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## The Sky's the Limit: Scholarly Communication, Digital Initiatives, Institutional Repositories, and Subject Librarians

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# The Sky's the Limit: Scholarly Communication, Digital Initiatives, Institutional Repositories, and Subject Librarians

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## Abstract

The University of Central Florida's institutional repository, Showcase of Text, Archives, Research, and Scholarship (STARS), has presented new opportunities for collaboration among the Libraries' Office of Scholarly Communication, Digital Initiatives, Research Services, and subject librarians. Building on efforts to proactively promote scholarly communication initiatives to the university community, these four units have used the institutional repository as a foundation for collaboration, outreach, marketing, and educational efforts. This article will give an overview of a panel presentation given by members of these four units on STARS and highlight the role the institutional repository has in increasing the collaborative efforts of these four units. Additionally, it will highlight four different perspectives and discuss strategies designed to generate institutional repository interest from the university community. Successful ventures and lessons learned will provide insight into creating a productive interdepartmental framework that is geared toward supporting students and faculty institutional repository projects.

## Overview

The University of Central Florida's institutional repository, Showcase of Text, Archives, Research and Scholarship (STARS), was launched in the summer of 2015. The introduction of STARS as a university-wide institutional repository (IR) has brought new opportunities for collaboration to the fore among librarians and library units at the University of Central Florida (UCF) Libraries. While not comprehensive, this includes increased collaboration among the Libraries' Office of Scholarly Communication, Digital Initiatives, Research Services, and subject librarians.

Even prior to the research and development processes of the IR, librarians and library units at UCF recognized the need for collaboration in such endeavors. The IR itself and the research associated with developing an IR ultimately led to the formation of UCF Libraries' Office of Scholarly Communication and the hiring its first scholarly communication librarian in August 2015. As the IR and the Office of Scholarly Communication have formally developed, collaboration has been at the heart of every effort.

Building on efforts to proactively promote scholarly communication initiatives to the university community, the Office of Scholarly Communication, Digital Initiatives, Research Services, and subject librarians have used the institutional repository as a foundation for continued and increased collaboration, outreach, marketing, and educational efforts.

These conference proceedings will explore such collaborative efforts, while providing perspectives from each of these four distinct areas at UCF Libraries. Overall, these conference proceedings will explore ventures and lessons learned will provide insight into creating a productive interdepartmental framework that is geared toward supporting students and faculty institutional repository projects.

## STARS: Institutional Repository at UCF

Starting with the Scholarly Communication Task Force in 2011, collaboration has been a key component of the UCF Libraries' scholarly communication and institutional repository efforts. The task force, consisting of members from at least

six departments, produced a detailed report on the state of scholarly communication and opportunities for UCF. The report was the impetus for the *Research Lifecycle at UCF*, a mental model of institution-wide support services and unmet needs. The *Research Lifecycle* sheds light on the level of cooperation and collaboration needed for authors and researchers to move from an initial idea to worldwide dissemination and impact of their scholarship.

The lack of an institutional repository was identified early on as a crucial unmet need. In 2014, the libraries applied for and received technology fee funding to support a three-year license for Digital Commons (Jaskowski, 2014). By the summer of 2015, it was up and running. Faculty were invited to begin adding materials that fall.

Digital initiatives is responsible for the overall management of the repository as well as digitizing collections and creating automated process for uploading and updates. However, the success of STARS depends on services and expertise from throughout the library. Subject librarians are indispensable for providing outreach services to faculty, students, and administrators; connecting faculty, students, administrators with STARS resources; and acting as examples by self-archiving publications, presentations, and other creative works. The scholarly communication librarian provides outreach, workshops, and consultations to the campus community about authors' rights, publishing options, open access, and other related issues; partners with Digital Initiatives and subject librarians to promote and populate the institutional repository; and supports the scholarly publishing process and builds services in support of the scholarly publishing lifecycle. Cataloging and metadata librarians create metadata templates for collections based on publication type and/or subject content; batch edit and revise user submitted metadata; create concise, easy to understand on-the-spot metadata help files; and advise on metadata and authority control issues.

Supporting interdepartmental STARS efforts is a priority for Digital Initiatives. A focus on access to internal training and resources includes presenting at departmental meetings, hosting brown bag sessions, holding open office hours, and creating a private guide of internal resources, which includes many materials from the Digital Commons Repository Manager Certification Course. An open-

access collection in STARS provides ready access to a growing assortment of help files, how-to documents, and handouts. A project proposal form helps clarify individual project needs to help identify the appropriate staff and resources necessary to support each project. After submitting information such as basic contact, sponsoring unit, project description, and purpose statement, the project lead is contacted to discuss a more detailed project plan and timeline. A basic workflow has been established to support this process, but the STARS team readily acknowledges that many projects do not follow a linear process. The willingness to adapt to a variety of workflows and keep lines of communication open are the basis of many STARS achievements and remain vital for continued success.

## The Office of Scholarly Communication

UCF Libraries' Scholarly Communication Task Force, formed in 2011, ultimately led to the development of the Office of Scholarly Communication (OSC). At the core of the Office of Scholarly Communication is the scholarly communication advisory working group, consisting of over 20 librarians and library staff from various departments in the Library. This working advisory group participates in scholarly communication outreach, marketing, and educational efforts and leads projects such as open access week events. The working advisory group, along with the scholarly communication librarian, provides information and assistance on all aspects of scholarly publishing. Scholarly communication efforts and outreach, including the promotion of STARS, are all tied to the unit's overarching mission and goals.

### *Scholarly Communication and STARS*

The OSC focuses on several efforts when promoting STARS to students and faculty on campus, as noted in the previous section on STARS. Chief among these efforts include graduate, undergraduate, and faculty workshops focusing on where to publish, open access, and author rights, all of which promote STARS as a viable option for green open access and self-archiving. Each workshop is tailored to the specific audience, with particular emphasis on copyright as it relates to the IR.

The scholarly communication librarian also works closely with the digital initiatives librarian on outreach efforts on presentations and workshops to faculty senate, colleges, departments, and other

units on campus to promote STARS. In addition, presentations, brief talks, promotional materials, and other outreach efforts are coordinated with subject librarians, when requested.

In addition to workshops, individual consultations, and other outreach efforts, the OSC also utilizes the scholarly communication faculty advisory board, a group composed of 10 teaching faculty members who meet twice a year with the Office of Scholarly Communication, Digital Initiatives, Research Services, and subject librarians all in attendance to discuss pertinent and timely scholarly communication topics of interest. One of the board's primary goals is to help promote and populate the IR.

### *Copyright and Author Rights*

Perhaps the most prevalent area in which the OSC and the scholarly communication librarian collaborate with the digital initiatives and subject librarians is the area of copyright. When STARS inquiries arise, the scholarly communication librarian meets with the digital initiatives librarian, subject librarians, and faculty to discuss copyright, author rights, and other intellectual property concerns, as needed.

Depending on the copyright inquiry and scenarios, the scholarly communication librarian often proactively researches select copyright needs prior to such meetings and uses tools such as SHERPA/RoMEO, publisher websites, and publishing agreements to ascertain copyright information. This is particularly helpful in aiding efficiency when meeting with faculty concerning the IR. As needed, the scholarly communication librarian also assists faculty utilizing STARS with specific copyright and author rights needs, including determining the legal versions allowed for self-archiving in STARS, discussing author agreements, and answering questions related to open access, article processing charges, and other scholarly communication related matters. In all cases, the scholarly communication librarian refers copyright and intellectual property queries that require legal intervention to UCF's Office of General Counsel.

### **Research and Information Services (RIS)**

*Subject librarians are visible, accessible, mobile, and reaching out to their assigned academic programs, faculty, and students.*

In the spring of 2013, the Research and Information Services (RIS) Department initiated a new subject librarian service model to increase positive impacts on student learning, faculty teaching and research, and scholarly communication outreach. This model emphasized subject librarian visibility, accessibility, mobility, and outreach to academic programs, faculty, and students.

Subject librarian photos and contact information were displayed on a customized subject librarian web page (<http://library.ucf.edu/subject/All/>) (UCF Libraries, 2016), as well as on relevant databases and LibGuides. Individual portraits of subject librarians, along with their personal messages to the university community, were featured within the John C. Hitt Library's digital signage system.

In addition, subject librarians were encouraged to engage in proactive outreach, get out of the library, and interact with their academic programs, faculty, and students. To support subject librarian mobility, the RIS department changed its research desk service model by hiring, training, and scheduling more part-time adjunct librarians at the desk and scheduling fewer desk hours for the full-time subject librarians. This change in the desk service model helped to further encourage subject librarians to refocus their primary efforts toward subject specific and scholarly communication outreach (Arthur & Tierney, 2013).

### *Motivating subject librarians to get involved in scholarly communication and institutional repository outreach.*

Each RIS subject librarian meets with the head of RIS to create an updated annual assignment and position description (AAPD) and goals each year. The AAPD serves as the template for a monthly activity report and an annual self-evaluation that each subject librarian submits to the head of RIS, as well as for the annual evaluation that the head of RIS completes for each subject librarian (Tierney & Kuyper-Rushing, 2016).

Outreach is a major component (35 to 40%) of each subject librarian's formal AAPD, and a significant portion of this outreach focuses on scholarly communication and IR marketing. In addition to face-to-face interactions, subject librarians are asked to create customized e-newsletters, e-mails, and web-based LibGuides to market scholarly

communication and IR resources and services to faculty and students (Profera, 2014).

*RIS collaborates with scholarly communication and the IR to train subject librarians.*

UCF Libraries' Office of Scholarly Communication, the IR, and the RIS department work closely together to provide highly focused training to support the subject librarians in their scholarly communication and IR roles. Each monthly reference meeting and annual reference retreat includes the scholarly communication and digital initiatives librarians in the agenda.

The Office of Scholarly Communication also provides workshops on topics such as *What is Scholarly Communication*, *Setting Up Online Faculty Profiles*, *Author Rights*, *General Copyright*, and *Open Access*, and the digital initiatives librarian provides workshops on creating faculty and student research profiles within the SelectedWorks IR component, as well as encouraging subject librarians to conduct environmental scans to identify departmental collections appropriate for the IR.

Also, the head of RIS maintains an online subject librarian toolkit (<http://guides.ucf.edu/subject-librarian-toolkit>), which provides a home for subject librarian training topics such as academic department profiling, faculty profiling, curriculum mapping, curriculum integrated instruction, retreat agendas, and other training documents (Tierney, 2016).

*Subject librarians market UCF's institutional repository to academic faculty and students.*

Subject librarians use their e-newsletters to market scholarly resources such as the IR to their faculty. For example, the lead article of humanities librarian Richard Harrison's fall 2015 e-newsletter announced, "UCF Libraries is celebrating the launch of its new digital open access IR (STARS)" and the featured article of psychology subject librarian Carrie Moran's fall 2016 e-newsletter began with the query, "Looking to create a faculty profile that highlights your scholarly and creative works? Selected Works is the ideal platform for individual faculty pages."

Subject librarians work diligently to help populate STARS by completing environmental scans of their academic department web pages to help identify

important department resources or collections that might be likely candidates for housing in STARS. Cases in point, partly due to humanities librarian Richard Harrison's efforts, history professor Dr. Robert Cassanello began adding his "History of Central Florida" podcast collection to STARS, Dr. Cassanello's substantive IR contributions resulted in the bepress Digital Commons selecting UCF Libraries as one of the most popular institutions in the arts and humanities section of their Digital Commons in March 2016. In addition, due to the efforts of UCF patents librarians Hal Mendelsohn and Missy Murphey, 800+ UCF patents were added to the IR. Further, in 2016, subject librarians participated in a successful UCF tech fee proposal that targeted students and their research as candidates for the Selected Works profiles component of the IR.

### **Subject Librarian's Perspective**

How does a subject librarian persuade faculty to contribute to an institutional repository? The answer is simple: Ask them!

A little over a year ago, I invited a senior member of UCF's history department faculty for coffee. This faculty member had just had his latest monograph, a history of the National Football League, published by the University of Illinois Press. During the course of the conversation about the book, I asked him if he might be interested in contributing to STARS the book's research notes. The faculty member was obviously flattered by the question but also puzzled, as he stated, "I cannot possibly imagine who would be *remotely* interested in those notes," and he demurred. Okay, I thought—at least I asked.

A few weeks later, I received unexpectedly an e-mail from this historian asking if it might be possible to upload into the repository a 25-year series of essays, "On Sport and Society," that he had written for the North American Society for Sport History. Think Frank Deford's weekly sports commentary on NPR's "Morning Edition," only more acerbic. Within days of that e-mail, my colleagues from scholarly communications, digital initiatives, and I met with the faculty member to discuss author rights, copyright, formatting, and technical issues (essays from the early 1990s were saved only on floppy discs and had never been transcribed).

And then—*voila!*—it was perhaps two months later that STARS had an extensive and rich collection of

essays providing a unique snapshot on hot topics in sport from the late 20<sup>th</sup> and early 21<sup>st</sup> centuries from one professional sport historian's perspective: "Pat Dye and the Raincoat Theory of Education" (1991), "Sport and the National Anthem" (1996), "Patriotism Post 9/11 and Contraction" (2001), and "Bowling for No Reason" (2015).

The point is, faculty typically love talking about their research. As subject librarians, ask them about it—then pop the next question: "Have you considered placing your scholarship in the institutional repository?"

## Closing

The development of a positive, trusted relationship amongst the Office of Scholarly Communication, Digital Initiatives, the Research and Information Services Department, and subject librarians serves as an essential foundation for the marketing of the IR and scholarly communication initiatives to the UCF community. One way of measuring the success of this relationship is by evaluating the current participation and utilization of STARS by UCF faculty, students, and staff. Since the summer of 2015 when UCF Libraries initiated its IR, UCF Libraries has loaded a total of 20,943 items into STARS and UCF faculty,

students, and staff are beginning to utilize the SelectedWorks component of the IR, with more documents and profiles being added every day.

In the future, these units plan to continue working together to augment and fine-tune scholarly communication and IR outreach through improved communication, staff training, and programming. These units are planning to create additional IR assessment metrics, such as user feedback mechanisms, surveys, and focus groups, that would assist in measuring how successful UCF Libraries' marketing efforts have been in populating IR content in STARS.

As we move forward, it is clear that not only has the institutional repository sparked collaboration amongst these four units in the form of joint efforts to market and populate the IR, but the IR also has served as a catalyst for encouraging additional collaboration with regard to other important scholarly communication initiatives such as promulgating open access (OA) issues and initiatives to faculty and students and encouraging faculty to utilize open educational resources (OERs) as alternatives to traditional and often costly textbooks.

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