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Research Question: What is the effect of library collaborations with academic services departments on at-risk students’ likelihood of retention?

Description: Our project seeks to work with campus areas outside of the classroom to identify freshman students who can benefit from library services. As a result of these collaborations, we seek to develop new services and measure if these services have helped increase awareness of library value and the likelihood of student retention.

Outcomes and Looking Ahead: Although our initial plan was to collect at-risk student information through a survey method, privacy concerns led us to develop a referral process for students in need of library assistance. While this process did not yield any measureable data, it did produce the benefits and future plans outlined below.

Institutional Alignment: Our completed project connects directly to our institution’s aspirational goals and strategic priorities to “Consistently Deliver Excellence in Education” by developing a process of identifying and recommending students to library services via outreach to non-subject academic units.

Benefits and Future Plans:
- Enhanced leadership development & increased communication with non-library departments.
- The brochure may be turned into an email or a concise, one page library overview.
- A survey has been designed to measure and benchmark collaborative efforts between this project and staff and faculty in the units participating.
- New ways of reaching students through mentoring in the fall, involvement in orientations, and updated outreach materials.

Recommended readings for marketing, outreach, and collaborations:

Timeline and Process

Initial team meeting with team stakeholders to discuss survey methods and library services.
College Student Inventory custom question created and sent to incoming freshman in the Dietrich School of Arts and Sciences. This measures motivations and how students intend to use the library. The library was also listed as a campus resource on student reports.
Provide outreach materials to academic advisors including LibGuide and Library Information Packets.
Develop process for referring students to the library. A brochure was created and coded for referred students to submit to the library.
Distributed brochure to selected non-subject department areas. Communicated the process of collecting brochures and referrals with liaison librarians and library staff.