

Engaging the disengaged indefinitely, and with no budget:
creating a sustainable model for Student Library Ambassadors

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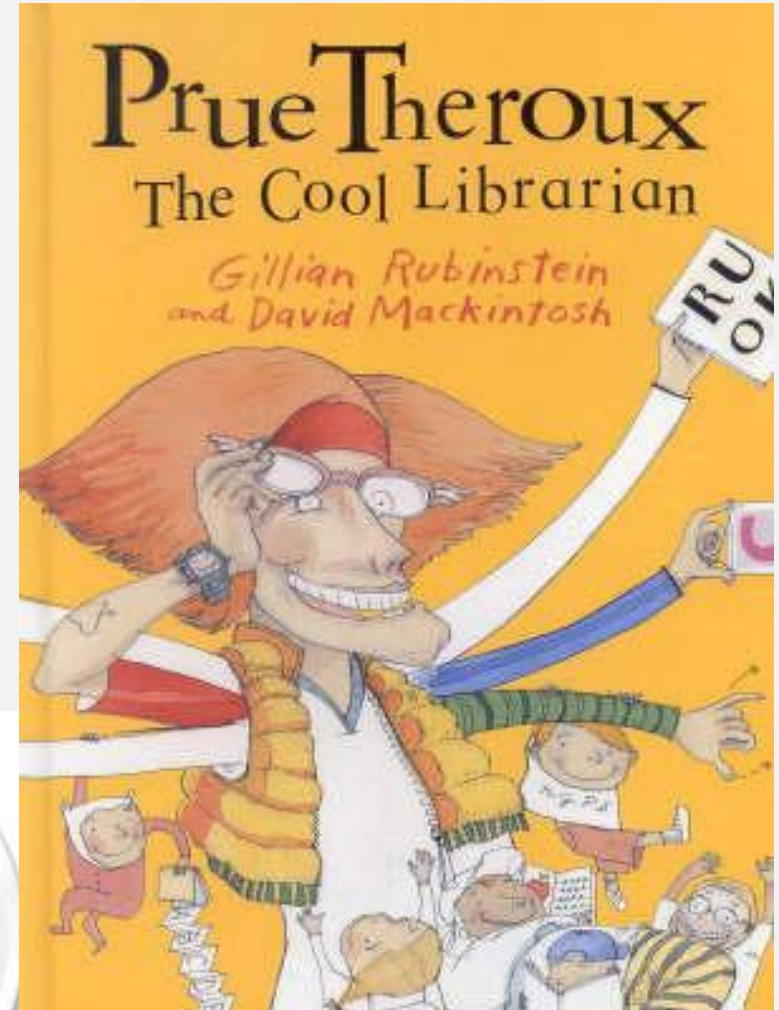
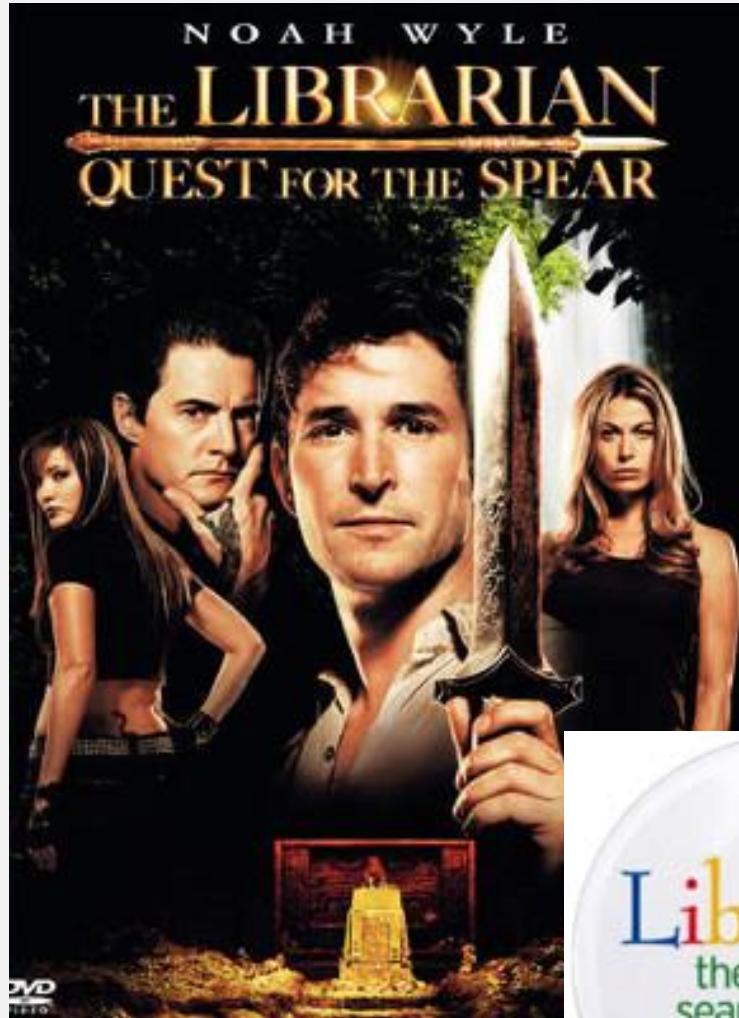
¹The University of Nottingham, ²Loughborough University











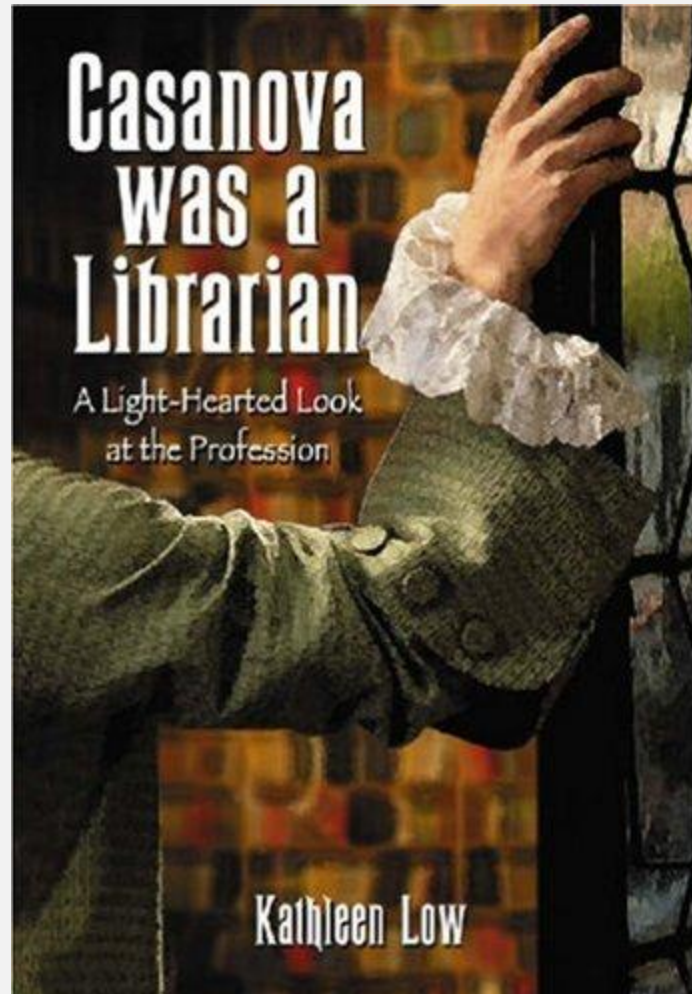


CONAN THE LIBRARIAN

"What is best in life?"

"To shush the noisy. To see them driving home.
And to hear the silence of the library."

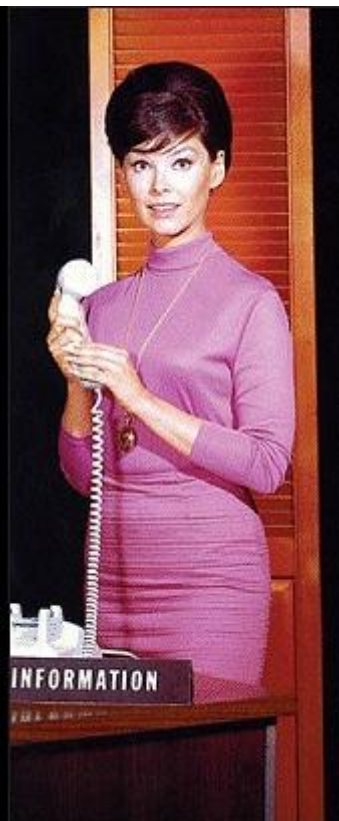




Not cool - “library”,
“student”,
“representative”,
“ambassador”



Cool - “change-agent”,
“champion”, “leader”,
“manager”

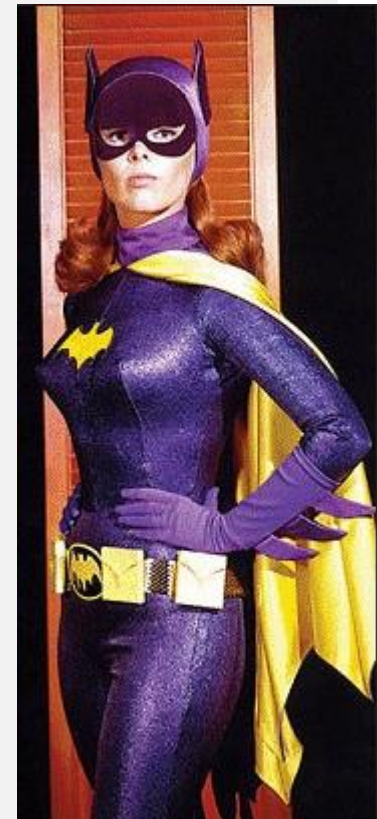


From

Student Library Ambassador

to...

Learning Resource Leader



Why do people volunteer?

- Career
- Esteem
- Altruism
- Their friends are volunteers





The University of
Nottingham

UNITED KINGDOM · CHINA · MALAYSIA

**Achieve
more**

The Nottingham
Advantage Award



The Jaguar Land Rover Learning Resource Leaders



- Canvassing opinion
- Raising awareness
- Lobbying for change

“Did you know that there is a collection of psychometric tests in the library for graduate/internship recruitment?”

“Do you use the library’s laptop loan facility?”



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because knowledge is everything





What attracted you to the role?

What did you think about the selection process?

Has your impression of the library changed during your time as a LRL?

What are your thoughts on the sponsorship package?

Do you have any advice for anyone considering taking on the job next year?

Outcome and Conclusions

Loughborough - the Library's Marketing & Publications team will take on future work with students as part of a holistic approach to student engagement.

Nottingham -the project is under review, with current LRLs asked to continue until December 2012 and to help recruit successors. There are no plans to request funds to pay students an hourly rate, so continuing to work with an industrial sponsor is vital.

