

**Northern Lights User Survey Results Discussion Meeting
Wednesday 21st July 2021 2:00-4:00 via MS Teams**

Minute taker: Ellie Rolls

Agenda Item number	Action	Action for
1	<p>Welcome Present: Andrew Craig (AC), Sarah Gardner (SG), Katie Nicholas (KN), Ellie Rolls (ER)</p>	
2	<p>Apologies: GY, MH, JL, CL</p>	
3	<p>Discussion around the editorial format – Question 1</p> <ul style="list-style-type: none"> • Following feedback from 69 respondents, 31 answered ‘Written editorial piece containing links to individual blog entries’, 21 answered ‘A simple table of contents, no need for an editorial’, 10 answered ‘An editorial without links, plus a table of contents’ and 7 selected the ‘Other, please give details’. The feedback varied in these 7 comments as to what people would prefer. Largely feedback comments were things that couldn’t really be changed and the majority seem to be fine with it the way it is (approx. 45%). • Don’t know the total number of the readership so challenging to work out what proportion 69 respondents is. Taking the information forward to the editorial group, decision to just give the figures as is rather than as a percentage – but would be useful to know this information anyway. <p>Action: AC to contact GY and see if she knows how many staff there are in the whole of the North – including all services.</p> <ul style="list-style-type: none"> • Following on from feedback in comment 2, it is too niche to amend. AC suggested a couple of options for addressing this, including setting up an option that would open windows in new tabs but also suggested tagging issues as the function is already in place. <p>Action: AC to look in to tagging issues, speak with GY</p> <ul style="list-style-type: none"> • Comment 3 in the feedback mentioned not understanding the differences between LKS blog and Northern Lights. The blog has changed quite a lot so it’s more network driven and there’s not a lot of content on there other than ours. <p>Action: KN to put together some information to share out about the differences between LKS blog and Northern Lights.</p>	AC, KN

	<ul style="list-style-type: none"> • Comment 4 – also AC has heard anecdotally to corroborate this, that people feel a lot of the content is being posted twice and that there isn't a lot of new, unseen bits in Northern Lights editorial that people haven't already seen in the blog as things are posted in real time. Discussed alternative ways of posting content to combat this. Could upload things in real time but keep them private until publish date or schedule them to be uploaded. Mass upload to go in the editorial – conscious of overloading Jayne. Delay on th blog between issues but need to discuss with the editorial group. Most of blog content is ours. 2 stage thing – small articles on blog, weighty arguments for editorial. E.g. new starters, lengthier articles. Newsletter is a prompt. <p>Action: AC to add to the next agenda – alternative ways to publish content, distinguishing Northern Lights from the blog.</p>	
<p>4 Q2 & 5</p>	<ul style="list-style-type: none"> • Discussing the nature of the content. <p>Action: AC to headline the feedback about people 'learning something new' from the survey, also that it gave people a feeling of belonging to the network.</p> <ul style="list-style-type: none"> • Some comment on how a user finds it dull and uninspiring, but this seems to be an anomalous opinion. Overall a very positive response. Not a lot we can do to amend things in line with this user's feedback as the bulk of the information is created by the network rather than the editorial. • Q.5 Targeting people to write 'a day in the life' report. People seem to like to hear about the human aspect of the various roles within the sector. Also would be useful piece of literature to send out with a job advert. <p>Discussion point for next meeting: Pinpoint a few individuals, GY would know who would be good for this, to identify people who would be willing to write or be contacted about writing job information. It's a good way of publicising the blog to new starters too. Target people to write for the blog and follow it up. Telling people in advance, ie a couple of months, then send reminder email – SG has found this to be an effective way of getting responses from people. Gets more feedback this way. Can diarise alerts to send out reminders.</p> <ul style="list-style-type: none"> • No more reflections on chartership, have had quite a lot of these and some more varied material would be good – reflected in graph/tables. • Events stuff still quite popular, also would be worth doing some reports on problems overcome (good for QFO). <p>Action: KN – SG to share her amended version of the</p>	<p>AC</p>

	<p>spreadsheet, KN to create headline document for next meeting, incorporating an infographic. Pulling out key headlines from the spreadsheet, can be used for comms etc.</p>	
<p>5 Q 3, 4 & 6</p>	<ul style="list-style-type: none"> Noted how positive it is that the majority of people feel able to contribute – another thing worth highlighting. A third of the respondents say they do not feel comfortable about this so this is something we need to look in to try and solve. Suggested – a webinar or some information on ‘how to’. A lot of people feel that there isn’t enough time rather than a lack of ability – common themes, no time, no inspiration, do I qualify to submit? CPD do sessions on writing for publications – ‘Shut up and write sessions’ – can dedicated time be incorporated to help combat this? Chat with GY and see if that would be feasible, whether for the blog or for other things. Need to do something to tell people that they can submit material – needs to be reiterated that this can be anybody (highlight that although it has been submitted, it’s not a guarantee that it’ll be published). But including those from LIHNN/YOHHLNet etc. A new post on this. Can be wrapped up in to the editorial for the next edition. Have something to refer back to on the website. There is a page but does it get a lot of footfall? If you’re welcome to join any of the networks, should be welcome to contribute to this. “All members of the north networks”. Mention specifically that that includes non NHS staff. Certificates to incentivise/for proof for certification/qualifications? <p>Action: Reword the wording on the website to include and clarify the contribution staff. Everyone is eligible, should still hold the editorial right to say no. Will still have to be reviewed. Don’t want to discourage people.</p>	<p>?</p>
	<ul style="list-style-type: none"> Some people are missing having the paper copies. Too expensive and time consuming to produce in addition. Suggestion of creating a PDF version of the publication so that people can print it off and read a physical copy if they want to. <p>Action: ER and AC to experiment with the most recent articles waiting to be published to see how long/time consuming it would be to create something/a template format that people can put info in to. This needs to be on a programme that everyone has access to.</p> <ul style="list-style-type: none"> Needs to be sustainable but would work if NL lost funding – free wordpress site. Speak with GY about 	<p>AC, ER</p>

	<p>this.</p> <ul style="list-style-type: none"> • SG – a product that can take blog entries off wordpress and make them in to a PDF newsletter. Will only take the last 10 – is restricted in terms of formatting. • Need to ensure there is continuity plan so it doesn't all rely on one person. <p>Discuss all this with the editorial group before making any decisions.</p>	
6	<ul style="list-style-type: none"> • Need figures to correlate with breakdown of different types of staff and who filled in the survey. Reiterates that the survey is for everybody. Worth highlight that anybody can contribute and anybody can read it. Figures from survey show that not just library managers, but different roles within the libraries too. Need to make the whole publication more equitable, so including content for everybody, by everybody. • Starting point – get some figures from GY, see if there have been any similar surveys to see what the response has been like from those. Need to say number of respondents when we report the feedback rather than a percentage. 	
AOB	N/A	