



# Communication and Engagement Policy

## Gamble Library Policy

---

### Introduction

Effective communication is essential in order to provide good customer service and to achieve the Gamble Library's vision and mission. This Policy aims to outline our ongoing commitment to effective communication by detailing the ways in which we communicate with our customers and potential customers, and other organisations, our communication objectives, and our attempts to listen and respond through consultation and feedback.

#### 1. Purposes of communication

Our communications generally have the following purposes:

- To inform. We provide up to date information about our services (e.g., opening hours, reservation allowances), our policies (e.g., postal loan policy), our resources, (e.g., databases) and our procedures (e.g., inter-library loan and scan request procedures).
- To respond: we respond to queries from you made in-person, by email, by phone, via social media and online contact forms, within a reasonable timeframe.
- To notify: we contact you to inform you when your reserved books are ready for collection, your books have been recalled and your loans are overdue and need renewed or returned.
- To consult with you about library services
- To promote the Library, its services and collections to members and potential members or supporting and partner organisations or within professional networks.

#### 2. Methods of Communication

Library staff communicate with customers and potential customers through a variety of channels, in ways which meet individual needs and preferences. These include:

In-person assistance

Email

Telephone calls

Letters

Gamble Guides and videos

College and Library blogposts

Library webpages, including the online catalogue

Library blog

Leaflets and posters

Microsoft Teams

Library Tours

Training sessions

Liaison meetings

Library Users' Forum, Education Committee and other College meetings when required

Talks

Surveys

Exhibitions (online and physical)



## The Gamble Library

Comments form on the College website

Newspaper or journal articles.

Methods of communication used will be regularly reviewed and may change with advances in communication technology, etc.

### **3. Communication Principles**

To ensure effective communication we aim to:

- Communicate clearly and concisely
- Deliver timely, relevant communication at the point of need
- Strategically plan communication with different customer groups to maximise its value (see appendix 1)
- Reply promptly to all queries (i.e., within a maximum of 3 working days)
- Adopt a flexible approach to communication using a variety of means to deliver our messages in a way which meets customers' needs and preferences
- Use standardised templates for letters, emails and posters to assist with customer clarity.

### **4. Evaluating our communication**

We will regularly evaluate our approaches to communication to ensure its effectiveness by:

- Seeking formal and informal feedback on our communication and information provision
- Change communication methods when necessary
- Regularly review and update all library information and policies to ensure accuracy and currency
- Listen and respond to customers' suggestions regarding our communication and information provision.

### **5. Policy review**

This policy will be reviewed and updated by the Librarian annually.



## Appendix 1

### Customer group: In-person students

Week	Gamble Guide/Information Shared and Training Provided
Induction week	Overall Induction – general introduction to Library. Library Induction Tours commence. Electronic Resource Guide distributed via email after each tour. Students complete evaluations of the Library Tours. Special needs students receive RNIB Bookshare login details and Gamble Guide concerning Special Needs assistance. Welcome back for existing students – Electronic Resource Guide distributed via email.
Week 1	EBSCO mobile app Gamble Guide shared.
Week 2	Existing students sent ATLA and E-book Gamble Guides and videos.
Week 3	ATLA and E-books workshops for new ministry and undergraduate students. Revision workshop for second year undergraduate students. Workshop handouts distributed by email. Existing students sent Sage and other e-journals information.
Week 4	
Week 5	Referencing Guide and Sways sent to all students. Library open during reading week. Return or renew books before then.
Week 6	Library Users' Forum next week – welcome feedback. Please share this with Library staff or student reps. Reserving items on loan, and Renewing loans Gamble Guides and videos.
Week 7	Oxford English Dictionary Gamble Guide and video.
Week 8	Early English Books Online Gamble Guide and video.
Week 9	Oxford Dictionary of National Biography Gamble Guide and video.
Week 10	Google scholar Gamble Guide. Word Skills Gamble Guide.
Week 11	Theology resources on the web Gamble Guide. Copyright and finding copyright cleared images Gamble Guide.
Week 12	Special collections Gamble Guide. All Gamble Guides. Opening hours over Christmas.

### Customer group: Online students

Week commencing	Gamble Guide/Information shared and Training Provided
Induction week	Advertisement for Library Online Induction next week. Electronic Resource and EBSCO mobile app information distributed via email. Welcome back for existing students – Electronic Resource and EBSCO mobile app information distributed via email.
Week 1	Library Induction via Teams. Online evaluation, recording and relevant Gamble Guides and videos distributed after event.
Week 2	ATLA and E-books Gamble Guides to all.
Week 3	
Week 4	Referencing Gamble Guide.
Week 5	Seek student representative for Library Users' Forum.
Week 6	Library Users' Forum next week – welcome feedback. Please share this with Library staff or student rep. Oxford English Dictionary Gamble Guide and video.
Week 7	Early English Books Online Gamble Guide and video.
Week 8	Oxford Dictionary of National Biography Gamble Guide and video.
Week 9	Google scholar Gamble Guide. Word Skills Gamble Guide.
Week 10	Theology resources on the web Gamble Guide.



## The Gamble Library

Week 11	Copyright and finding copyright cleared images Gamble Guide.
Week 12	All Gamble Guides. Staffed hours over Christmas.

### Customer group: PhD students

This customer group is divided between those who:

1. Live in Northern Ireland and are members of the physical library as well as being online students
2. Reside in the British Isles and can use the postal loan service as well as being online students
3. Are studying entirely online.

Week commencing	Gamble Guide/Information Shared and Training Provided
Induction week	New students emailed with Electronic Resource, Sage and EBSCO mobile app information. Offer of individualized library induction tour of physical library to sub-group 1 and online induction to sub-groups 2 and 3. Welcome back for existing students – Electronic Resource and EBSCO mobile app information distributed via email.
Week 1	Individualised inductions. Students complete evaluations for these. They are sent Extra resources for Postgraduate Research Students policy, and Postal loan policy (sub-group 2).
Week 2	Existing students sent Searching ATLA Databases, Sage journals and other e-journals Gamble Guides and reminder of scan request service. (Extra resources for Postgraduate Research Students policy).
Week 3	
Week 4	Referencing styles supported by the Gamble Library. Share relevant Guides and eBooks.
Week 5	Group 1 - Reserving items on loan, Returning and Renewing loans Gamble Guides. Library open during reading week. Return or renew books before then.
Week 6	Library Users' Forum next week – welcome feedback please share with Library staff or student reps. Oxford English Dictionary Gamble Guide and video.
Week 7	Early English Books Online Gamble Guide and video.
Week 8	Oxford Dictionary of National Biography Gamble Guide and video.
Week 9	Google scholar Gamble Guide. Word Skills Gamble Guide.
Week 10	Theology resources on the web Gamble Guide.
Week 11	Sub-group 1 - Special collections Gamble Guide. All groups - all Gamble Guides. Opening/staffed hours over Christmas.
Week 12	

### Customer group: Faculty, Recognised Teachers and Research Associates

This customer group is divided between those who:

1. Live in Northern Ireland and use the physical library as well as our electronic resources (share information as listed under 'In-person students' above)
2. Work entirely online and are based at a distance from the College (share resources as listed under 'PhD students group 3' above).

Extra communications are listed below:

Week commencing	Gamble Guide/Information shared and Training Provided
Induction week	Inform of planned induction sessions for new students. Please encourage student attendance. New Faculty, Recognised Teachers and Research Associates – offer in-person or online induction session to them. Electronic Resource and EBSCO mobile app information distributed via email. Highlight Gamble Guides – will be updated in an ongoing way.



## The Gamble Library

Week 1	
Week 2	ATLA and E-books workshop for students next week – please encourage attendance.
Week 3	
Week 4	
Week 5	Seek assistance in obtaining online student rep(s) for Library Users' Forum.
Week 6	Library Users' Forum next week – welcome feedback please share with Library staff or student reps.
Week 7	Journals survey for group 1.
Week 8	
Week 9	
Week 10	
Week 11	
Week 12	Opening hours over Christmas.

### **Customer group: Annual members**

Annual members who consented to be contacted will receive an annual membership renewal reminder by email. If they renew they will receive a confirmation email that their renewal has been successful and details of the resources they are entitled to use.

Annual members are emailed if their books are overdue.

Apart from this they are only contacted by email if the library has to temporarily close due to an emergency or some other unusual eventuality.

### **Customer group: Life members**

Life members are emailed if their books are overdue.

Apart from this they are only contacted by email if the library has to temporarily close due to an emergency or some other unusual eventuality.

### **Customer group: Potential members**

Generic email addresses of organisations and churches are contacted with details of our membership offer a few times a year. For example, summer and general memberships are advertised to them. If a special exhibition or Library event is going to take place this will be advertised through a range of means, e.g., advertisement or article in the Herald, emails to all PCI ministers via General Secretary's Department etc.

Any individual who contacts the Library regarding membership, donations etc. will receive a response within a maximum of three working days.