Personal Services:
how information services can support the university’s marketing strategy through Web 2.0 and beyond

Elizabeth Malone
Head of Content Development
Information Services, Kingston University
Who’s in the audience?

Stand up:

- Academic libraries
- Public libraries
- Everybody else!
Sit down if:
- You’re not involved in providing information via the Web
- You’re involved in providing information via the Web for just your department
- You’re involved in providing information via the Web for your organisation as a whole
- Anyone left standing, what do you do?
Presentation overview

People
Information
Web 2.0

Connections
Partnerships
Marketing
Personalisation

Expectations
Ocado Suggests

Elizabeth's Instant Shop NEW
We can now build your trolley for you based on what you usually buy. The suggestions will improve each time you shop. Simply select add all below to add everything to your trolley or click on the suggested order link to view the individual items.

Suggested order created on Tue (16/06/09)

Add all

Smart lists

Products you've bought before (including categories)
Products you may have forgotten
Products you may have run out of
Offers on products you've bought before
Products recommended to you (including categories)
Products from order: 9:00pm-10:00pm, Wed (17/6/09)
Products from order: 8:30pm-9:30pm, Thu (23/4/09)

Add all

Recommended to you

Delivery options

Book a single delivery
Ocado on demand
Money-saving pre-pay delivery scheme

Trolley: £0.00
(0 item)

Your trolley is currently empty

Save time by using our new “Suggested order” feature
View suggested items
Add everything
Personalisation
Customer Reviews

Average customer rating: ★★★★★ Number of reviews: 3 (See all reviews)  Sign in to write a review.

3 of 3 people found the following review helpful:

★★★★★  Fab Dress - Amazing Fit  14 June 2009
Reviewer: Mrs G (Gateshead, England) - See All My Reviews
I have been looking for a dress for ages - but have had real problems as most dresses have zips up the side, which is a problem when you have larger than average boobs. I picked the dress up and as... read complete review

Was this review helpful to you?  YES  NO  (Report this)

4 of 4 people found the following review helpful:

★★★★★  A dress that fits  13 June 2009
Reviewer: Joanne (Norfolk, England) - See All My Reviews
At last I've found a dress that suits my rather generous figure (size 18). The material is soft, it hangs perfectly and looks great. I shall be teaming it with some chunky red jewellery for a party... read complete review

Was this review helpful to you?  YES  NO  (Report this)

14 of 14 people found the following review helpful:

★★★★★  summer  12 June 2009
Reviewer: lindyloo "smiling lady" (cramlington) - See All My Reviews
this dress is really lovely the style the material is perfect it hangs beautiful it looks nothing in the picture but i am so pleased i bought this dress perfect for a wedding it could be teamed up... read complete review

Was this review helpful to you?  YES  NO  (Report this)
Writing reviews

Red envelope please!

Has anyone here written a Customer Review?
Web 2.0 refers to a second generation of web development and design, that facilitates communication, secure information sharing, interoperability, and collaboration on the World Wide Web. Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications such as social-networking sites, video-sharing sites, wikis, blogs, mashup and folksonomies.

Wikipedia
http://en.wikipedia.org/wiki/Web_2.0
Accessed 18th June 2009
Web 2.0

“Web 2.0 websites allow users to do more than just retrieve information.”

Web 2.0 is about:
- User generated content
- Interaction
- Personalisation

It enables people to make connections

Wikipedia
http://en.wikipedia.org/wiki/Web_2.0
Accessed 18th June 2009
Creating an Applicant Portal

- What is an Applicant Portal?
- Why ask a librarian to create one?
- Does it have any relevance to the services that the library delivers?
What is an Applicant Portal?

- A website for potential students ✓
- Course information ❌
- Information about being a student ✓
- Somewhere to meet other applicants ✓
- A place where the University can keep in touch with applicants ✓
- Somewhere the University can feed important information to applicants ✓
An Applicant Portal is about:
- Information
- Communication

Links into:
- Student portal
- VLE
- Academic staff
Relevance to library services

- Contact with students before they arrive
- Understanding their expectations
- Awareness of common Fresher’s enquiries
- Feed into induction activities
Kingston context

- Based in South West London
- 4 campuses
- 20,000 students
- 34,000 applications a year
- 21,700 offers made
- 6,000 new entrants per annum
What do applicants want to know?

When applying:

- Range of courses
- Detail of those courses, what will they actually be learning
- How are they going to be taught
- What will the timetable be like?
- What does the place feel like?
- Why should they study there?
What do applicants want to know?

- Where are they going to live?
- What financial support is available?
- What pastoral support is on hand?
- Will they be able to work and study?
- What’s student life really like?
- What will the first week be like?
- Where do they need to go on day one?
- What will their timetable be like?
- How can they arrange childcare?
Making connections

Student Services:
Accommodation section
Student Funding section
Disability and Dyslexia Unit
Student Information section

External Affairs
Marketing team
Web team

Student Union
Existing students
Academic Development
Information Services
Defining Phase One

- Establishing the timeframe
- Identify generic information for undergraduate applicants
- Re-purpose existing content wherever possible
- Bring applicants together through social networking
- Provide interaction eg. polls
- Regular student input eg. blog
- Present the information in a more relaxed style than then corporate website
Welcome to Kingston

Find out more about what to expect when you arrive at Kingston University. If you’ve already enrolled, visit StudentSpace for the inside picture.

Where will I live?  How do I pay my fees?
Tell us what you think:

How far are you currently living from the University?

- I already live in Kingston
- I live elsewhere in London
- I live outside London

Keep in touch
Chat to other new students on the Kingston University Facebook page
Chawaz Stan wrote

hie
Can u anyone tell me how many days do u attend in a week at Roehampton will be doing Mechanical Engineering and what time does the lectures start and finish. Because i have to drop and pick up my children at school.

Owen Ballard (Springwood High School) wrote

Hey, anyone else here on the BA Museum & Gallery Studies course starting Sept '09?

Amanda Kemp (University of Hull) replied to Emily Louise's post

I've applied for the Adult Branch Dip HE in Nursing and have an interview on Friday - how's your application coming along?

Peteycan Elle-d wrote

I've applied for September 2009 Architecture BA(Hons) K100. Anyone else applied for this? The course and facilities look amazing

Kingston University replied to CHAWAZ's post

Hi Chawaz
Mechanical Engineering students are required to attend at least 4-5 days a week. Although the timetables are not finalised until later in the summer, the earliest lecture would start at 9.00am with the last lecture finishing at 6.00pm. The start and finish time will vary for each day depending on modules taken.

Hope that helps and please do not hesitate to contact us for any further enquiries.

Kingston University
Which of the following did **NOT** appear on our students’ list of favourite recipes?

**RED** – Cereal

**GREEN** - Lasagne
Was it worth it?

Content Detail: /gettingready/

30 Jun 2008 - 22 Sep 2008
Comparing to: Site

2,000
1,000

Unique Page Views

This page was viewed 22,132 times

22,132 Page Views

15,899 Unique Views
Excluded from Phase One

- Very personal 'Welcome Joe' approach
- Early login to all University services
- Information from Faculties
- Information on a course by course basis
- Information for postgraduate applicants
- Information for students at partner colleges
- Detailed information about academic life eg. timetables, teaching methods

More importantly:
- The information stopped at enrolment.
Getting Ready Phase Two

- Update of the existing site
- Inclusion of Faculty administrative information
- Jargon buster
- Revision of enrolment screens
- Individual landing pages per faculty post enrolment
- A template for key faculty induction information
- Information on academic life
Induction for new Engineering Students

As a new student at university it is sometimes difficult to find out about all of the help/support, services, offers etc., available to engineering students at Kingston University. Please follow the link relevant to where you will be studying for key services and offers available, which will help you through your period of transition.

New Undergraduate Students based at KLM, Norwich »

New Undergraduate Students based at Kingston »
Stage 1 Enrolment Complete

Thank you for completing Enrolment Stage 1.

You must now complete Enrolment Stage 2, which involves attending an enrolment event. Please click here to see the scheduled date and time for your enrolment.

You will also need to provide evidence of your identity to a designated member of staff, who will then formally complete your enrolment.

As you are an overseas fee paying student, you will also need to see a member of finance staff.

Preparing to join us at Kingston University

Before you arrive for your first day it’s important to make sure you’re fully prepared. The links below will take you to useful information that will make setting into university life easier and more enjoyable.

Here you can find some practical advice to help you to prepare for your arrival in the UK:
http://www.kingston.ac.uk/international/guidance-and-advice/pre-arrival-information/

Living in the UK:
We’ve also created a page of useful links about living, working and studying in the UK:
http://www.kingston.ac.uk/international/guidance-and-advice/pre-arrival-information/web-links

Welcome to the School of Education

We’ve created a page for new education students which will help you prepare for your studies at the Faculty:
www.kingston.ac.uk/gettingready/education

We strongly recommend you visit this page to see your course start date, download induction handbooks and other important information.

Supporting your studies

Student Services: http://www.kingston.ac.uk/student-services
We offer a full range of support services to all our students. So whether you are having problems with your studies or finance, need healthcare or counseling, or just want to find the right club or society to join, we are here to help.

Useful University information via your mobile: http://m.kingston.ac.uk
You can access useful phone numbers, directions to University buildings, opening times and more via our mobile friendly website.

Parent's site: http://www.kingston.ac.uk/parents
If your parents / guardians want to find out more about supporting you at university we've created a site which answers many of their common questions.

StudentSpace: http://student-kingston.ac.uk/ (log on with your new Kingston ID number and password)
Our student intranet gives you a fast, easy way to find information and work online. StudentSpace provides everything you need to know about student life at Kingston – from top nightclubs to library services.

Don't get lost during your first week! Download our campus maps
Get detailed maps for each campus here:
http://www.kingston.ac.uk/aboutkingstonuniversity/location/maps/

The University Bus Service
Getting between campuses and halls of residence is easy with our free, regular bus service. Make sure you download the bus routes and timetable before you arrive: http://www.kingston.ac.uk/bus/
Welcome to the Faculty of Computing, Information Services and Mathematics (CISM)

The Faculty has approximately 150 academic staff, support staff, researchers and research students, with some 1,400 students enrolled on our undergraduate and postgraduate programmes in computing and mathematics.

Our primary aim is to foster an exciting and challenging environment for learning in modern, well-equipped teaching facilities. We very much look forward to welcoming you to our vibrant and stimulating learning environment.

Professor Tim Ellis
Dean of the Faculty of Computing, Information Services and Mathematics

Look around your campus

The Faculty is based at the University’s Penrhyn Road campus. Penrhyn Road is in the heart of Kingston, about a 10-minute walk from the town centre.

CISM start dates and handbooks

Find out when your course will start and download your course handbook.
Read more.

Studying a joint honours course?
CISM is your home faculty. If part of your degree is in a different subject area, you’ll find out more about the other faculty when you arrive.

Now you’ve enrolled online, find out about your faculty
Get a head start

Read our student intranet **StudentSpace** for full information about the support available.

Plus check out our study resources so you know what to expect when you arrive at Kingston:

- A-Z jargon buster
- How to use the library
- StudySpace – our online learning management system
- What is plagiarism?
- Study skills – extra academic support
- Kingston Language Scheme

You’ll need your new Kingston username and password to be able to log onto some of these sites. You’ll find them on the enrolment confirmation email we’ve sent you.
Phase 3 – increased expectations

Build your own prospectus now

Use our online system to build your own prospectus. It allows you to create a version focused on the particular courses that interest you, plus the relevant facilities and support services.

Tell us about yourself
The first step is to let us know whether you are a UK or international student:

- I am a UK student
- I am an international student from: Choose country...
- I am an international student resident in the UK from: Choose country...

Create your personalised prospectus >
Impact on services

- If the personalised prospectus offers an individual university experience, can this be followed up by:
  - Student Services?
  - Library services?
  - Teaching staff?
Integrated Student Support

- Integrated student support
  - Single point of contact for handling enquiries relating to libraries, IT and student services
- Individual enquiry management system to support this
- Instant messaging
- Helpdesk blog with Twitter feed
Which libraries are using … ?

- Facebook
- Blogs
- Twitter
AquaBrowser OPAC interface offering:

- Word clouds
- Tagging
- Reviews & ratings
- Lists of personal favourites
- RSS feeds
Global warming

the complete briefing
John T. Houghton
Class number: 363.73874
Year: 2004
Subject: Global warming, Climatic changes
Found: global (5) warming (5)
Table of Contents:
1 Global Warming and Climate Change
2 The Global Village

Global warming

the complete briefing
John T. Houghton
Class number: 551.6
Year: 1997
Subject: Global warming, Climatic changes
Found: global (5) warming (5)
Conclusions

- Students work in a technological world where individual approaches and customisation are the norm.
- Students have high expectations of the web based services universities offer and it can influence their choices.
- If students first contact with the university is customised, then they will expect this approach to continue.
- It is important for the library and other services to be aware of developments in marketing and recruiting students to anticipate student requirements on arrival.
With thanks to …

Getting Ready Steering Group

Kate Nossiter

David Gilbert

Rebecca McWIIliam
For further information:

e.malone@kingston.ac.uk
http://www.kingston.ac.uk/gettingready

Any questions?