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Digging for Buried Treasure: Strategies for Promoting Institutional Repositories (Part 1)

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Presentation at the Electronic Resources & Libraries (ER & L) Conference on Feb. 2, 2010. The document includes just the first half of a the session. Part 2 was presented by Tara Baillargeon and Beth Turtle and is not included here.

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Digging for buried treasure: strategies for promoting institutional repositories

ER&L 2010, Austin, TX

February, 2, 2010

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Southern Illinois University Carbondale

Tara Baillargeon, Beth Turtle – *Kansas State
University*

Digging for Buried Treasure: Strategies for Promoting Institutional Repositories

Julie Arendt
Andrea Imre
Jonathan Nabe

Electronic Resources and Libraries 2010
Austin, TX
February 2, 2010



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OpenSIUC is an institutional repository offering permanent, reliable, and free access to research and scholarly material produced at Southern Illinois University Carbondale.

At a Glance

Top 10 Downloads

All time

Recent Additions


20 most recent additions

Paper of the Day

The Response to Nuclear Proliferation

Annelies Z. Kamran

 1,812 papers to date

 27,430 full-text downloads to date

 26,640 downloads in the past year

Purpose of marketing

- Overcome challenge of content recruitment
 - Copyright
 - Time constraints (authors, IR managers)

3 categories of SIUC PR activities

- General, for a broader audience
- High profile, one time, broad or targeted
- Targeted, for specific audiences

Marketing strategies @ SIUC



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DEPOSIT IN 7 EASY STEPS!

1. Create an account at <http://opensiuc.lib.siu.edu>
2. Go to <http://opensiuc.lib.siu.edu>
3. Choose "Theses" or "Dissertations"
4. Click on "Submit Research"
5. Fill out the form
6. Upload your file
7. Click Submit

THAT'S IT!

Author Guidelines

- [Who can contribute materials to OpenSIUC?](#)
- [What materials can be contributed to OpenSIUC?](#)
- [What is an OpenSIUC community?](#)
- [Submission Process](#)
- [Copyright Guidelines](#)
- [Preservation and Migration](#)
- [Withdrawal and Retention of Materials](#)

Who can contribute materials to OpenSIUC?

The repository is open to all faculty, staff and graduate students affiliated with SIUC. This includes the Law School and the Medical School. Materials from undergraduate students which meet the Repository and Community guidelines will be considered on a case by case basis, as determined by the repository coordinator.

The repository will also accept materials produced by non-university researchers that are produced in conjunction with a SIUC-sponsored event, such as conferences and lecture series. In this case, each author or contributor must agree to the submission of their material.

Spreading the word

- Promotion (websites)
- Promotion
 - Media
 - Links p
 - Meeting
- organizational departments
- centers

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OpenSIUC makes faculty, student work accessible

Database brings work to single, free Web site

By Stile T. Smith

Published: Sunday, October 4, 2009

Updated: Sunday, October 4, 2009

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A single database is available to preserve work by faculty, researchers and students.

According to its Web site, OpenSIUC is an "institutional repository offering permanent, reliable, and free access to research and scholarly material produced at Southern Illinois University–Carbondale."

OpenSIUC coordinator Jonathan Nabe said the goal of the Web site is to make both scholarly research and creative output more available to the outside world.

"Some faculty have their work on their individual Web sites, but then maybe they leave or the department changes the Web site and all that stuff disappears," Nabe said. "We want to bring it together all in one place and preserve it."

High profile one time events or activities

- Forum
- Survey
- Open Access policy (or mandate, or resolution, etc.)

Tollway or Freeway: Which Road Leads to Your Research?

Catchy
title

A Forum on Open Access and OpenSIUC

Guyon Auditorium, Morris Library



Thursday
November 19, 2009
3:00-5:00 p.m.

Local
panel



David Shulenburger is first Vice President for Academic Affairs of the Association of Public and Land-grant Universities. Previously, Dr. Shulenburger was Provost and Executive Vice Chancellor of the University of Kansas.

His current research and writing focus on the economics of scholarly communications and of universities. He has been active nationally and internationally as an advocate for reform in the areas of accountability, scholarly communication and academic accreditation.

Keynote speech by Dr. David Shulenburger on the problems with access to research

Introduction by Interim Provost Don Rice

A panel of SIUC faculty will describe their efforts to increase the visibility of their research and expand its impact and readership. Panelists include Scott McClurg, Associate Professor of Political Science, Dan Nickrent, Professor of Plant Biology, Mark Byrd, Associate Professor of Physics, and Sajal Lahri, Vandevveer Professor of Economics.

Food!

With a reception and refreshments afterwards

Prominent
speaker

Journal editorial activities at SIUC

This survey collects information about the editorial activities of SIUC faculty and researchers, the pricing and peer review process of the journals they edit, and their perceptions of open access. Completing the survey will take about 10-15 minutes. Participation in the survey is voluntary.

This project has been reviewed and approved by the SIUC Human Subjects Committee. Questions concerning your rights as a participant in this research may be addressed to the Committee Chairperson, Office of Research Development and Administration, Southern Illinois University, Carbondale, IL 62901-4709. Phone (618) 453-4453. E-mail siuhsc@siu.edu.

You have completed 66% of this survey

0%

100%

OpenSIUC

***Are you aware of SIUC's institutional repository, OpenSIUC?**

Yes

No

***Are you aware that OpenSIUC includes a journal publishing feature?**

Yes

No

What concerns, if any, do you have about using OpenSIUC for journal publishing?

***Would you like to learn more about OpenSIUC's journal publishing features?**

Yes

No

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[Resume later](#)

Whereas the faculty of Southern Illinois University Carbondale are committed to the widest possible dissemination of their scholarly research and intellectual output; and

Whereas the current system of scholarly communication is not conducive to that goal, and as is evidenced by the large journal cancellation projects undertaken at Morris Library in 2009 and prior years is dysfunctional and unsustainable; and

Whereas the library and other institutions nationwide have implemented reliable and simple mechanisms for sharing and preserving scholarly works through open access repositories. At SIUC, the existing repository OpenSIUC assures the widest possible disseminating of scholarly research and intellectual output.

Therefore be it resolved that the Graduate Council urges that the Vice Chancellor for Research, and the Vice Chancellor for Academic Affairs and Provost to establish a committee to consider and make recommendations on the issues listed below, and that the committee present its findings and recommendations to the Faculty Senate, the Graduate Council, the Provost and the Vice Chancellor for Research no later than December 31, 2009.

Open Access Policy

- Use successful adopters' language:
 - Harvard
<http://osc.hul.harvard.edu/OpenAccess/policytexts.php>
 - Stanford
<http://ed.stanford.edu/suse/faculty/openaccess.html>
 - Kansas
http://www.lib.ku.edu/scholcomm/OA_announce.shtml
 - MIT <http://info-libraries.mit.edu/scholarly/faculty-and-researchers/mit-faculty-open-access-policy/>
 - Oregon State Libraries
<http://ir.library.oregonstate.edu/jspui/handle/1957/10850>
- Visit SPARC's site:
<http://www.arl.org/sparc/advocacy/campus/>

Open Access Policy

- Learn from others' failure: University of Maryland's experience
<http://www.ala.org/ala/mgrps/divs/acrl/publications/crlnews/2009/oct/pyrrhicvict.cfm>

Liaison Training Session

- Information about the repository, repository policies
- Responses to frequently asked questions from faculty
- Two requests
 - **Deposit your stuff**
 - **Go forth and spread the word**
 - Requirement for new hires

Liaison Materials

- Brochure
- Talking Points

OpenSIUC Talking Points

Answers to common questions about institutional repositories

Why is the library doing this? How is this part of the library's role?

The library's role is to provide access to information resources for the university and for researchers in general. Traditionally, the library has done this by getting materials and making them available to the campus and to researchers beyond the campus. This traditional approach is breaking down, and OpenSIUC is one way that the library is exploring alternatives. By enabling free access to materials produced at SIUC, OpenSIUC is taking a new approach to expanding access.

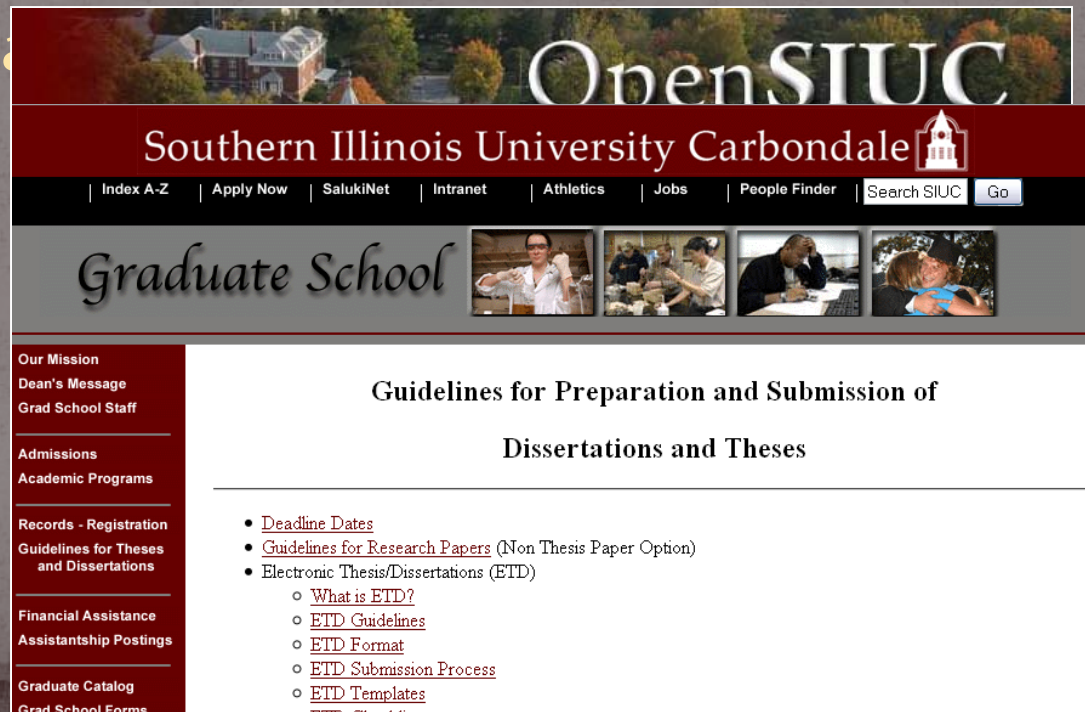
In addition, with more and more content going online only, preserving works in digital format is one way libraries can ensure preservation of digital materials.

Why do you say the system is breaking down? Isn't it just a problem that the library / university / state aren't spending enough for library materials?

Journal prices have steadily increased at a high rate, with many years of double-digit inflation, for over two decades. Morris Library's budget hasn't been able to keep up with these price increases, resulting in repeated journal cancellation projects, and reduced purchasing of books.

Outreach Visits

- Liaison visits to department
 - **With or Without Team members**
- Other units
 - **Honors program**
 - **Graduate**



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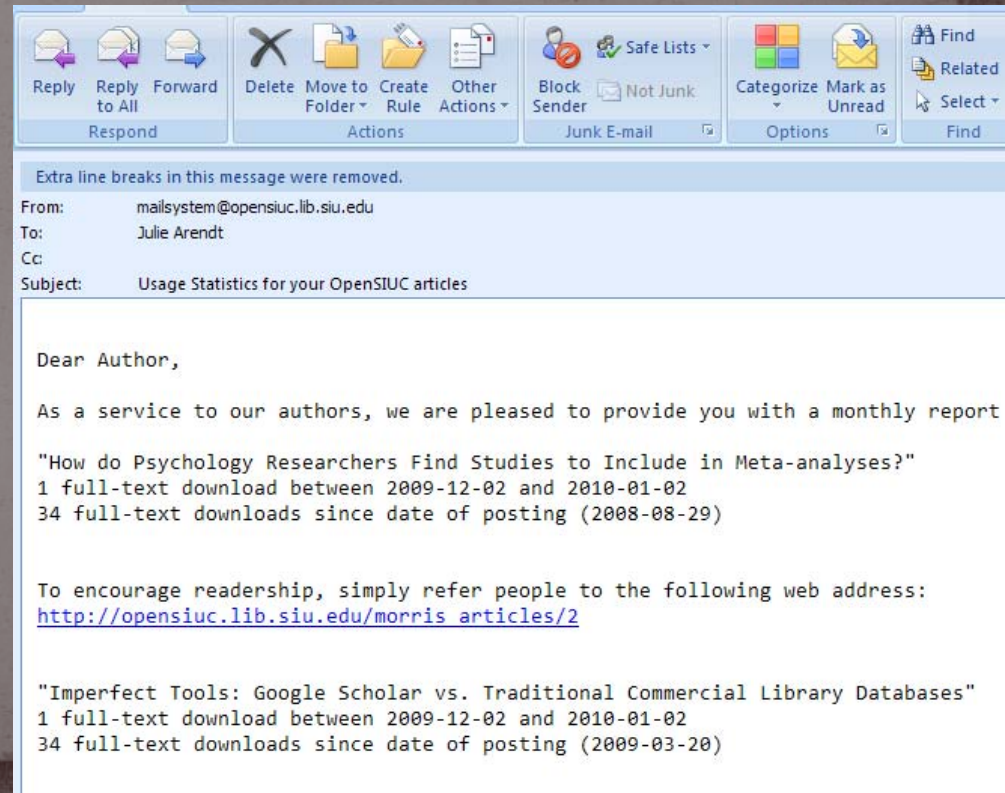
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Maintaining the Flow

- Make it easy
- Keep in contact
 - Download statistics
 - Solicit again



More information

- Email: opensiuc@lib.siu.edu
- Materials:
http://opensiuc.lib.siu.edu/morris_opensiuc/