

What are first-year students saying? Assessing a Personal Librarian Program

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About the program

- Pilot in 2012
- Librarians reach out with advice through emails
- Students can contact librarian at anytime for help

Year	Librarians	Students	Average ratio
2012/ 13	10	1000	1 : 100
2013/ 14	28	2500	1 : 89
2014/ 15	39	4483	1 : 115

Goals

- Make a personal connection to first-year students
- Identify key questions asked, to inform outreach
- Test scalability of online systems to send and track communication between librarians and students
- Track student assessment and feedback of program

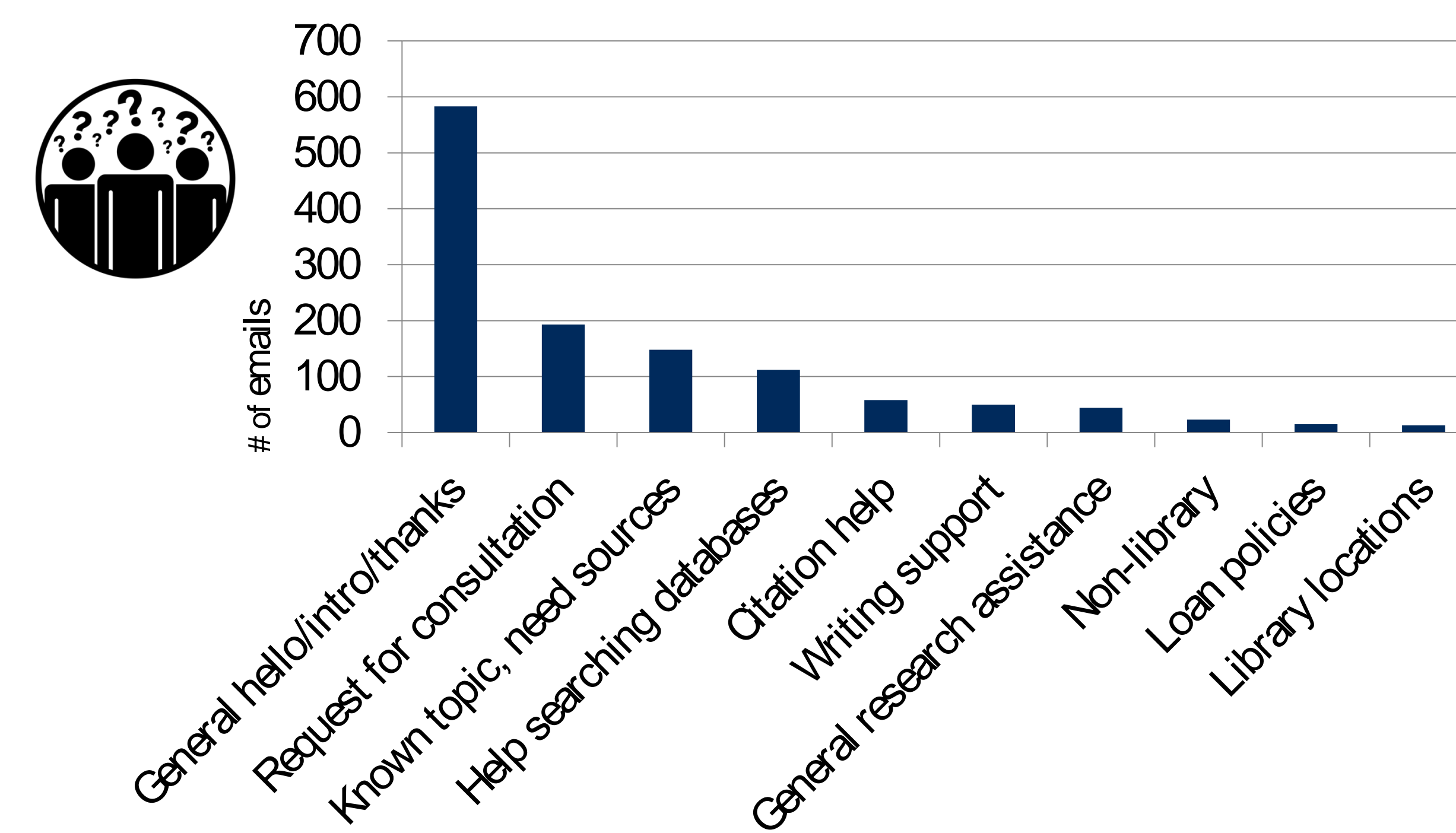
Assessment methods

- Clickthru rate of websites in emails
- Surveys (meet & greet, end of year)
- Email coding
- Sentiment comments
- Open email rate (inaccurate data due to email clients blocking image tab of analytics code)

Results

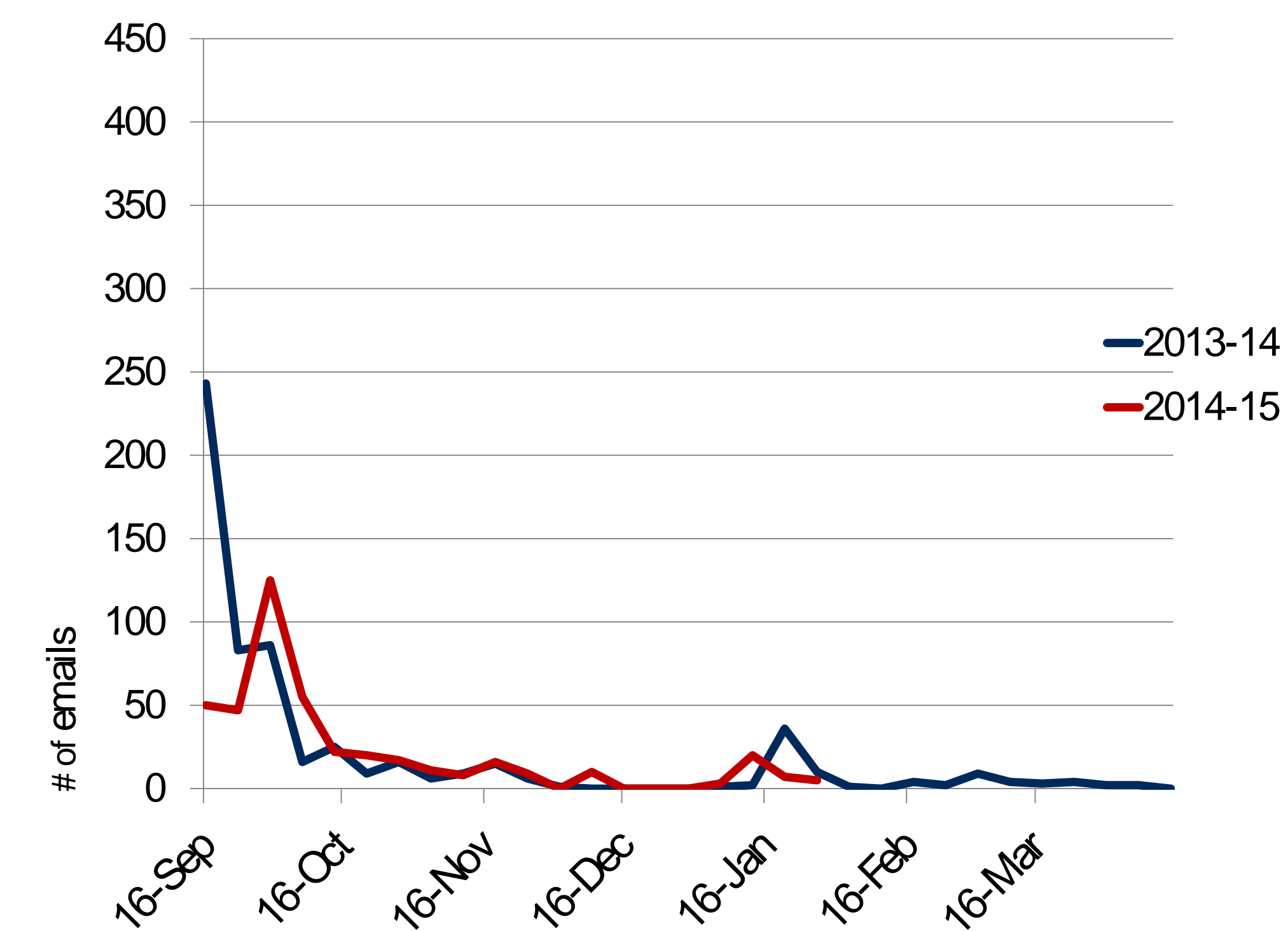
What do students ask?

Appreciate emails, and would like to meet in person



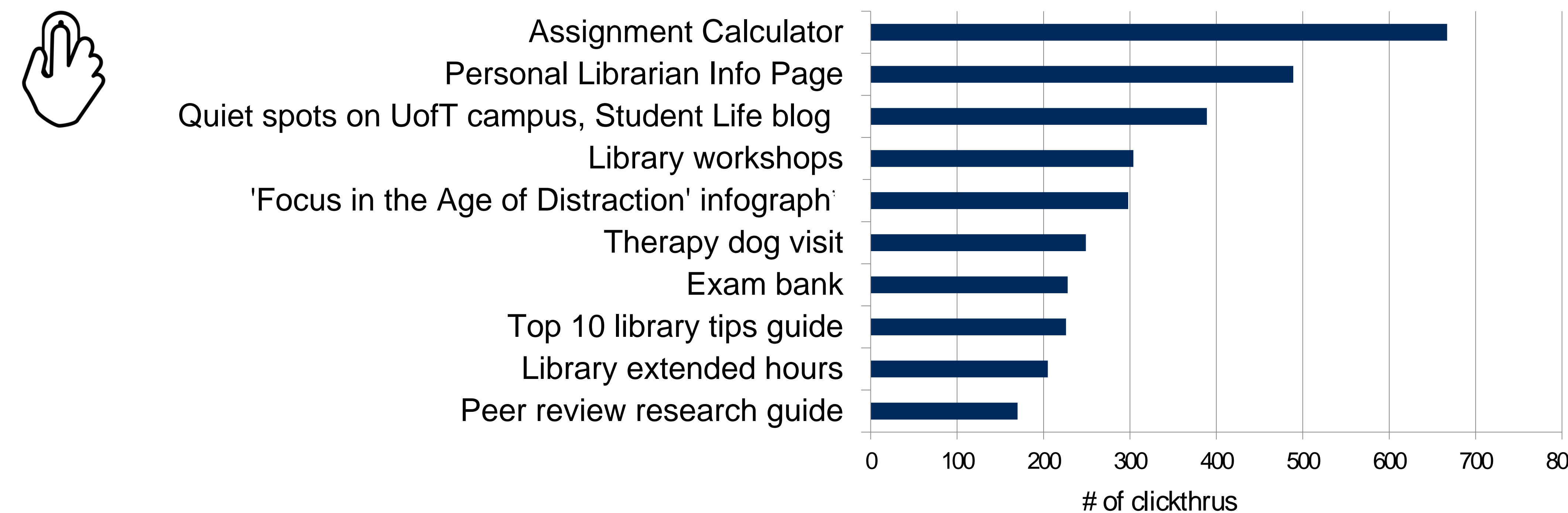
When do students ask?

At beginning of terms, and when emails go out



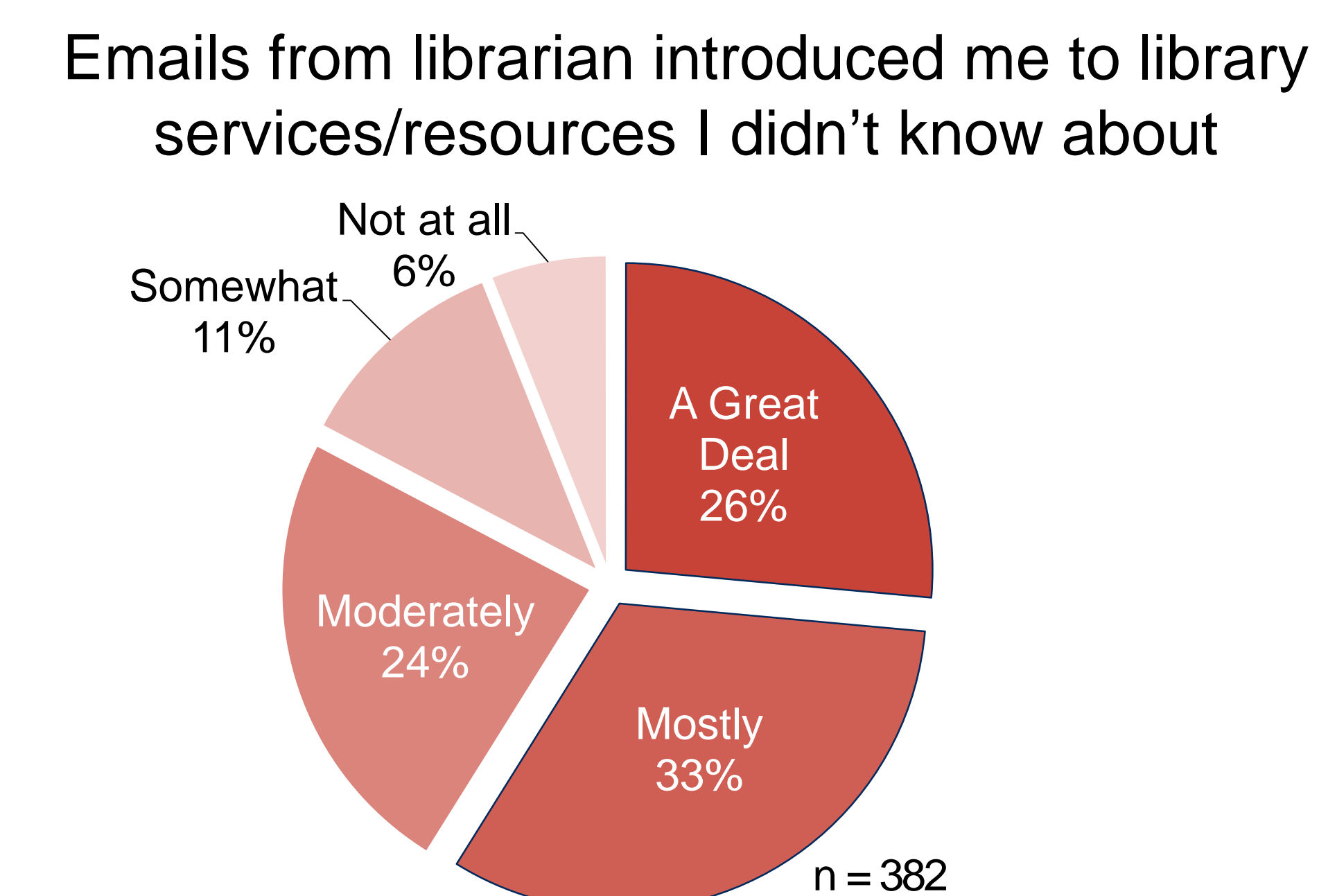
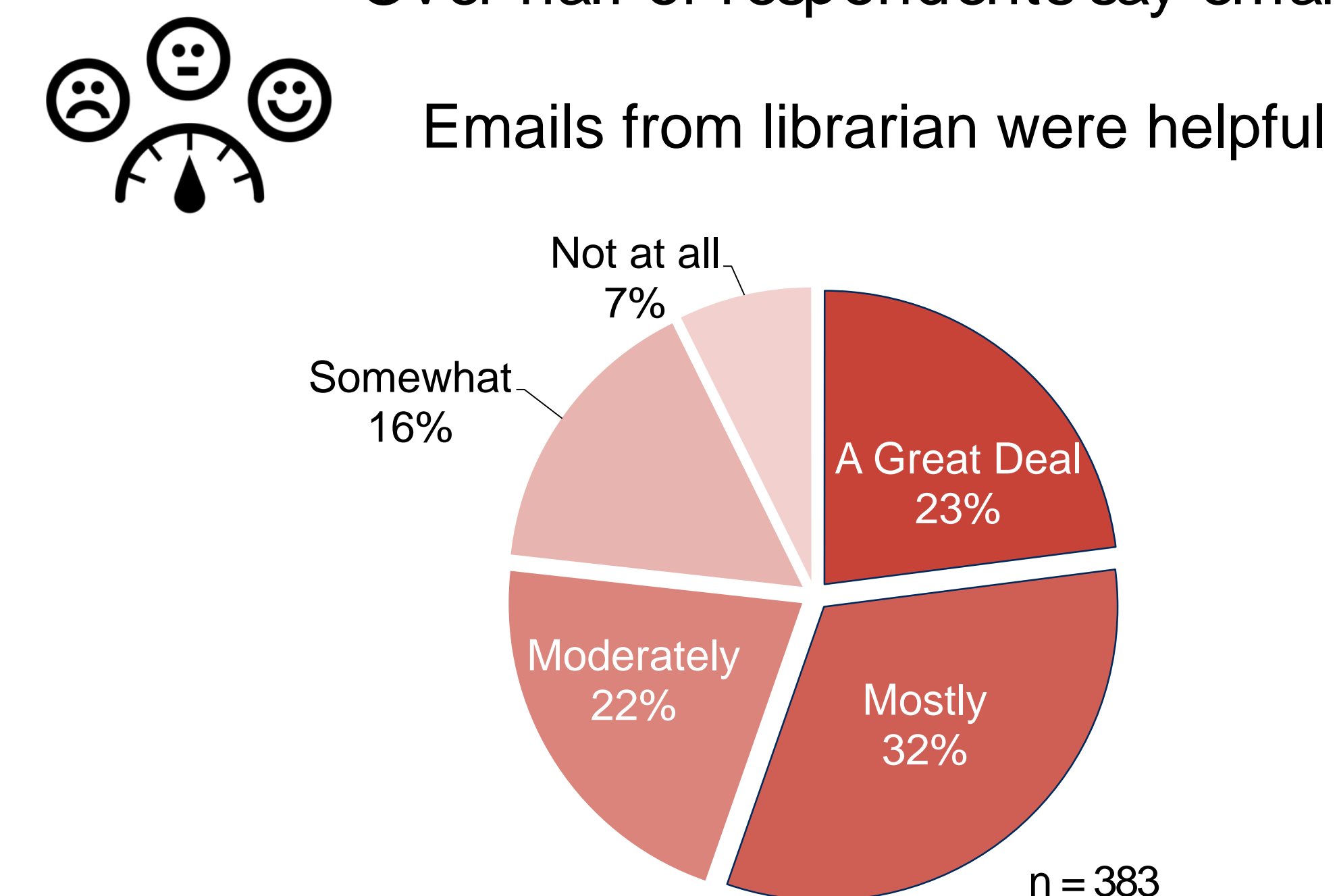
What do students click on?

Top 10 of 35 links sent in emails



End of year survey

Over half of respondents say emails were very helpful/ helpful, and learned something new



Using student feedback



"I wish we could have met our personal librarians in the beginning of the year so we knew them before even getting help and communicating through email."
(student feedback, end of year survey, April 2013)



Solution: Host a meet & greet event in September



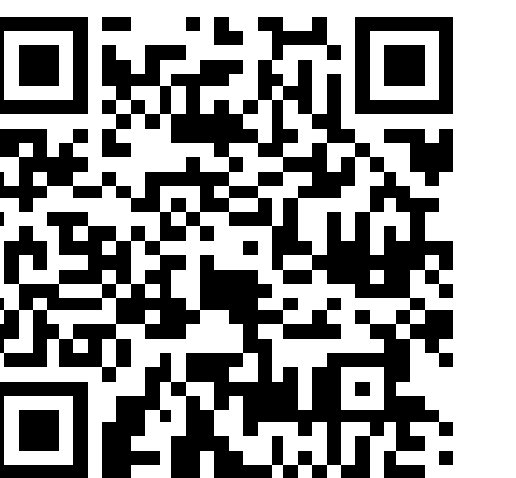
"I was unaware going into first year that I had a personal librarian, possibly next year inform your students prior to the commencement of the year."
(student feedback, end of year survey, April 2014)



Solution: send notice through Arts & Science e-news

Further information

Please visit personal.library.utoronto.ca



Special thanks

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Brandon Fratarcangeli
Ricky Wang
Research Ethics Board,
University of Toronto
(Protocol ID #31059)

...and all the UTL Personal Librarians involved!

Credits

"Group-Question" by Justin Blake, from thenounproject.com
"Scroll" by Rafael Mayrink, from thenounproject.com
"Customer-Satisfaction" by Luis Prado, from thenounproject.com
"Light-Bulb" by Till Teenck, from thenounproject.com