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Baiting the Hook: Generating Faculty Interest and Excitement in Institutional Repositories

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Baiting the Hook: Generating Faculty Interest and Excitement in Institutional Repositories

Abstract
Many repository managers have lamented the lack of faculty interest and participation in institutional repositories. Digital Repository @ Iowa State University has experienced the opposite - Iowa State's faculty have been so excited about the repository, there is a large backlog of materials waiting to be deposited. Two years after its launch, the repository holds over 14,000 items, including publications and other works authored by over 200 contributing faculty members. This presentation describes outreach done by the Digital Repository Coordinator, which has consisted primarily of presentations to individual departments, research centers and other campus units. These presentations, uniquely tailored to each audience, anticipate faculty concerns and needs, address university-wide priorities and leverages the Digital Commons Network to generate excitement among faculty.

Keywords
Institutional repositories, Outreach, Faculty

Disciplines
Library and Information Science | Scholarly Communication | Scholarly Publishing
Baiting the Hook
Generating Faculty Interest and Excitement in Institutional Repositories

Harrison W. Inefuku

Iowa State University

Digital Commons+ Great Lakes User Group
Valparaiso, Indiana, August 1, 2014
Iowa State University

- Research University, AAU member
- Land grant university
- Eight colleges:
  - Agriculture and Life Sciences
  - Business
  - Design
  - Engineering
  - Human Sciences
  - Liberal Arts and Sciences
  - Veterinary Medicine
  - Graduate
- Research centers and institutes, including Ames Laboratory
Digital Repository @ Iowa State University

http://lib.dr.iastate.edu

- Launched April 2012 with ~2100 ETDs
- Today holds 18,500 items
- 232 faculty, students and staff have contributed their publications
- 3 departments with blanket participation (Agricultural and Biosystems Engineering, Chemical and Biological Engineering, Entomology)
- 2.6 FTE staff + 20 student hrs/week (hiring to increase to 4.6 FTE)
Who’s your audience?

- Faculty, not fellow librarians
- Avoid jargon
- Words and topics typically avoided in my presentations:
  - Open access, post-print, preprint, self-archiving, journal subscription costs
- Unless asked, avoid talking about technical details
- Anticipate concerns, remember question—you may want to integrate answers into future presentations
What’s the mission?

• Research or teaching?
• Land grant?
• How does the repository support the mission, vision and goals the university?
What do faculty care about?

- Visibility, impact and reputation
- Promotion and tenure
- Time and cost

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Repository as a service

- Mediated deposit
- Permissions checking and copyright clearance
- Readership reports, special reports generated for tenure and promotion, grant applications and reporting
- Training on customizing SelectedWorks profiles
- Create communities for research groups, grants, etc.
- Copyright and authors’ rights consultations
- Data management consultations also offered by library
Global reach

- Real-time downloads
- Google Analytics
- Participation in OCLC WorldCat Digital Collection Gateway or Primo Central?
Talk about the familiar

- Highlight top theses and dissertations from each department
- Are any faculty already in the repository through participating co-authors?
- Show off any faculty who are already participating
- Demonstrate you’ve done their research. Speak to publications they publish in, major projects being done
Competition

- Compare departments with each other, within colleges/divisions and across campus
- Congratulate departments that are showing strongly
- Call out departments with limited participation
- Gather stories from participating departments and individuals

“Blindfolded Typing Competition” by Jhayne, used under a CC BY-NC-SA 2.0 license.
Digital Commons and the Network

- Monthly e-mail reports
  - Another method to spread the word
- Digital Commons Network
  - Compare departments with peer institutions
Broaden your focus

• Expand beyond peer-reviewed literature
• Are faculty involved in conferences, research centers, extension?
• Remember centers and institutes, programs, student organizations and non-academic campus units

“Greater Chicago Metropolitan Area (NASA, International Space Station, 02/02/12)” by NASA, used under a CC BY-NC 2.0 license.
Bottom up, top down

- Excited faculty will encourage their colleagues to contribute
- Centers and institutes, committees, and other aspects of university culture means word spreads beyond departments and disciplines
- Ask for contributions from the Provost and Deans
- Familiarize them with readership reports and other benefits of IRs
Be proactive
Always be aware of opportunities:

• Lecture series
• Conferences and symposia
• Journals
• Exhibits and shows
• Accreditation and external reviews

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Celebrate wins

• When finishing major projects, celebrate and share the news.

• Recognize departments that have been supporters of the repository.

• If a department has been exceptional, let them know! They may be compelled to highlight their use of the repository.

• Always thank people for participating.
Know your limits

• Understand how much you can process and how much work you already have.

• Slow outreach if backlog is building.

• Be upfront with faculty about time expectations and resource limitations... they may offer or help push for additional resources!

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Thank you!

Questions?

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