

ONLINE RESOURCES REPORT

Name of Committee: Online resources assessment group

Date of last meeting: 22 September 09

Date of next meeting: 7 December 09

PLSA Representative: Julie Weller

Latest points of interest/ discussion:

At the last meeting the group discussed any feedback received from libraries to date and any follow up required from the vendors (particularly around gathering statistics). There was also good discussion about the process for determining resources in 2010/2011 and beyond as well as the promotional timetable.

Issues to highlight:

- The Group felt that as the network have only just started using the 3 new resources that (subject to costing) that the subscriptions for these resources should be extended for 2010/2011.
- This will allow adequate time for statistical gathering as well as marketing and promotion of these resources. The group proposes to meet in December 09 and February 2010 to analyse feedback and statistics. These discussions will centre around cost per use as well as trend data to examine the take up of these resources and analyse the effectiveness of marketing campaigns.
- The marketing committee have developed a draft plan for the promotion of these resources. This plan is:
 - Health and Wellness in October to tie in with Every Generation and targeting COTA, Body and Soul (Advertiser lift out), doctor's surgeries, pharmacies and local Messenger press.
 - Britannica in February and March to tie in with return to school
 - Ancestry in May for History Week, and then again in August for Family History Week
 - Press Display promotion to be determined
- The group also suggested promoting these resources through other network groups such as Collection Development Group, SALCYS etc. Feedback from these groups will be sought concerning how the network is utilising and benefiting from these resources.
- It is proposed that in July 2010 expressions of interest will again be sought from the network for representatives to join the online resources assessment group. Current members can renominate if they wish to.
- The network will be surveyed in August 2010 about the use of the 4 resources as well as what they would like to see in the future. As some libraries were unclear about the importance of the survey conducted in

January 2009, it is felt that if the network is surveyed in August 2010 that the August Quarterly could be used to highlight the survey and the need to complete it.

- During July 2010 a robust tender process will commence so that a decision can be made in March/April 2011 regarding the resources for 2011/2012. As this task is very time consuming and it takes time for staff and customers to become familiar with and start using the products, it is proposed that once the tender process is completed and decisions made, contracts be signed with vendors for a 2 year period. This may also help with negotiations over price.

The following recommendations were presented to the PLSA Executive for their October meeting:

- That (subject to price) the contracts for the current resources be extended for 2010/2011
- That the draft promotional plan be approved.
- That the process for selecting network representatives in July 2010 be approved.
- That the proposal to undertake a full tender process, commencing in July 2010 be approved.
- That the plan to survey the network in August 2010 be approved.

All of these recommendations were passed by the Executive