From Personal Librarian to Undergraduate Experience:
History and Evolution of Personal Librarian at a Large Private University

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Personal Librarian

• What is a “personal librarian”?
Personal Librarian v.1 (2010 - 2015)

Hey, Personal Librarians...

It’s an Envelope Stuffing Party!

Instructions for having fun:

1. Find your personalized letters. You will have 106 or 107.
2. Find your matching envelopes.
3. Grab some labels. They are paper clipped in groups of 110.
4. If you didn’t bring your own, grab 107 business cards. They are rubber banded in groups of approximately 120.
5. Stick a label to the back of each business card. Please conserve by not sticking too many.
September 2010

Student Name
Student Address
City, State, Zip

Dear Student:

It’s almost here! Your first quarter at Drexel is going to be a big one—and I’m sure you’ve already got a lot to think about. I just wanted to drop a line and let you know that as far as the library goes, I’ve got you covered.

My name is PL Name, and I’m PL Title here at Drexel University Libraries. I’m your personal librarian, and I’m here to help you when it comes to using the libraries. I know the library’s ins and outs. If you’ve got a question, from the little to the big, I’ve got an answer, or I can put you in touch with the person who does. Just call me, write, or visit, and I’ll point you in the right direction.

There’s a lot going on at Drexel Libraries. In many ways it’s the center of academic activity on campus. It can be intimidating to get started. I’m your first contact at the library—this term, next year, or whenever you want. You can start with me.
V. 1 Example

Your Personal Librarian is waiting to meet you!

Hello again!

I hope your first quarter at Drexel is going well and that you are starting to feel settled. I am writing with a couple of timely tips about the Libraries.

Later this month a library staff member will be visiting with your English 101 class to show you the basics of library research for the ENGL 101 project two assignment. You can get a head start by checking out the Freshman Writer’s Toolbox before you come. You’ll find information there that will help in more than your English class - so click on through!

Next Monday is Columbus Day - no classes! It is a great chance to get caught up or to work on long term projects. W. W. Hagerty & Hahnemann libraries will be open regular hours, with full Reference and Circulation Services. And, don’t forget, week five and midterms are right around the corner. There are study spaces in W. W. Hagerty & Hahnemann libraries as well as the Library Learning Terrace. You can reserve a group study room up to seven days in advance.

Finally, remember that I’m here, ready to answer your library questions if you have any. As your personal librarian I’m meant to be a friendly face in the buzzing library crowd. Be in touch with questions big and small, or if you just want to make a connection. I’m looking forward to hearing from you.

With best wishes,

NOELLE EGAN
215-895-2752
nme26@drexel.edu
W. W. Hagerty Library
Room 112D
JOIN THE LIBRARIANS ONLINE
www.library.drexel.edu
Hello from your Personal Librarian!

Dear Stacy:

I hope your first quarter at Drexel is going well! It's a busy time of year. Over the next few weeks, nearly all of the English 101 sections will visit the Libraries. If you haven't explored the Libraries yet, this will definitely jump-start your efforts.

You can prepare for the session by completing the "From Assignment to Research Question" tutorial and preliminary research worksheet found in Blackboard Learn or the English 101 research guide:


In other news, the Libraries is sponsoring an undergraduate lunchtime series in the Library Learning Terrace (free dessert). Read more about the Learning Connections workshops here:

CONTACT ME:
215 - 895-2750
W. W. Hagerty Library

EMAIL ME

Quick Links
- Reserve a Group Study Room
- Book a Reference
Personal Librarian v.1 (2010 - 2015)

- Many “Librarians” (16-25)
- Letters, Personal emails -> email software
- Open rate & Click through (spread out)
- Interaction tracking
- Communications manager
- No advance planning
Personal Librarian v.2 (2015-2016)


Dexter Dragon Says:

“Need information fast? Come to the LIBRARY.”

Inquire about COMPUTER SEARCH SERVICES at the LIBRARY.
Dear Stacy:

I hope you're enjoying spring in Philadelphia and that you're starting to feel ready for finals.

If you've been in Hagerty library lately you've seen that we've been busy making some changes to the library's spaces. There's new carpet and we've replaced the tall shelving with lower ones on the main floor. This has allowed us to add some seating and replace the lighting in that area. Along with that we are doing construction on the second floor to create a new study space and bring more natural light into the library. You'll also notice new...
PL Debut

Dear Stacy:

Welcome to Drexel! My name is Elise Ferer, Librarian for Undergraduate Learning, and I’m your personal librarian. As your Personal Librarian, my job is to introduce the Libraries and the many ways that we can help you succeed at Drexel.

What is a Personal Librarian?
As your Personal Librarian I’m your ‘go-to’ for anything having to do with the Libraries and the resources and services we offer. Need help getting started with a research project? Wondering where you can study late at night? Where you and your group can work on a project or presentation? Email me, call me or just stop by. I am here to help to guide you through the information maze.

Just to get started, click to the Libraries web page. There you can book a group study room, browse subject-based library guides, or...
Personal Librarian v.2 (2015-2016)

- Many “Librarians”
- Email Marketing Software
- Communications manager
- Open rate & Click through (spread out)
- Interaction tracking
- Content = Time of year
Personal Librarian v.3 (2016-2017)

Water Ice,
September 2016
Why one librarian?

October Update
How have your first three weeks been? I wanted to check in with you with some more information about the libraries. Now that you been on campus about a month I hope you’ve had a chance to visit the libraries or use one of our services. We’re here if you have any questions or if you need help with research or finding information. We are always just a click away.

- Elise

Library Decoder
If you’ve been one of the libraries or visited our website, you may have seen an unfamiliar word or phrase. I’ve picked several that you will want to know. You can find a full list here courtesy of librarians from the Instruction for Diverse Populations Committee of the ACRL Instruction Section. Hint: Your professors might use some of these terms when talking about research.
## Advance Planning

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<td>Email 1</td>
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<td>Submit your questions for next issue</td>
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Outcome

Students can identify sources of support from the library and feel positively about library spaces and services.
Evidence

- Libguide usage
- Click through in links
- Email open rate
- Social media engagement
Personal Librarian Current

- One Librarian
- Email Marketing Software
- Open rate & Click through (centralized)
- Advance planning
- Reference statistics
- Transfer Students
Assessment data – 16-17 vs. 17-18

Open Rate

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<td>60</td>
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FY 17 vs. FY 18
Common Experiences

- First Year Writing
- Co-op 101
Campus Partners

LEARNING ALLIANCE

The Learning Alliance is a network of offices on campus and online that support students’ academic success. By working together, the partner offices ensure you receive the guidance you are looking for and provide a direct referral to additional resources when needed. Members of the Learning Alliance include the following areas.

GENERAL RESOURCES

- Career Counseling
- Center for Learning and Academic Success Services (CLASS)
- Center for Scholar Development
- Disability Resources
- Drexel University Libraries
- Drexel Writing Center (DWC)
- English Language Center (ELC)

DISCIPLINE-SPECIFIC RESOURCES

- Academic Center for Engineers (ACE)
- Biology Tutoring
- Business Tutoring
Welcome to Drexel!

We're so glad you're here! I have been planning all summer for this week, we have events for you this week and throughout Fall quarter to demonstrate how we can help you during your time at Drexel.

My job as Librarian for Undergraduate Learning is to ensure that you have what you need and tell you how Drexel University Libraries can help you succeed. I'll be emailing you on a regular basis with news, programs or services that can assist you, and tips and tricks. If you see me around campus please say hello and feel free to stop in Hagerty or reply to this email with your questions or concerns. I'm your personal librarian and while Drexel and Philadelphia may seem large, I want you to feel at home here.

Elise Ferer
Librarian for Undergraduate Learning
Outcome

Students can identify sources of support from the library and feel positively about library spaces and services.
Questions?