

November 2018

# If You Build It, Will They Come?

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## Recommended Citation

Pate, J. L. (2018). If You Build It, Will They Come?. Retrieved from <https://ir.una.edu/libfacpresentation/34>

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# IF YOU BUILD IT WILL THEY COME?

## Convincing faculty to utilize the campus repository

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### Abstract

Faculty buy-in of an institutional repository can be an uphill battle. Even as IRs become more common and more popular, some faculty may still not understand what it is or how it can benefit them. Other faculty may understand the concept of an IR but might be frustrated by the thought of it being just another administrative task added to their ever-increasing to-do list. The need to educate faculty on why the repository is important and how it can support their pursuit of tenure and promotion goals remains a challenge for most IR administrators. Do you start with the faculty or the administration? Do you try to talk to faculty one-on-one or do you go to department meetings? Can you hold open sessions in the library or other central locations on campus? This poster will address these questions and will provide a framework that you can take back to your campus and use to build rapport with faculty.

### Educational Programming

#### Open Access Week, Open Education Week, Open Data Day

Connect with SPARC, OpenCon, and others doing ScholCom work to get ideas for promotion and events to raise awareness of OA and OER

Implement promotion in library, on social media, and through liaisons

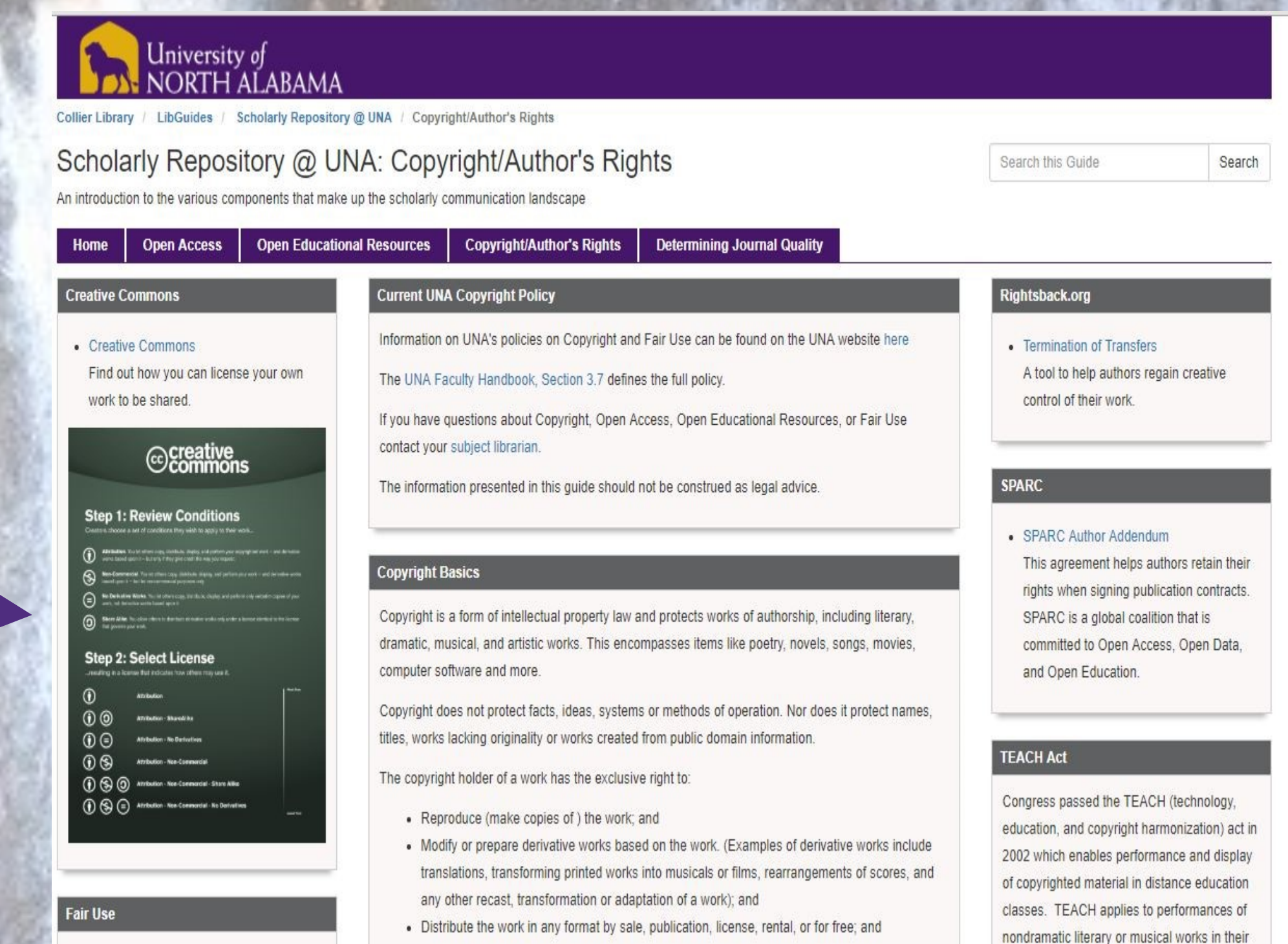
#### LibGuides

Comprehensive, but not overwhelming: build one overview LibGuide and also break off pieces into smaller, individual guides (e.g., one ScholCom LibGuide that covers the IR, OER, OA, Copyright in general terms and individual LibGuides for each area)

#### Library training opportunities

"Lunch and Learn" programs

IR-specific training for journal and departmental employees



### Within the Library

#### Working with liaison librarians

Identify journals, conferences, and campus programs that could benefit from IR support

Identify faculty who have expressed interest and support for IR

Invite you to attend department meetings with them

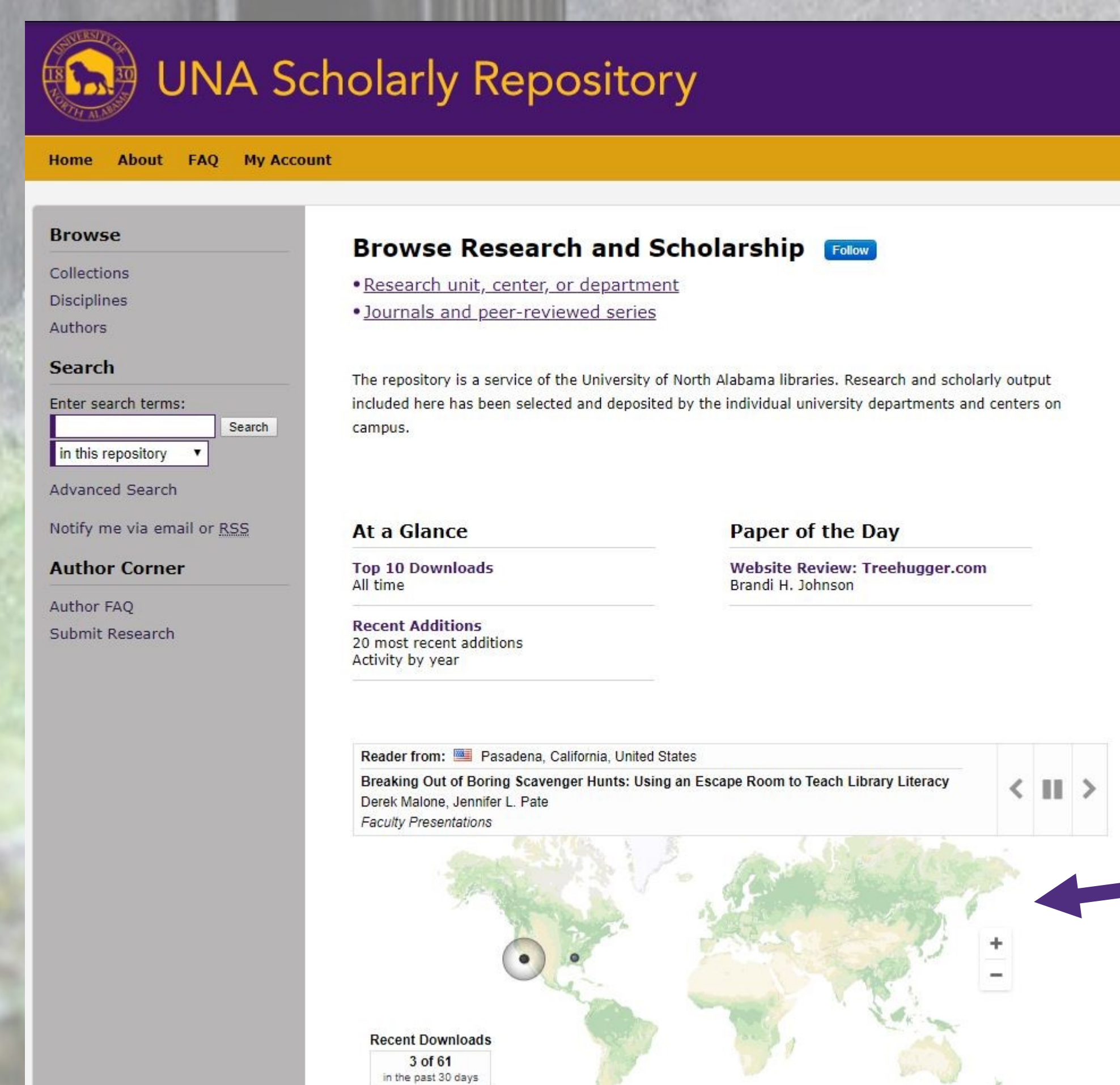
Provide on-going communication and support for their program areas

#### Utilizing social media & outreach venues

Work with Outreach Librarian to develop programming ideas

Design graphics and text used to promote IR on FB, IG, Twitter, and the library website

Develop promotional material liaisons can email to their departments and can take with them to department visits & faculty meetings



### Develop Campus Partners

#### Data mining

Identify faculty utilizing academic social networks like academia.edu & researchgate.net

#### Meet with administrative faculty

Discuss how the IR can benefit faculty & students

Utilize information from liaison librarians to target potential early adopters

Have visuals and talking points from other IRs available to share

Metrics matter! Dazzle them with statistics and ROI

