

# Personal Librarians: can we help with student retention?

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# Learning outcomes

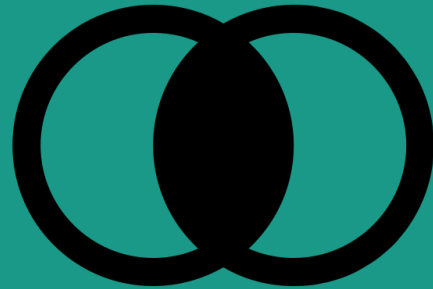
You will recall details about:

- How Library use can enhance student success and retention
- Brock University's Personal Librarian program
- Preliminary work on a Personal Librarian retention program

# INTERSECTION

## PSE Retention and Academic Libraries

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# Brock University: Retention and graduation

- 87% continue to 2nd year
- 77% to 3rd year
- 70% to 4th year
- 68% graduate within 6 years

Brock ranks 11th  
of 19 Ontario  
universities



# Retention & attrition in PSE

- Retention boosters:
  - Sense of belonging
  - Student achievement
  - Social involvement
- Attrition factors:
  - Socioeconomic status
  - High-school prep
  - Student IQ

# Library role

- Positively correlated with increased retention:
  - Library as a social learning space
  - Attending Library programming
  - Using Library services and resources
  - Receiving Library instruction
  - Interaction with Library staff



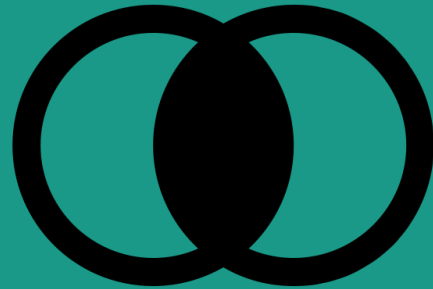
# Libraries can boost retention:

- Provide individualized research assistance and personal attention
  - Build student research skills as key component of academic success
  - Partner with other academic services
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# INTERSECTION

Personal Librarians  
& Retention

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# Personal Librarians:

“...build long-term, one-on-one **connections** that allow students to have the **confidence** and **resources** to be **successful** in [their] skill sets...”

-- Moniz and Moats, 2014

**“When librarians become part of a student’s support network, the student performs better academically.” -- Bell (2014)**





# Brock PL program

- Est. 2014
- Aligned with Liaison Librarian roles
- 2017-18: 9 librarians, 5,044 students
- Low number of replies, but v. good email metrics & survey feedback



# Brock retention grant program

- Goal: meet/exceed ON retention and graduation rates
- May 2017: \$100,000 retention grant project open to all employees
- Library received \$13,000



# Personal Librarian for Retention

- 1/3 of Library Retention Grant; focus on “at-risk” students
- Targeting transfer students:
  - Struggling to adjust socially, academically
  - Navigating complex information systems

## Focus on:

- Basic intro to Library
- How to find your Librarian
- Getting help
- Employment opportunity

Dear Subscriber,

The Library is here to help you succeed in your life at Brock. As a transfer student, you may not have had a chance to discover all we have to offer. So we'll be touching base with helpful tips over the next couple of months.

First of all, this [guide](#) is a great intro to Library spaces, resources and services. Find out even more by attending our [Discover Your Library](#) orientation workshop on Feb. 27 - register via ExperienceBU and get a CWC Personal Growth Domain Credit.

We also offer [guides](#) for specific academic programs: these help you find the best resources to succeed on your assignments!

If you ever have a question, don't hesitate to ask: You can visit our AskUs desk at any time; or chat with Peer Assistants who [Chat with a librarian](#) are stationed closer to the coffee bar on the main floor. You can even reach out virtually by using our AskaLibrarian chat reference service - just look for the logo on the Library website.

If you'd like more in-depth help, we've got librarians who specialize in your academic subject areas: just use the [Book a Research Consultation](#) guide to find the librarian for your program and get in touch.

And finally, if you're interested in working in the Library, watch [Career Zone](#) for Student Library Assistant positions to be posted later in February.

All the best,

The Brock Library team

Your personal librarian  
([Learn More](#))

## Find your librarian!



There is a librarian for every student at Brock.

[Search](#) by program, name or course to find yours.



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- **474 transfer students**
  - **2 messages:**
  - **Feb - Opens: 53%, Clicks: 2%**
  - **March - Opens: 35%, Clicks: 6%**
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# Moving forward

- Do we need a “special” retention PL program?
- Investigate other populations with retention challenges e.g. International, Indigenous
- Assess success!



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from Noun Project





# Key references

Bell, S. J. (2014). Retention matters, but it's not the only thing that counts: as higher education shifts its focus away from retention toward graduation, librarians are seeking new ways to connect with students and ensure their success. *Information Outlook*, (1). 11.

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Lafrance, H., Kealey, S. (2017) "[A boutique personal librarian program for transfer students](https://doi.org/10.1108/RSR-10-2016-0066)", *Reference Services Review*, Vol. 45 Issue: 2, pp.332-345, <https://doi.org/10.1108/RSR-10-2016-0066>

Moniz, R. J., Moats, J., Eshleman, J., Henry, J., Freeman, V., & Jewel, D. (2014). *The Personal Librarian : Enhancing the Student Experience*. Chicago : ALA Editions, an imprint of the American Library Association, 2014.

Silas M. Oliveira, (2017) "[The academic library's role in student retention: a review of the literature](https://doi.org/10.1108/LR-12-2016-0102)", *Library Review*, Vol. 66 Issue: 4/5, pp.310-329, <https://doi.org/10.1108/LR-12-2016-0102>

Questions?  
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