

Customer Services Group UK Steering Group meeting, 16 September 2016, Leeds Beckett

Summary of key actions from Steering Group meeting 16 September 2016

What	Who	By when
Operational plan		
Share with task groups	TG Convenors	End September
Upload to website and promote	CL	End September
Task group activities		
New chair & members for Resource TG: Email aligned to conference email to be sent out to CSGUK members	EC	October 2016
Share latest Twitter statistics with SG members	CL	End September
Develop proposal for subsidised regional events for library assistants	HL	December SG meeting
Business calendar		
TG meeting dates to be added	CL,HL,EH	End September
Conference planning		
Initial advertising email to be drafted and sent out as conference booking opens	EC (CSGUK); LH (SCONUL Directors); CL (lis-link, Twitter)	19 September 2016
Conference pack developed	CL in conjunction with King's College Library Admin	November 2016
Options for promotional video to be explored	HL	September 2016
Evaluation form devised	HL	November 2016

Minutes of the Steering Group meeting of 16 September 2016

Present: Erin Caseley (EC) (Chair), Jan Haines (JH) (Secretary), Lis Hannon (EH), Libby Homer (LH), Christina Lewis (CL), Helen Loughran (HL).

Libby was welcomed back to the Steering Group.

1. Action points from the meeting of 11 July 2016:

Google analytics data on visits to benchmarking database: completed.

Operational plan 2016/17: The template has been completed and the Steering Group signed off the plan. The plan will now be uploaded to website and promoted to CSGUK members.

New task group membership: action closed.

Call for new members and chair for Resources Task Group: This will be incorporated into a future conference reminder email to members.

Conference planning: potential speakers have been contacted and the programme is drafted.

Business calendar: task group convenors to add in meeting dates to 2016/17 calendar.

Google analytics for website – resources section: Christina confirmed that data is being captured but the task of analysis needs to be assigned to a member of the Resources TG. It was noted that current usage is likely to be low but should increase with more promotion over the coming year. For each new resource a news item is added to the website as well as promotion through social media. Statistics are available for the CSGUK Twitter account – there are currently 319 followers and this is steadily increasing month on month. Christina will circulate the latest statistics to the group for information.

Service Improvement Framework: these documents have now been uploaded to the website.

2. Treasurer's report:

Thanks to Angie Mulholland for providing the financial reports.

The Group has a current balance of £3,700. The profit from the 2016 Conference is anticipated to be £1500.

It was noted that our conference fee (£90) is now out of kilter with comparable events. It was agreed to charge £100 for the 2016 conference and to increase the conference fee again the following year in conjunction with offering sponsored places.

From discussion it was felt that subsidising events for front line staff would be a good use of CSGUK funds. For example, attendees might be charged for refreshments but any speaker expenses could be met by CSGUK. Helen reported that the Events TG were keen to develop this further.

The Steering Group welcomes a proposal from the Events TG regarding a subsidised event for library assistants replicated in different locations around the country.

It was agreed that known costs should be identified within the Business Calendar to provide predictors eg. Benchmarking database costs. It was noted that the website may be in need of a refresh in the near future.

3. Conference planning

3.1 Programme: Helen presented the programme. It was agreed to group the speed sessions under the title "Accessibility and inclusivity in practice".

3.2 Communications: Christina tabled suggested elements to include in the communications package. It was agreed that a flier was unnecessary and that the website would be the main communications channel with a schedule of regular emails. A conference

pack will be available on the day. An advertising email needs to be drafted to announce conference booking is open.

3.3 On the day:

- 4 or 5 members of the Events TG will be available to help with the conference.
- A photographer has been booked. The idea of a promotional conference taster/montage video was discussed and Helen will explore what options could be offered by the photographer and, if feasible, will contact speakers accordingly.
- The conference booklet will include information about joining CSGUK and a welcome statement by Erin (and photograph?)
- The format of the evaluation form was discussed. It was felt useful to have some feedback to pass to speakers so asking an open question would be better than taking a tick box approach eg. best thing / worst thing about the day. Ideas for topics of interest to frontline staff will be sought.
- It was agreed that a thank you gift for speakers was unnecessary.

3.4 Bookings: Bookings will open next week. It was agreed to leave giving a closing date for the moment. Three communications are planned – September – initial announcement of programme and bookings open; October – reminder plus call for new member; early November – hurry as bookings close soon.

4. Business calendar: forthcoming activities were reviewed.

5. Task group reports:

6.1 Benchmarking:

Lis tabled a paper from the TG regarding the future emphasis of the group's activities. Reviewing Google analytics it had been established that more usage was being made of the database for circulation data than had been thought. The TG have concluded that the database should be retained but be renamed and relaunched.

The paper proposes that the TG take a different approach offering expertise, training and resources around benchmarking / impact evaluation. Lis will mock up a webpage to illustrate the main areas of proposed activity. It was agreed that the March Planning Day could be centred around impact evaluation.

The Steering Group approved the general direction of the TG's proposals.

6.2 Resources

Nothing to report.

6.3 Communications

Christina reported that the new task group would be meeting for the first time next week.

6.4 Events:

The new group will be meeting on 31 October.

7. Next meeting

The next meeting is scheduled for 11.15 on Friday 9 December 2016, King's College.