

November 14th, 12.30pm
BSI, Chiswick Tower

Attendees:

Thomas Pearsall – Senior Product Manager
Morgan Stolliday – Assistant Product Manager
Tatiana Luboshnikova – Marketing Executive
Bob Shearwood – Marketing Manager
Deborah Brown – Head of UK Sales
Alban Smith – Head of Partners and Licensing

Fiona Bowtell – The Open University
Elizabeth Martin – De Montfort University
Linda Gilbert – STFC Rutherford Appleton Laboratory
Clare Whittingham – Teesside University

Apologies:

Alban Smith – Head of Partners and Licensing
Paula Anne Goodall – University of Birmingham
Alastair Sleat – UWE

BSOL roadmap and development update:

YTD updates include ASTM content, sector case studies and interface improvements. BSI are keen to expand further on the type of case studies they do, and more specifically look at potential areas for case studies in the academic market.

BSI is employing a customer driven focus to look at a few key areas:

- Expert Commentary and how this can add value for users
- Pain points within the product
- How we engage users with content
- How to build a product for different sectors and people with different levels of knowledge

BSI has added several new features directly into the product to engage more with customers and give users a chance to get in touch and give feedback. BSI have surveys on the home page as one example, and an option for feedback if a user reaches a zero results found search page as another.

As part of the research BSI recently undertook, they found that students, whilst on placement years, still relied on BSOL as a tool to access standards instead of their placement year's company's standards libraries. BSI wants to share more academic usage data but is mindful of GDPR changes that may impact the level of information that can be openly shared. However, anonymous reports can still be provided.

It was noted that the feedback BSI gathered could be used by academic bodies to provide more in depth training on areas that students particularly struggle with.

BSI are also looking at the terminology that people use when looking for standards. Some users will be searching under different synonyms and terms that aren't recognised by BSOLs' search engine. BSI wants to improve their search and use this data to drive better discoverability.

BSI recently completed a trial for Expert Commentary to understand more about how BSOL users interact with the content. The findings suggest that this type of content is really valuable when describing details about how to implement a standard.

BSI are moving onto their next research project, which will be focusing on offering personalisation features within BSOL. This would be done through individual logins instead of the current company wider access. It was highlighted that individual access was already common practice through authentication such as OpenAthens, Shibboleth and EZProxy with other products that academic bodies use. Alongside this trial for individual logins, BSOL will continue to offer and support institutional wide login for those that do not wish to have single user logins.

Any changes to the availability of individual logins for BSOL will not impact current institutions that use institutional access.

By the next session BSI hope to have some completed research including next steps on how they can take personalisation features and individual login further.

BSI is also looking at how a tiered model approach to BSOL may help better address the needs of the market. A three tiered approach would mean the base tier offers basic access with increasing features and content as companies go up in tiers.

BSI shared three ideas they are thinking of looking at/are currently looking at:

1) Market insights

Market insights would provide real life examples of how standards are being used in the market. This could include examples such as product recalls and the standards that could have prevented them. BSI hopes this will provide practical experience for users to understand more about how standards are used in professional settings.

2) Shibboleth

BSI is working with their IT team to deliver Shibboleth alongside their existing OpenAthens solution. They are upgrading their current capabilities to support different authentication methods during Q1/Q2 in 2018, so by the next panel more details should be available.

3) eBooks

The summary from the room was that there was no real advantage to have standards in an eBook formation over a PDF format. As such, BSI will not be prioritising this.

BSI also highlighted a few problems they are looking to solve for their customers

- 1) Dealing with a budget – how to ensure BSOL is driving value for money
- 2) Keeping up with research trends – this is again focusing on real life application and giving students an opportunity to see standards in practical and professional scenarios
- 3) Accessibility – BSI highlighted their focus on ensuring a product that was accessible for all types of users.

Marketing update

BSI hosted a public committee meeting at Swansea University for ISO 45001 and 9004. This was a good opportunity for students and faculty members to get involved in the process of standards creation.

This had really good feedback and BSI hopes to expand this out more going forward. The next time BSI does this they will more heavily promote the event and encouraging other institutions to take part. BSI is trying to keep the standards they use for these committee meetings general so they are not too technical to ensure anyone who wants to take part can.

BSI is also hosting an international conference in Turkey to promote the benefits of BSOL in March 2018. BSI will be inviting local universities and recent graduates. BSI is currently looking to take someone from the academic community over to Turkey to talk about the value of standards in their organisation. BSI will be covering all the expenses for this trip. It was recommended that BSI reach out to people via LIS-E-RESOURCES where they may find people who want to come out to Turkey to present. Additionally Sherif also suggested lis-sherif-users and lis-ustlg email lists for distribution. Currently BSI is putting together further email communications around this trip, and when it is completed they will send out further details.

BSI has also launched a student rep portal. BSI are hoping to build on previous success where they had students come in and do research projects relating to standards. Next year BSI is aiming for 10 students. Applications for the 2018 student research programme can be found [here](#). The content is not formally published yet, but BSI will be doing so in December.

Academic update

The general feedback from the Sherif representatives was that BSOLs usage and engagement is going alright. Budget is a concern but this is a general issue within the academic space currently. There are also issues in promoting BSOL internally to staff / students to make them aware they actually have full access to British Standards. The BSI marketing team will help support this by providing more collateral to universities so they can promote BSOL internally.

Additionally, some institutions can't afford the full collection JISC deal and there were questions about any other smaller deals with partial collections that institutions could subscribe too. BSI suggested that for these scenarios institutions should come directly to BSI and we will work with them on smaller packages.

There was feedback that users found the Expert Commentary BSI provided hard to find and access. BSI had a lot of feedback around this and are looking at ways this could be better delivered.

High employability skills were also highlighted as being very important at the moment.