaging users with your digital resources/library services?
POLL:
What’s your biggest pain point in engaging users?
Openness and collaboration

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Some ways Jisc can help

» Digital resources
  › Library support services
  › Jisc presentations at UKSG conference
» R&D projects
» Events
» Subject specialist support
» customerservices@jisc.ac.uk

www.jisc.ac.uk/connect-more
Free events in June/July 2017
Lis Parcell
Subject specialist
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