

The long and winding road: inclusion in UX data and recruitment

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Overview King's Libraries



King's College London

- Multi-campus university in central London
- More than 33,000 students from over 150 countries around the world

King's Libraries & Collections (L&C)

- Ca. 150 staff
- 7 sites across 5 campuses
- including archives & special collections

Service Development at King's Libraries & Collections

- 2 Service Development Managers
- Working within Systems, Space & Discovery team
- Support from Senior Library Assistants

Activities

- User and staff experience research
- Feedback Framework
- Student survey analysis (NSS, PTES, PRES)
- Equality Analysis
- Library Loop blog
- Partnering with faculty, e.g. Digital Humanities module on user-centred research
- Library Champions programme



**“Developing
services, spaces and
collections with our
users at the heart”**

Library Champions

A promotional poster for the 'Library Champions' program. The top half has a yellow background with a black and white halftone pattern. A speech bubble in the top left corner contains the text 'Get involved and become a ...'. In the center, the words 'LIBRARY CHAMPION' are written in large, bold, white capital letters with a black outline. Below this, on the right, is a QR code with the text 'SCAN ME' underneath it. The bottom half of the poster has a solid purple background. It contains white text that reads: 'Become a Library Champion and gain valuable experience to add to your CV or receive vouchers in return for your time and insight.' This is followed by a list of opportunities: 'Opportunities will include:' followed by two bullet points: '- Collaborating with library staff on projects on reading lists or inclusive information literacy.' and '- Taking part in user experience research or focus groups, throughout the academic year.' Below this, it says 'We're particularly interested in hearing from students from underrepresented groups.' and 'Sign up for one of our projects by end of October to also earn a King's Experience Award.' At the very bottom, it says 'For more details and to sign-up scan the QR code'.

Continuous programme to involve students in service development in Libraries & Collections

Activities include

- Co-creation projects with library staff (3-4 months, 10 hours)
- Participation in user experience research
- Conducting user experience research
- Surveys
- Feedback initiatives
- Events

Inclusion focus in Library Champions projects 2021-22

Project	Activity / Goal
Improving how we help users in our libraries	Student focus group, touchstone tour Guerilla interviewing peers at 3 sites Insights to feed into development of library frontline model
Library Guides: improving our web design	Card sorting exercise completed by student Student leading card sorting exercise with peer
Become an Open Access Champion	Students surveyed then educated about OA benefits to them Pop-up surveys with peers Evidence for greater promotion of OA to students not just researchers
Quantifying Inclusivity	How inclusive is our students' library experience, how might we begin to measure and track improvement?
Decolonise your reading list	Refining methodology created last year together with students Online how-to guidance from L&C available for all
Collections Showcase for race equality	Collaboration with Race Equality Network Bookclub Students and staff creating reading list and digitising
Online Exhibition “Vanguards & Trailblazers”	Students creating online exhibition about people from in and outside King's that inspire them Discovery beyond reading list and over-represented academic demographic

Library Champions: Problems with inclusion?



Project “Vanguards & Trailblazers” (2021-22)

“Join us in creating an online exhibition showcasing the lives and works of a diverse collective of notable people in varying genres celebrating diversity of thought and the King’s community.”


<https://libguides.kcl.ac.uk/blog/Library-Champions-Vanguards-and-Trailblazers>

Library Champions: Problems with data?

Incomplete project “Quantifying Inclusivity” (2021-22)

- Explore what experience of inclusion looks like to our library users
- Identify areas in the library experience where data can provide insight
- Research:
 - What relevant Equality, Diversity and Inclusion (EDI) data we already have
 - How we might access it
 - How we might start to interpret it
 - What the gaps are

Library Champions: Inclusion Drive 2022-23

The background image shows a scenic view of a winding asphalt road carved into a steep, rocky hillside. The road has several sharp turns and is bordered by a low stone wall in some sections. Sparse green vegetation is scattered across the rocky terrain. A semi-transparent white rectangular box is overlaid on the right side of the image, containing text.

Challenges:

- Low student retention
- Low project completion
- Doubts around diversity of participants
- Realisation we have very little data on inclusion

Library Champions: Inclusion Drive 2022-23

Conversations:

- Anti-Racism staff group in library (Community of Practice)
- Student Union and societies (KCLSU)
- Faculty contacts, e.g. Student Experience Managers / Disability Liaison
- Disability Support team
- Equality, Diversity & Inclusion (EDI) team
- Other King's teams dedicated to EDI, e.g. Student Success, Widening Participation
- Library Champion survey



Goals:

1. Make rewards valuable and visible (including pay)
2. Proactive outreach recruitment of underrepresented groups
3. Understand demographic make-up of Champions

Library Champions: Inclusion Drive 2022-23



Goal 1: Make rewards valuable and visible

- Introduced pay for Library Champions (£15 per hour)
 - Pay via employment agency
 - Vouchers
- Clarified route to King's Experience Award
- Clarified benefits in recruitment comms
- Improved understanding of student motivations through surveys and conversations

Library Champions: Inclusion Drive 2022-23



Goal 2: Reach out to underrepresented groups

- Inclusion statements in promotion and recruitment
- Partnering student union and societies
- Diversified our channels for promotion

Library Champions: Inclusion Drive 2022-23



Goal 3: Understand demographic make-up of Champions

- Introduced voluntary diversity monitoring form for Library Champions

Library Champions: Changes and results 2022-23

Ethnicity

- Introduction of pay for Library Champions
- Introduction of diversity monitoring
- Proactive outreach to underrepresented student communities
- Recruitment to wider pool rather than specific project



- Increased student retention (60% > 99%)
- Increased project completion rate (57% > 100%)
- Better understanding of insight data
- More diverse group of Library Champions?
- More accountability in terms of inclusion

Case Study: Equality Analysis of the Frontline Model

Aim:

Systematically analyse the effects of changes to Libraries & Collections frontline model on different user groups within the King's community.

These changes included:

1. Introduction of Meet and Greet space/ move away from fixed help desks
2. Change to frontline staffing model (staff from across L&C)
3. Remote service and use of FAQ and Live chat service
4. Space monitoring and helping users at the point of need in Library spaces



Case Study: Equality Analysis of the Frontline Model

2021-2022: Data sources considered

- Student Survey (NSS, PTES and PRES)
- Existing feedback and research:
 - Library Champions: Improving how we help users in our libraries
 - Library Champions: Quantifying inclusivity
- Literature review

Information Gaps:

- **No EDI data on who is using our help services**
- **No EDI data associated with UX research for context**
- **No targeted UX research for specific demographics**

Preliminary outcome:

Users with disabilities most likely to be impacted by service changes

Case Study: Equality Analysis of the Frontline Model

2022-23: Consultation process

- Meetings and feedback with key staff across King's (KCLSU, EDI, Disability Support)

User Experience research

- 7 interviews with users with disabilities (6 from Library Championspool)
 - Blind or visual impairment
 - Mobility/physical impairment
 - Long-term illness or health condition
 - Learning difference
 - Mental health condition, challenge or disorder



Case Study: Equality Analysis of the Frontline Model

1. Introduction of Meet and greet space

Stop and remove the policy

Greeting users and answering enquiries at standing height, instead provide options for more flexible desks

2. Change to staffing model

No change to the policy

3. Remote service and use of FAQ and Live chat service

Adjust the policy

review reduction of phonenumber hours, consistently promote different routes to help depending on user preference

4. Space monitoring and helping users at the point of need

Adjust the policy

additional inclusive customer service training for staff, increasing 'here to help' identifiers, etc.

Looking to the future

Further improve inclusive practices:

- Stronger ties with student union societies
- More convenient pay and reward systems
- Progress our understanding and use of student data

Take aways:

- Start now
- Don't be scared
- Find experts at your institution and team up

We move from data to information to knowledge to wisdom. [...] And how quickly we can forget that wisdom without knowledge, wisdom without any data, is just a hunch.

-Toni Morrison (The Source of Self-Regard)



Toni Morrison

Photo by Angela Radulescu

Thank you

For more information

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For more information see our Library Loop Blog at <https://libguides.kcl.ac.uk/blog>