



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

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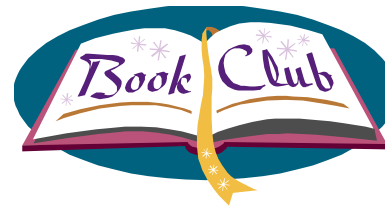
# Who's in the audience?

Stand up:

➤ Academic libraries



➤ Public libraries



➤ Everybody else!



# Your contribution to the web ...

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## 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**                      **Connections**  
**Partnerships**  
**Information**                      **Marketing**  
**Web 2.0**                      **Personalisation**  
**Expectations**

# Personalisation

amazon.co.uk Hello Mrs.. We have [recommendations](#) for you. (Not Mrs.?) Three days left to shop for Father's Day

Elizabeth's Amazon.co.uk Deals of the Week Gift Certificates Gifts & Wish Lists Your Account | Help

Shop All Departments Search All Departments GO Basket

Books Music, DVD & Games Electronics Computers & Office Home & Garden Toys, Children & Baby Clothes, Shoes & Watches Sports & Leisure Health & Beauty DIY & Tools

### New for You

- Azincourt** Paperback by Bernard Cornwell  
£7.99 **£3.86**  
([Why is this recommended for you?](#))
- The Luminous Life of Lilly Aphrodite** Paperback by Beatrice Colin  
£7.99 **£3.86**  
([Why is this recommended for you?](#))
- Warrior (Matthew Hervey 10)** Paperback by Allan Mallinson  
£7.99 **£5.00**  
([Why is this recommended for you?](#))

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### Recommended for You

- Killigrew and the Sea Devil** Paperback by Jonathan Lunn  
£6.99  
([Why is this recommended for you?](#))
- The Housemartins - Live At The BBC** Audio CD ~ Housemartins  
£4.98  
([Why is this recommended for you?](#))
- Happy Feet [DVD] [2006]** DVD ~ George Miller  
£17.99 **£4.48**  
([Why is this recommended for you?](#))

### Check This Out

- Set for Summer**  
Up to 50% off selected Nike, Fila and Puma leisurewear.
- Cutting Prices**  
Up to 50% off DIY and garden tools.
- Treat Dad**  
Find male grooming gift ideas for Father's Day.
- Show Your Toes**  
Up to 50% off selected summer

Software Electronics Apparel & Accessories Music DVD Video Games Computer & Video Games Furniture & Décor Kitchen & Housewares Sports & Outdoors Toys & Games Exercise & Fitness Sports & Outdoors Tools

## Amazon.co.uk Gift Certificates

Give them what they've always wanted (even if you don't know what that is)

[Learn More](#)

Error on page. Internet 100%

# Personalisation

The screenshot displays the Ocado website interface. At the top, the Ocado logo is on the left, followed by a search bar with a magnifying glass icon and a 'Search' button. To the right of the search bar are links for 'Search from a list', 'Orders | Memberships | Settings | Log Out'. Below the search bar is a navigation menu with links for 'Home', 'Shop', 'Wine Cellar', 'Ideas', 'Offers', 'Recipes', and 'Elizabeth's Shop'. The 'Elizabeth's Shop' link is circled in red. Below the navigation menu, the 'Ocado Suggests' section is highlighted with a red oval. It features the heading 'Elizabeth's Instant Shop **NEW**' and a paragraph: '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.' Below this text is a 'Suggested order created on Tue (16/06/09)' with an 'Add all' button. The 'Smart lists' section follows, listing various product categories and orders with 'Add all' buttons. On the right side, there are three panels: 'Delivery options' with 'Book a single delivery' and 'Ocado on demand' buttons; 'Trolley: £0.00 (0 item)' with a shopping cart icon and a message 'Your trolley is currently empty'; and 'Elizabeth's Instant Shop' with a question mark icon, a description, and an 'Add everything' button. At the bottom right, a 'Recommended to you' section is partially visible.

# Personalisation



Homepage · Store Finder · Help · Wish List · Quick Order · M&S Money · My Account

SEARCH:

 My Basket: 0 items

Women | Men | Kids | Home & Furniture | Technology | Flowers & Gifts | Food & Wine | What's New | Offers

Deal of the Day » View now

Father's Day 21st June » Shop now



Free Delivery on all schoolwear orders ^

**3 for 2\*\***  
on all schoolwear  
**mix & match**

School uniforms now from £4.50 with our 3 for 2 offer†

» View Schoolwear  
» View Kidswear

Welcome to Your M&S

Enter Email Address

Enter password:

» New user? [Register now.](#)

» [Forgotten your password?](#)

50% More  
Roses Free

» View Now



25% OFF  
all Italian  
Wines

» View Offer



**DON'T FORGET**

SUNDAY 21 JUNE





Click for zoom and other views  
Click swatch to view colours



### 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?   ([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?   ([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?   ([Report this](#))



Red envelope please!

Has anyone here written a  
Customer Review?

# Web 2.0

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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](http://en.wikipedia.org/wiki/Web_2.0)

Accessed 18<sup>th</sup> June 2009

The graphic features the text 'Web 2.0' in a bold, green, sans-serif font. Below the text is a semi-transparent, light green reflection of the same text, creating a 3D effect. The background is white.

# Web 2.0

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

Wikipedia

[http://en.wikipedia.org/wiki/Web\\_2.0](http://en.wikipedia.org/wiki/Web_2.0)

Accessed 18th June 2009

Web 2.0 is about:

- User generated content
- Interaction
- Personalisation

The text 'Web 2.0' is rendered in a bold, green, sans-serif font. Below the text is a semi-transparent, lighter green reflection of the same text, creating a 3D effect. The '2.0' is slightly larger and more prominent than the 'Web'.

It enables people to make connections

# 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 ✓

# Why ask a librarian?

## 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?



# Recruitment timeframe

2009

JANUARY						
S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

# 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?



## Applicant Portal

# 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

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- 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

## GETTING READY

### Getting ready home

- › [Confirmation and enrolment](#)
- › [Accommodation](#)
- › [Fees and bursaries](#)
- › [Studying at Kingston](#)
- › [Freshers' Week](#)
- › [Student support](#)

### Contact us

Kingston University

Tel: +44 (0)20 8417 9000

- › [Contact Kingston University](#)
- › [How to get to Kingston University](#)



Term starts on  
22 September



Everything you need to know now that you've chosen Kingston

## 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? →

Search

[Advanced search](#) | [Site A-Z](#)

### 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

### Already enrolled?

If you've already enrolled, you can log on to our student intranet, [StudentSpace](#), for all the latest information.

[Visit StudentSpace now](#)

[How to find us](#) →

# Getting Ready site – Phase One launch

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](#)



Post 26  
1 reply

**Chawaz Stan** wrote

at 20:52 on 08 June 2009

Reply to CHAWAZ  
Report

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

at 20:42 on 09 June 2009

Reply to Owen  
Report

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

at 20:36 on 10 June 2009

Reply to Amanda  
Report

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

at 10:20 on 15 June 2009

Reply to peteycan  
Report

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

at 14:00 on 15 June 2009

Reply to Kingston  
University  
Report

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



# Fun elements – Student recipes!

Which of the following did **NOT** appear on our students' list of favourite recipes?

**RED** – Cereal

**GREEN** - Lasagne

## Our students' top recipes



- ▶ Cheese on toast with beans
- ▶ Tuna, mashed potato and crisps
- ▶ Cereal (at all times of the day!)
- ▶ Rachel's tomato fiasco (everything in a pan and roast it)
- ▶ Spag bol
- ▶ Eggy bread
- ▶ Anything on toast but particularly spaghetti hoops

# Was it worth it?

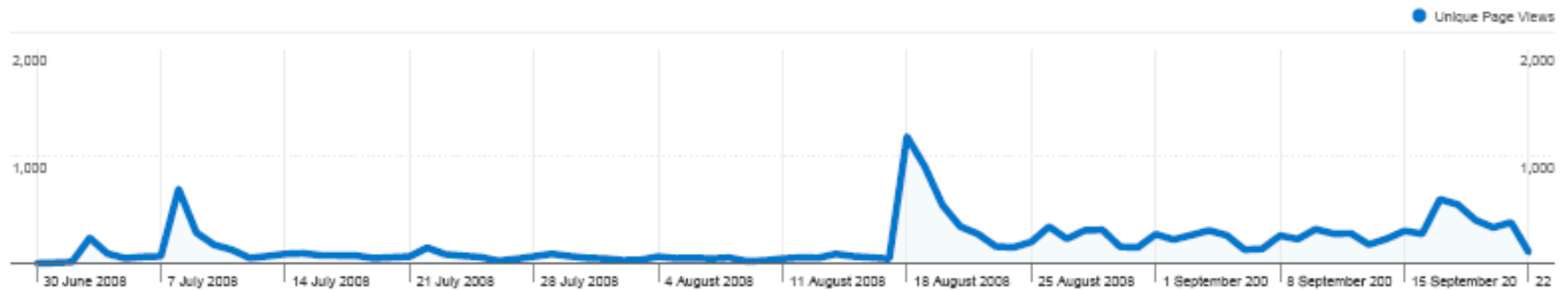
www.kingston.ac.uk

## Content Detail:


/gettingready/

30 Jun 2008 - 22 Sep 2008

Comparing to: Site



**This page was viewed 22,132 times**

 **22,132** Page Views

 **15,899** Unique Views

# Excluded from Phase One

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- 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

## Jargon buster

A B C D E F G H I J K L M N O P S T U V Y

**A**

### Access course

Access courses prepare mature students without other qualifications for entry into university or college.

### Accreditation of Prior Learning (APL)

Universities can use this scheme to recognise adult learners' work/voluntary experiences and existing qualifications. Prior learning can be used either as an entry qualification or put directly towards an HE qualification.

### Admissions tutors

Each department or faculty will have an admissions tutor who is responsible for the admissions process.

### Alumni

People who attended or graduated from a particular school, college or university.

[ENG Home](#)

[About](#)

[News](#)

[Events](#)

[Courses](#)

[Undergraduate](#)

[Postgraduate](#)


[Short Courses](#)

[Research](#)


[Business](#)

[People](#)

[Contact Us](#)

 [Staff & Student Resources](#)

 [Site Map](#)

 [Seminars RSS](#)

# Induction for new Engineering Students

[INDUCTION HOME](#)

**[NEW STUDENTS](#)**

[PARENTS AND GUARDIANS](#)

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 »](#)



### HANDBOOK

 [Welcome & Orientation Handbook \(PDF\) 2.51 Mb](#)



### USEFUL LINKS

[Accommodation Services](#)

[Careers Service](#)

[Disability and Dyslexia Support Service \(Kingston only\)](#)

[English Language Support Programme \(Kingston only\)](#)


[Health and Counselling Service](#)

[Kingston University Students' Union](#)

[Nursery \(Kingston only\)](#)

[Sports and Recreation Service \(Kingston only\)](#)

[Student Funding Service](#)

 Local intranet

## 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.



### i 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 settling 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>

### i 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/gettingreadyeducation](http://www.kingston.ac.uk/gettingreadyeducation)

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

### i Supporting your studies

**Student Services:** [http://www.kingston.ac.uk/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 counselling, 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/>

# GETTING READY

Now you've enrolled online, find out about your faculty

Search   [Advanced search](#) | [Site A-Z](#)

- Getting ready for CISM
  - [Start dates and handbooks](#)
  - [Student life in the Faculty](#)
  - [Keeping in touch](#)

## 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.



**Professor Tim Ellis**  
Dean of the Faculty of Computing, Information Services 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.

**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.

## Contact us

**Faculty of Computing, Information Systems and Mathematics**  
Tel: +44 (0)20 8417 2234  
Email: [cism@kingston.ac.uk](mailto:cism@kingston.ac.uk)

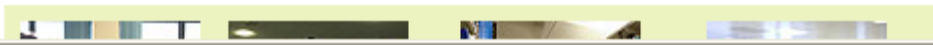
**Bookmark this page** →

Remember that you'll only be able to access this page via your online enrolment screen or the confirmation email we send you.



## 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.



**Keeping in touch** →

Student portal



Library




VLE







Academic Skills




## 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.

N



# Phase 3 – increased expectations

**Kingston University** London

## 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:

I am an international student resident in the UK from:

[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

facebook

**Helpdesk blog**  
This blog is for all Helpdesk staff to post FAQs and information you want to share.

July 2009

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

02 July 2009

### Renewals Hotline out of order

The server that handles TalisMessage is no longer powering up. Engineers have been contacted, but it is unlikely to be fixed before next week. Until then we will be diverting the line to the Service Desk.

[Help Pages](#)

[Systems](#) | [Permalink](#) | [Comments \(0\)](#)

July 2009

Ev Waited all mornin without power or its over, back at office

Maggie Just land... unavailable between 1800-19... perform some essential maint... notice and for any inconvenienc

mollydotcom w recovering from web

# Catalogue interface

- AquaBrowser OPAC interface offering:
  - Word clouds
  - Tagging
  - Reviews & ratings
  - Lists of personal favourites
  - RSS feeds





Discover

global warming

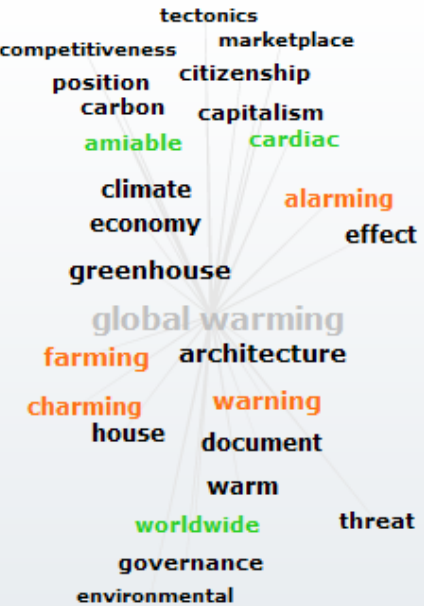
Search

> Help > Print

My Discoveries

Log in to search article databases

Powered by 360SEARCH



- Association
- Translation
- Discovery trail
- Spelling variation
- Thesaurus term

Local results: 301

Displaying 1 - 10 of 301 for global warming, sorted by: relevance

RSS FEEDS



[Global warming](#)  
 the complete briefing  
 John T. Houghton  
 3rd ed. ;Previous ed. 1997.

Class number: 363.73874  
 Year: 2004  
 Subject: [Global warming](#), [Climatic changes](#)  
 Found: global (6) warming (5)

Table of Contents:

- 1 [Global Warming and Climate Change](#)
- 12 [The Global Village](#)

» Save or tag...



[Global warming](#)  
 the complete briefing  
 John T. Houghton  
 2nd ed. ;Previous ed. Lion, 1994.

Class number: 551.6  
 Year: 1997  
 Subject: [Global warming](#), [Climatic changes](#)  
 Found: global (6) warming (5)



Select Location  
 Showing results from:  
 All locations

- Refine
- Library format**
- > [Book](#) (284)
  - > [Video Cassette](#) (7)
  - > [Online Resource](#) (5)
  - > [Serial](#) (4)
  - > [Mixed](#) (2)
  - > [2 more...](#)

- Year**
- > [2007](#) (24)
  - > [2002](#) (19)
  - > [2000](#) (25)
  - > [1999](#) (19)
  - > [1998](#) (20)
  - > [19 more...](#)

Author

# 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 ...

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Further information

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**GETTING READY**

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**Any questions?**