

Making an Impact on Student Engagement and Success

Ido Peled, Corp VP. Mobile Campus Solutions

Increasing the Library's Impact Across the Institution



Instructors



Researchers



Students



LIBRARY

Today's College Students Aren't Necessarily Who You Think



The student did not enroll immediately after high school

The student is often more than 24 years of age

The student has dependent children or elders

The student is married, or a single parent

The student is enrolled part-time

The student works part or full-time

Today's College Students Aren't Necessarily Who You Think

*"It is **easier to communicate** with fellow colleagues that are within your course. It is an effective method of team and group work."*

*"It **connects me to people** across the world and gives me a platform to express opinions."*

*"I use it all the time, it allows me to communicate with my friends easily and to show them bits of my life that I **couldn't show them with text messages** only"*

*"It really helps to have a free messaging app that keeps me connected to my family and friends, **no matter where they are and what device they use.**"*

*"It is entertaining (watching videos, sharing photos) and **educational** (reading articles)."*



*"It's fun and a good way to connect with friends. The new filters have improved it massively and made it an **exciting app to use.**"*

*"It allows me to **keep in touch with** friends and see what they're up to and also let other people know what I'm up to."*

*"... browse through photos of the people I follow and **get inspiration** for new places to go and new food dishes to try/cook."*

Understanding the Digital Lives of University Students, campusM and Alterline Market Research, <http://bit.ly/2nfZHFq>

Increased Focus on Retention and Success

Drop out rates are at their highest during the first few terms of an Academic Year.

1

lack of preparedness for university

2

concerns around “value for money”

3

difficulty accessing support services

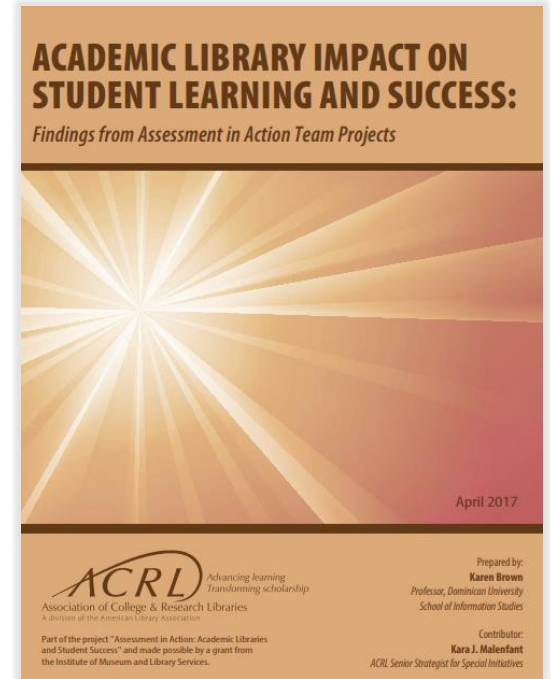
4

lack of engagement with the institution

Each drop out has a reputational and financial consequences

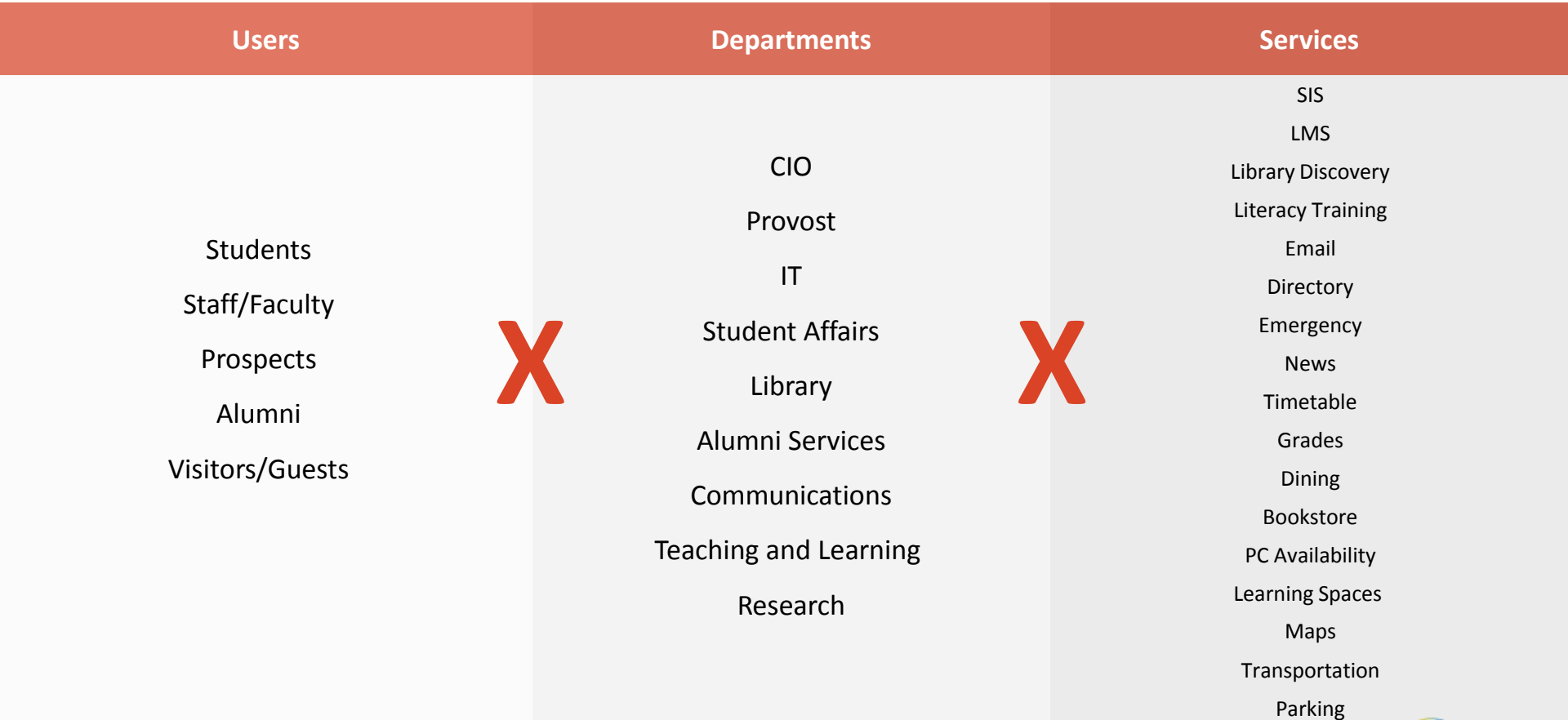
Academic Library Impact on Student Learning and Success

- The library contributes to improved student retention
- Library instruction adds value to a student's long-term academic experience
- The library promotes academic rapport and student engagement
- Use of library space relates positively to student learning and success.



http://www.ala.org/acrl/sites/ala.org.acrl/files/content/issues/value/findings_y3.pdf

The Campus Environment (shall I say eco-system...)



PROMOTE STUDENT ENGAGEMENT THROUGH MEANINGFUL SERVICES

Consolidated

**Consistent
User Experience**

**Simple
to Admin**

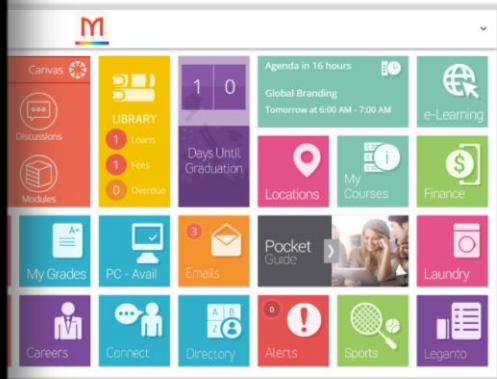
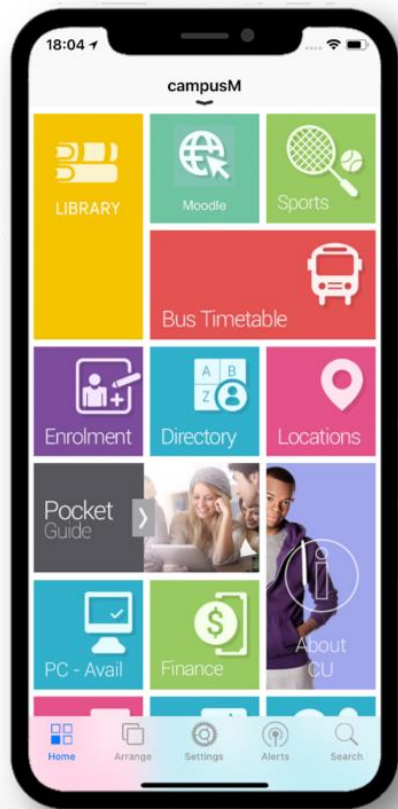


Personalized

Innovative

**Analytics
Driven**

Ex Libris campusM



CONSOLIDATED

one interface supporting campus wide solutions



PERSONALIZED

info-at-a-glance based on your individual roles



INTEGRATED

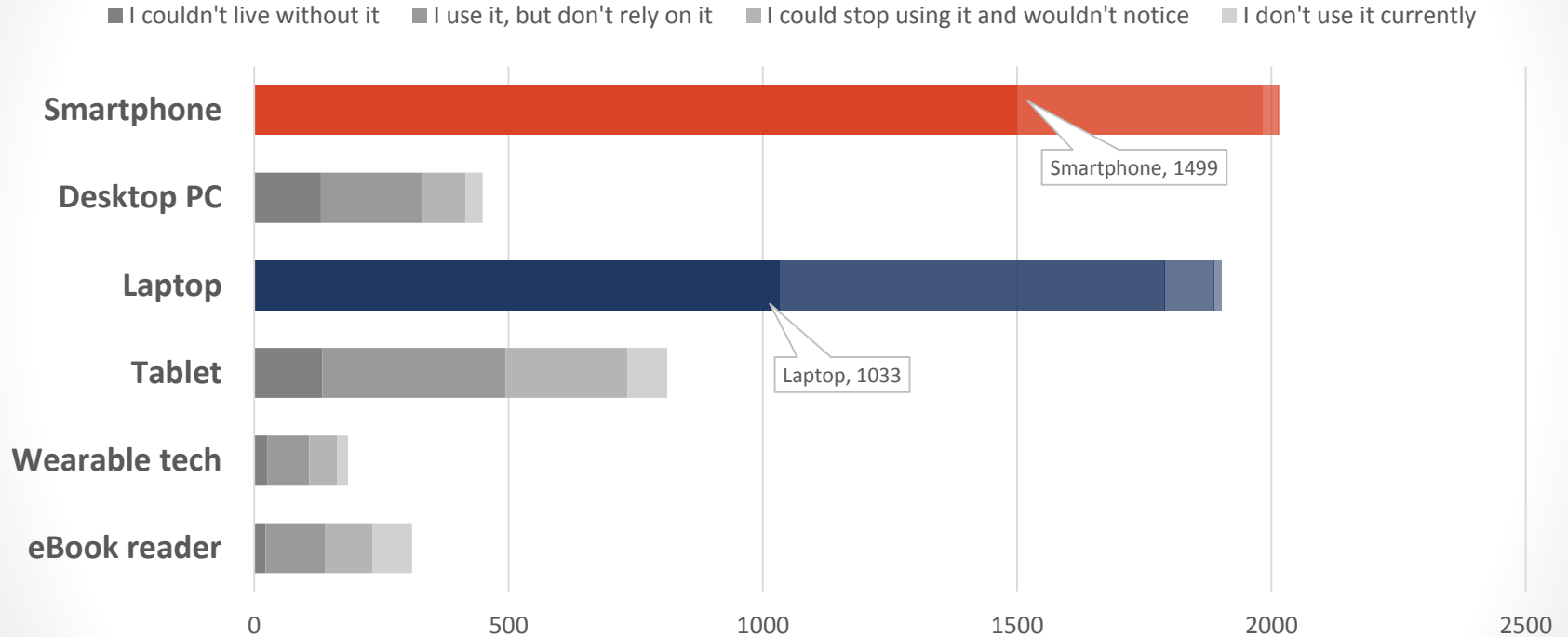
out-of-the-box and custom developed services



ACCESSIBLE

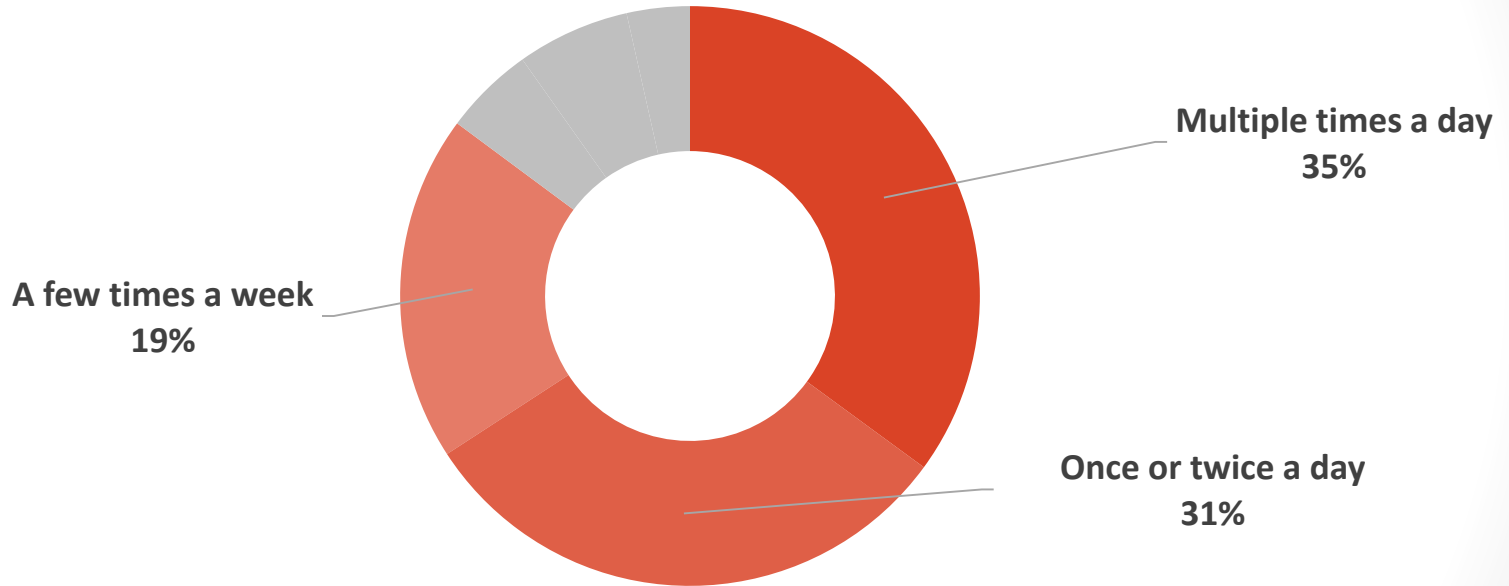
consistent experience across devices

Discoverability: Engage Students Where They Are (on the go)



Understanding the Digital Lives of University Students, campusM and Alterline Market Research, 2017 Edition

Provide Useful Services (and continue to enhance them)



Understanding the Digital Lives of University Students, campusM and Alterline Market Research, 2017 Edition

Make the Library Part of the Student Day-to-day Life

READILY AVAILABLE

Side by side with academic and social systems

CONVENIENT

On the go wherever the user is

EASY TO USE

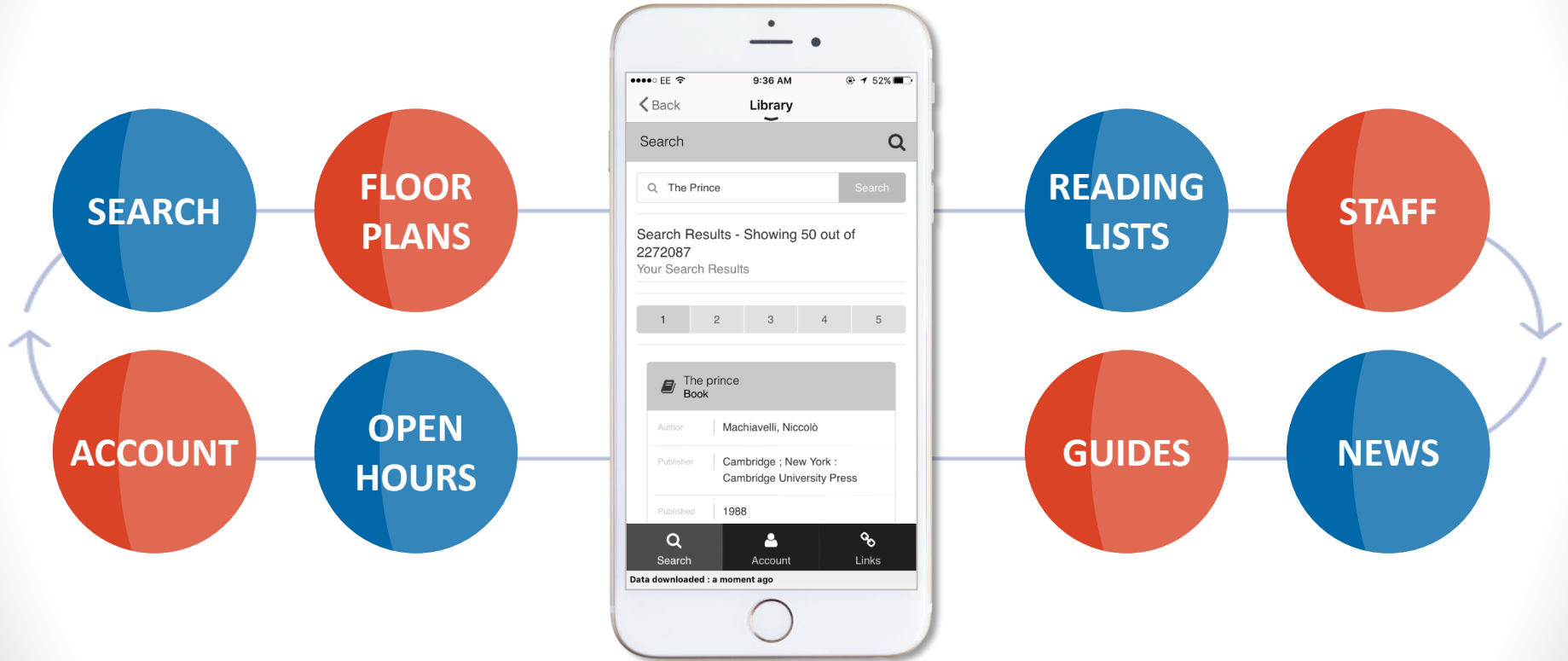
Mobile and accessible

FAST

Showing account details at-a-glance



Integrating Key Library Systems and Promote Library Services



Take an Active Role in Student Engagement



OPPORTUNITY

URGENCY

Engaged

connected to campus stakeholders

Technology Shift

taking part in campus engagement

Central

providing social and academic services

Included and Leading

leading with experience

Service-Oriented

delivering services in-person and online

Maintain Prominence

ensuring services exposure and utilization

Impactful

supporting literacy and academic success

Expanding Role

connecting campus processes



**LIBRARY
MANAGEMENT**



**RESEARCH &
DISCOVERY**



**STUDENTS &
LEARNING**



**Ex Libris Higher-Ed
Cloud Platform**

THANK YOU

ido.peled@exlibrisgroup.com