Researchers have long been interested in student persistence (student retention) and the forces, both social and academic, working for and against a college student throughout their academic career. This paper provides an overview of how the academic library has approached persistence through the various contexts of library assessment, inputs and outputs, value, and return on investment. Additionally, it addresses the problem with many of the key performance indicators such as student persistence, particularly when applied to non-traditional students. Finally, this paper reviews the factors that set academic libraries apart from other college departments and how those differences support persistence.