

Visioning and Planning for the next Decade

Student Retention and the Academic Library:

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Topic Outline

- The importance of retention
- Literature – What has been written
- Retention – Predictors
- Library Services Quality
- Retention and library services quality merged
- Strategies/ visions for improving retention over the next decade
- Our charge

Definitions

- Leavers – Those students who do not persist at the institution; but leave.
- Retention – (used interchangeably with leavers) can be defined as a measure of institutional effectiveness (Niba and Norman, 1989) and references the rates at which students are retained in the institution and move with their cohorts to graduation.
- Persistence - Percentage of first time freshmen completing degrees/certifications on time

Service Quality Dimension	Predictors of Student Retention
Affect of Service	Emotional Adjustment
Employees who instill confidence in users	Contact with faculty members
Giving users individual attention	Student persistence
Employees who are consistently courteous	Student Motivation
Readiness to respond to users' questions	Student sense of self efficacy
Employees who have the knowledge to answer user questions	Loyalty to the institution
Employees who deal with users in a caring fashion	Homesickness
Employees who understand the needs of their users	Language barriers
Willingness to help users	Cultural barriers
	Sense of identity and self worth
	Reference Services (including satellite)

Information Control

Making electronic resources accessible from my home or office

A library Web site enabling me to locate information on my own

The printed library materials I need for my work

The electronic information resources I need

Modern equipment that lets me easily access needed information

Easy-to-use access tools that allow me to find things on my own

Making information easily accessible for independent use

Print and/or electronic journal collections I require for my work

Academic / Financial Factors

Access to quality educational resources (especially minority students)

Financially able to invest in learning resources

Use of academic support facilities

Collaboration between teaching and library faculty

Library Orientation

Information Literacy

Freshmen Year programs which include libraries

Library as Place

Social Adjustment

Library space that inspires study and learning

Quiet space for individual activities

A comfortable and inviting location

A getaway for study, learning or research

Community space for group leaning and group study

Use of academic support facilities

Contact with faculty members

Participation in academic activities (such as group study)

Socialization to the University

Development of good study habits

Interaction with other students

Adjustment to campus life

Campus home base

Social inclusion

End