

## Persistence Pays Off: Collaborative Relationships Promote Student Success



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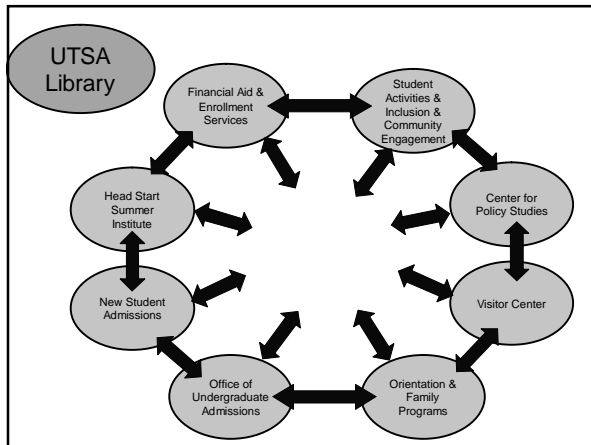
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## Common Goals of Collaborations

- Library literature's focus on collaborations between librarians and teaching faculty
- Collaborative outreach to student services departments
- Shared objective: library instruction or information literacy

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## The University of Texas at San Antonio (UTSA)

- Second largest component in the UT System
- One of the state's fastest growing public institutions
- More than 28,000 students
- Three campuses
- 131 undergraduate and graduate programs
  - 64 bachelor's
  - 46 master's
  - 21 doctoral

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## UTSA's Students

- Historically underserved
- More than 56 percent come from groups underrepresented in higher education
- Many are the first in their families to attend a college or university

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## The UTSA Library

- Collection
  - 750,000 volumes
  - 300+ online databases
  - 2,300 periodical subscriptions
  - 30,000 e-journals
  - 48,000 e-books
- Staff
  - 30 FT Administrative and Professional
  - 37 FT Classified

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## Forming a Committee and Getting Started

- How can the library become more visible on campus?
- How can the library reach new students and educate them on resources and services that promote student success?
- How do we reach students before they are seniors?

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## Past Outreach Efforts

- Focus: Nurturing librarian/teaching faculty relationships to promote information literacy
- Inconsistent or intermittent outreach to other campus groups due to
  - lack of continuity in library staff
  - lack of continuity in campus groups' coordinators
  - lack of contact from campus groups
  - loss of records and data

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## Building the Foundation for Outreach

- State goals
  - Raise awareness concerning the Library
  - Initiate the significant "first contact"
    - Freshmen
    - Transfers
    - Family members
    - Prospective students
- Identify potential partners
  - Orientation and Family Programs
  - Visitor Center

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## Building the Foundation for Outreach

- Make and maintain list of contacts
- Calendar of student services sponsored events
- Create flyers and handouts
- Promotional giveaways
- Expand network of partners

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## Persistence Pays Off

- Outreach necessitates increased staff involvement across library departments, resulting in more cohesive relationships
- Additional partnerships established with still other student services departments across campus
- “First contact” made with more students

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## It Takes Time

- Look at the big picture and focus on long- term goals
- Start small
- Keep trying and stay encouraged
- Track department coordinators & events
- Be tactfully persistent
- Patiently pursue collaborative relationships

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## Benefits of Collaboration

- Increase awareness of Library to students and campus constituencies
- Learn more about different campus departments
- Mutual support of departmental endeavors; helping each other reach goals
- Team building across Library departments
- Ultimate Benefit: Promote student success!

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