

Report on the Launch of the Headline PIE

1.0 Launch at the University of Hertfordshire (Hertford Campus), May 2000

1.1 Initial Target Groups

It was originally envisaged that the Headline PIE would be initially targeted at the following groups of University of Hertfordshire users:

Undergraduate students on the following pathways:

Accounting & Management Information Systems level 2
Business Studies level 2
Economics level 2
Marketing level 1
Tourism Management levels 1 and 3

Postgraduate students on the following pathways:

Decision Sciences (MSC)
Human Resource Management (MA)
International Business (MA)
Management Studies (MA)
MBA & variants
Media Management (MA)

1.2 Subject Pages

Content (resources and services) for appropriate subject pages was identified by the UH Business School Faculty Information Consultant (Nick Goodfellow) and Information Consultant (Mike Mylles) and sent to the Headline project team. Content for the following subject pages was identified (pages in italics were present on Headline as of 12/5/00, with remaining pages in progress) :

Accountancy & Management Information Systems
Business Studies
Economics
Human Resources Management
International Business
Marketing
Tourism

1.21 Inputting resources and services

Approximately 109.5 hours were spent inputting 90 resources and services into the RDM and creating the seven subject pages. The resources and services are currently held within the PIE data model. To create a new "subject page" (eg "Business Studies Page") a copy of the "All Resources Page" was made and saved as the new page. Irrelevant resources and services were then deleted from the subject page. As more resources and services were added to the PIE the time taken to create subject pages

increased (the number of deletions increased). The deleting process was also very slow due to the speed of the Internet - it takes up to 2.5 minutes for each resource/service to be deleted from a page.

1.3 Headline Launch Sessions

Launch sessions for version 1.0 of the Headline PIE were eventually set up as a result of consultation with academic staff for the following groups:

Undergraduate students on the following pathways:

Business Studies level 2 c. 150 students
Marketing level 1 c. 70 students
Tourism Management levels 1 and 3 c. 30 for each

Postgraduate students on the following pathways:

Decision Sciences (MSC) c. 40 students
Human Resource Management (MA) c. 22 students
International Business (MA) c. 12 students
Management Studies (MA) c. 5 students
MBA & variants c. 126 students
Media Management (MA) c. 5 students

Headline user accounts were set up by the Headline teams using data supplied by David Piper (UH Deputy Director of Learning & Information Services).

Promotional material on Headline was sent to the responsible academic staff, for distribution to students. This outlined what Headline was and how it aimed to help students.

Attendance at the sessions was as follows:

Undergraduates:

Business Studies Level 2	(10/5/00)	4 students
Marketing level 1	(5/5/00)	40 students
Tourism level 1	(3/5/00)	0 students
Tourism level 3	(3/5/00)	7 students

Postgraduates:

All courses	(10/5/00)	0 students
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Total attendance 51 students

Sessions were led by Nick Goodfellow and Mike Mylles (3/5 and 10/5) and by Anne Gambles and Nick Goodfellow on 5/5. All attendees were given handouts explaining what Headline was, how to log on, and basic navigation/functionality. All attendees

were asked to sign PIE End-User Declarations, and these were then collected & stored by the Faculty Information Consultant.

Although not originally envisaged, it became clear that it would be desirable for groups of UH staff to be set up with Headline accounts.

To date, the following groups of staff have been set up:

12 Academic staff, of which 6 Marketing, 2 Tourism, and 1 each Economics, Business Studies, Accountancy & MIS, Postgraduate Courses. All have been notified that they are users and given details of how to access Headline.

42 LIS staff, made up of Faculty Information Consultants, Information Consultants, Computing Consultants, Media Consultants, and members of the LIS Senior Management Team. Only very recently set up as users- will be notified shortly.

There is evidence of demand from LIS frontline staff at the Hertford campus for Headline accounts in order to help serve users. It is intended to establish this group as users shortly, and possibly run training sessions for them, plus LIS senior staff and Business School academic staff in the fairly near future.

1.4 PIE Usage Statistics (15.5.2000)

Total items: 856
Total Pages: 56
Total Users: 42
System pages: 10
Pages created by users: 4
410 resources/services not owed by headliner

The number of users (42) is encouraging, discounting the HeadLine Project staff and Nick Goodfellow, 74.5% (38/51) of the number of people that attended the Herts launch sessions have used the PIE.

1.5 Evaluation

The initial launch of Headline at Hertfordshire has not been without its problems, both technical and organisational, but the overall conclusion must be that it has great, if as yet partly unrealised potential as a learning tool.

1.51 Technical problems

On the first day of its launch, we were able to demonstrate the working PIE, but individual users were unable to log in. There were a number of initial problems with functionality, which when reported to the Headline team were dealt with promptly. For subsequent sessions, log in by individual users has been possible. Response times have been slow throughout, with especial problems using the Customisation function. This impaired the effectiveness of presentations. The Headline team were aware of this, and are taking steps to resolve the issue.

Another issue is the various subject pages on Headline not being in alphabetical order, making locating particular resources difficult.

1.52 Organisational issues

Headline was launched at a difficult time of the Academic Year, with examinations fast approaching and student minds concentrated very largely on these. When arranging sessions, this was a point frequently made by academic staff. Hence we were unsurprised by the very limited attendance. The one session where attendance was good was where it was linked with a piece of coursework and where the session took place in allocated teaching time. Poor attendance appears to have been compounded by failure on the part of some academic staff to pass on publicity material.

Initial discussions with academics indicated that they felt that the start of the 2000/2001 academic year would be a good time to enthuse students and encourage attendance. There is a strong possibility that Headline sessions can be linked with induction sessions for undergraduate Marketing and Tourism courses, and possibly others.

Communication between UH and the Headline team has been good both ways. The fact that the Headline Project Officer led a launch session was favourably commented on by UH academic staff present.

1.53 Student reactions to Headline

Initial student feedback on Headline has largely been positive, with many saying it would be useful to them in facilitating their studies. The flexibility allowed by the customisation function was particularly favourably commented on. Inevitably, many felt that it would be even more useful once Headline supported keyword searching across several resources simultaneously. Headline has also served as a means of publicising some of our recently added resources, such as electronic journal services.

1.54 Academic staff reaction to HeadLine

One academic mentioned that he is looking forward to being able to do cross-searching. He also said that he would like to be able to search for resources that he has added to his PIE pages. He noted that his pages were likely have large numbers of resources on them and that being able to search his pages for a particular resource would be advantageous.

2.0 Planned PIE Launch at the London Business School

Version 1.1 of the PIE will be launched in July 2000 at London Business School. We realise that this is a time when people may be away, but it is also a time when academics are under least pressure from students. We hope that we will therefore realise a fairly substantial PIE user-group at the LBS during the Summer period. This launch will target:

- The Institute of Finance and Accounting (IFA).
The IFA is a research centre with about 40 Faculty and 20 PhD students.
- LBS Library staff.

PIE version 1.2 will be launched in October, 2000. This version will be released to existing LBS users, and to the following additional LBS groups:

- MBA students taking Finance electives.
- Masters in Finance students.

2.1 Resources and Services

Resources and services relevant to the LBS' target groups have been identified and are currently being entered into the PIE (30.5.2000).

3.0 Planned Launch of the PIE at the London School of Economics

Version 1.1 of the PIE will be launched in July 2000 at the London School of Economics. Again, we realise that this is a time when people may be away, but it is also a time when academics are under least pressure from students. We hope that we will therefore realise a fairly substantial PIE user-group at the LSE during the Summer period. This launch will target:

- The academics and researchers in the Economics Department.
- LSE Library staff.

Version 1.2 of the PIE will be launched in October, 2000. This launch will target students on the following undergraduate degrees at the LSE (plus other existing PIE users):

- BSc Economics (240 students),
- BSc Economics and Economic History (20 students),
- BSc Econometrics and Mathematical Economics (20 students).

The individual courses that will be targeted are:

- EC102 Economics B,
- EC201 Microeconomic Principles I,
- EC202 Microeconomic Principles II,
- EC210 Macroeconomic Principles,
- EC220 Introduction to Econometrics,
- EC221 Principles of Econometrics.

3.1 Resources and Services

Resources and services relevant to the LSE's target groups have been identified and are currently being entered into the PIE (30.5.2000).