I. **Why do libraries and academic success programs (ASP) need marketing and outreach?**
   a. The new landscape of a declining market for legal services
      i. Challenges faced by law students and new graduates in passing the bar and landing a job
   b. Students – mostly Millennials
      i. Self-reliant nature of the Millennial generation
      ii. Gap between user confidence and actual knowledge of library and law school resources
   c. Law school administrators may not appreciate how libraries contribute to the academic and professional success of law students and faculty
   d. The law library needs to demonstrate that
      i. library services are valuable to them
      ii. the library is a partner in the educational process
      iii. the library can help users succeed
   e. Otherwise, libraries may become an easy target for budget cuts, especially when the library is usually the largest budget item other than personnel cost
   f. Bar passage rate has been used as a measure of success of a law school’s core education function, especially the bar passage rate of first time takers
      i. Nova’s specific challenges
         1. Nova is a non-profit institution – 4 law schools in the surrounding metropolitan area, including
         2. University of Miami – a well-established law school with a higher ranking
         3. FIU College of Law, which is a relatively new public law school. It has achieved a higher ranking and is perceived as an up-and-coming law school providing a law school education at a competitive price
      ii. Nova’s Bar Passage Rate - middle of the pack among all Florida law schools
      iii. To help advance the law school’s standing and to help students succeed on the bar exam, the library needs to reach out to other law school departments and to students to show that we can help the students succeed.

**Presenters:**

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II. Why is it important to seek out a partnership with an academic success program?
   a. Recent studies show that a student’s law school GPA is the strongest indicator of bar exam success
   b. Texas Tech University School of Law study
      i. What students were learning in class mattered
      ii. First-year grades had a strong statistical relationship to bar passage
      iii. Student’s performance in two first-year courses – Civil Procedure and Legal Research and Writing—were highly indicative of bar exam performance
      iv. 2nd and 3rd year GPA was a similarly strong indicator of bar exam success
   c. Indiana University McKinney School of Law graduates
      i. Law School GPAs > 3.2 passed the bar at 95%
      ii. Law School GPAs < 2.6 passed the bar at less than 10%

III. Overview of Nova’s Academic Success Program

IV. What was the vision for the partnership between the library and ASP?
   a. ASP’s perspective
   b. Library’s perspective

V. Collaboration between the library and ASP to help students succeed
   a. Library resources guide
      i. Initial creation and meeting with ASP Director and professors
      ii. Input from ASP regarding resources needed
         1. Resources for international students
         2. Legal writing
         3. Mental health and substance abuse

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4. Bar exam loans
5. Professionalism

b. Librarian presentation at
   i. Summer program
   ii. Orientation
      1. Tour – opportunity for students to meet all librarians
      2. Student Collection
         a. Print vs online
         b. Cost
         c. Usage
   iii. 2L -- Elements of Legal Analysis (ELA) September 2017
      1. Library Resources Guide
      2. Types of Study Aids
      3. How to Select Appropriate Study Aids
   iv. 1L -- Legal Study Skills (LSS) Early October 2017
      1. Types of Study Aids
      2. How to Select Appropriate Study Aids

c. Positive Effects of Library Involvement
   i. Use of ASP library guide
   ii. Use of collection
   iii. Use of reference services
   iv. Use of online reference appointment form
   v. Students coming to library seeking help from librarians who presented in their class
   vi. Perception of the library as a “reliable resource”
      1. New opportunities for librarians to instruct in the ASP classroom
      2. Demonstrating to students that the library is a partner in their academic success

d. Future projects and collaboration

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VI. Audience Survey: Outreach and Marketing Efforts in Other Law Libraries
   a. Go to [http://www.socrative.com](http://www.socrative.com)
   b. If you use a mobile device, select [Student Login](#) and then Student Login
   c. If you use a laptop, select [Student Login](#)
   d. At Room Name: type MURRAY3875
   e. Select “Join”

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