

Collaborations With Non-Subject Department Units: Reaching Students Outside of the Classroom

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

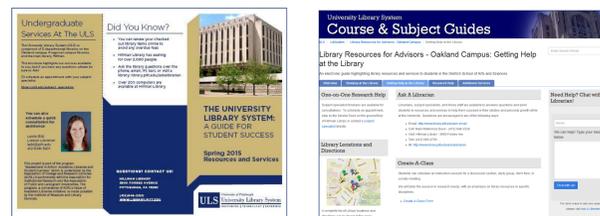
Description: Our project seeks to work with campus areas outside of the classroom to identify freshman students who can benefit from library services. As a result of these collaborations, we seek to develop new services and measure if these services have helped increase awareness of library value and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

Recommended readings for marketing, outreach, and collaborations:

Cummings, L. U. (2007). Bursting out of the box: Outreach to the millennial generation through student services programs. *Reference Services Review*, 35(2), 285–295. doi:10.1108/00907320710749191

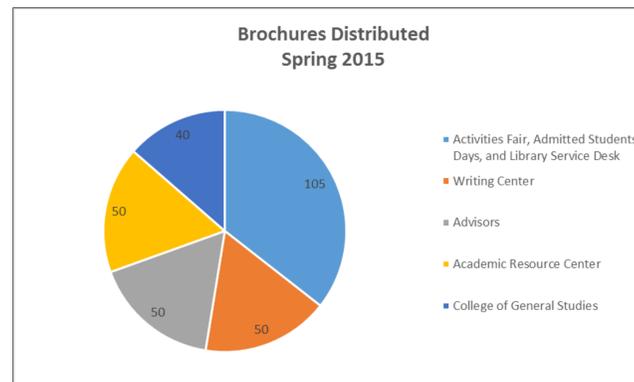
Maloney, M., Royce-Davis, J., & Griego, E. (2012). The library and student life: Activist partnerships in first-year experience programs. In M. A. Wong, & L. J. Hinchliffe (Eds.), *Environments for student growth and development : Libraries and student affairs in collaboration* (pp.195-209). Chicago: Association of College and Research Libraries, a division of the American Library Association.

Outreach Efforts and Materials



Front page of referral brochure

LibGuide for Academic Advisors



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.

Timeline and Process

