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# Engaging your campus in utilizing institutional repositories

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# Engaging Your Campus in Utilizing Institutional Repositories Webinar

**Marianne A. Buehler**  
**University of Nevada, Las Vegas**  
**May 11, 2011**

# Urban Sustainability Liaison & IR Administrator

## IR Profile

- Use Digital Commons (extensive experience w/DSpace)
- Staff: Tech Services (1 part-time: metadata), 1 80% staff, 1 student, intern, summer business institute student, part of 3 Tech Services staff

**Focus on RIT + UNLV IR experiences**

# Essentials of IR Success

- Institutional repository (IR) best practices: engagement with administrators, faculty, staff, and students
- Acquisition of research scholarship, publications, theses/dissertations, and other research objects
- Successful marketing strategies, best practices for garnering IR content, and developing open access mandates

# Introduction

- We have an IR-what's next?
- Engagement
  - Strategic repository collaborators/partnerships
    - Administrators, Faculty, Students
- Acquisition of campus content: Build relationships
  - Research, Publications, ETDs
- Successful marketing strategies
  - Best practices garnering content
- Mandates
  - Open access
  - Value proposition
  - ETDs
- Timing can be everything

# UNLV Strategic Campus Repository Collaborators

- Urban Sustainability Director
- Vice President for Research & Dean of Graduate College
- Associate Vice President for Research
- Director(s) of Brookings Mountain West
- Associate Dean – ETD administrator
- Library Liaisons

# Strategic Repository Partnerships

## ■ Special Initiatives

- Urban Sustainability
- Brookings Mtn. West
- NV State Transportation
- Clark County Conservation
- Clark County, Las Vegas, Henderson
- Yucca Mountain
- Water issues in the West  
(GWLA: Western Waters repository)

## ■ Their Research Material

- Conferences, articles, audio/visual presentations, posters
- Articles, audio/visual presentations, newsletters
- Librarian posts transportation docs
- Staffer posts conservation docs
- Library IR staff archives for the county and cities, also posts other government documents related to Yucca Mtn. and NREL

# Campus Content: Build Relationships

- Campus emails introducing a new publication, conferences, research, presentations, initiatives
- Talk to everyone on campus about the IR/OA—you never know who might be interested
- Keep library liaisons apprised re: open access developments, new features
- Campus depts: Data or research center, herbarium/conservatory, podcasts, etc



# Marketing Strategies

- Make appointments to meet with deans, associate deans, directors, faculty, staff, thru a liaison or invite liaison to attend
- Sometimes people come to my office or I go to their office—their choice. **The library has created a great new tool to showcase their scholarship/their dept.'s scholarship, and their students' work.** Explain how the IR works as we go online and look at the IR.
- Talk about all of the benefits. Created a full page doc with benefits ranging from an individual faculty, students, to the university, and beyond.
- Get invited to dept. or researcher meetings to present on the IR. One situation can lead into another -> NV transportation engineer and librarian asked me to lunch—wanted to know how they could participate with NV State Transportation research in the IR.

# Timing Can Be Everything

- Interim deans do not make major decisions
- A college or academic advocate can change the OA landscape—someone leaves, someone new
  - New RIT Provost — liked the idea of retro RIT ETDs
- RIT Senate minutes-vice chair wanted all minutes online, accessible, searchable, and archived
  - Secretary emails IR link to faculty, staff, students

# Open Access Mandates

- All deans or associate deans asked: *“How does one mandate scholarship in an IR?”*
- *“It is required to have all scholarship or at a minimum, metadata in the IR, dependent on publisher copyright.”*
- All deans or associate deans asked: *“How do we get the scholarship in the IR?”*
- *“Whatever works best for you! Here are some options...”*
  - **Faculty and admin staff email CVs/URLs, individual items, deliver CDs with articles.**
  - **We will request post-prints, permissions, harvest from arXiv and personal websites.**
  - **It is a collaboration.**

# Value Proposition of Mandates

- We will do the work-harvest where possible from websites, use publisher copy where appropriate, contact faculty when necessary for post-prints (check copyright & try to locate items).
- Contact publishers for permissions
- Once you have at least one mandate, you can tell other deans and dept. heads (in context) who has mandated scholarship in the IR—viral effect.
- IR is a discovery tool when full-text not available
- Link resolver may assist

# ETDs Mandate

- Collaborate w/Graduate Deans (RIT & UNLV)
- Proquest – University decisions to use
- Institutional Repository
  - Worked w/RIT Grad Dean to mandate theses/dissertations
  - Working w/UNLV Grad Associate Dean to fine tune the mandate for ETDs in IR
- Retrospective ETDs in IR
  - RIT: Presented to Deans' Council — no action
  - New RIT Provost & Library Director collaborated — all colleges contributed \$
  - Kirtas company scanners & operators scanned onsite

I believe that we are &  
have been for some  
time in an IR place of:  
**BUILD IT AND THEY  
WILL COME!!!**

Thank you for attending the  
ALCTS digital webinar!

<http://digitalcommons.library.unlv.edu/>

**Any questions?**

**Feel free to contact me:**

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