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# Marketing an Established Institutional Repository: Marquette Libraries' Research Stewardship Survey [poster presentation]

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# INTRODUCTION

To create a marketing plan for Marquette University's Institutional Repository (IR), e-Publications@Marquette, a survey was sent to university faculty to determine their attitudes toward the IR. Their answers would shape new directions for e-Publications, and target marketing areas of opportunity.

## Research questions

- Reasons why Marquette faculty use the IR
- Reasons faculty don't use the IR
- New IR features faculty would like to see offered

# BACKGROUND

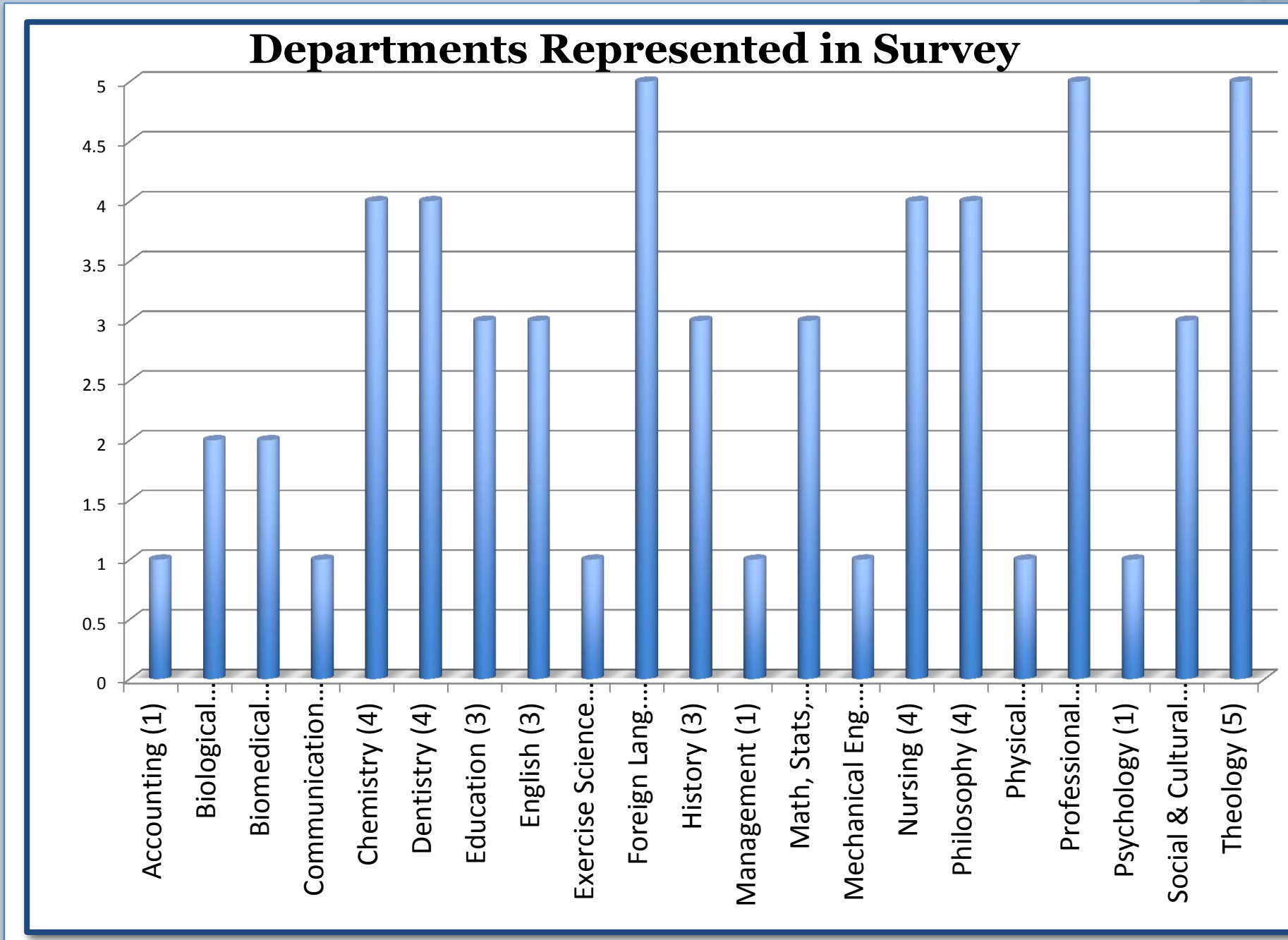
The IR was established in 2008. Faculty participation in e-Publications is voluntary; Marquette does not have mandated open access.

The top departments for participation in e-Publications are: Philosophy, Theology, Education, and Chemistry. Respectively, the top departments for downloads are Education, Nursing, Marketing, and Philosophy. e-Publications includes over 7,700 works. On May 11th, the IR reached 1,000,000 downloads, with over half of those downloads coming in the previous year.

# RESEARCH METHODS

A survey was sent out to 369 randomly selected Marquette University faculty members. This number is one-third of all faculty at Marquette, excluding the faculty of the Marquette Law School. As the Law School has its own IR, their faculty were not consulted. All faculty types were included in the survey group: full time, part time, adjunct, and participating.

# FACULTY PARTICIPATION



Out of the 369 potential respondents, 60 chose to participate. This is about 16% of potential faculty participants and only 5% of total faculty.

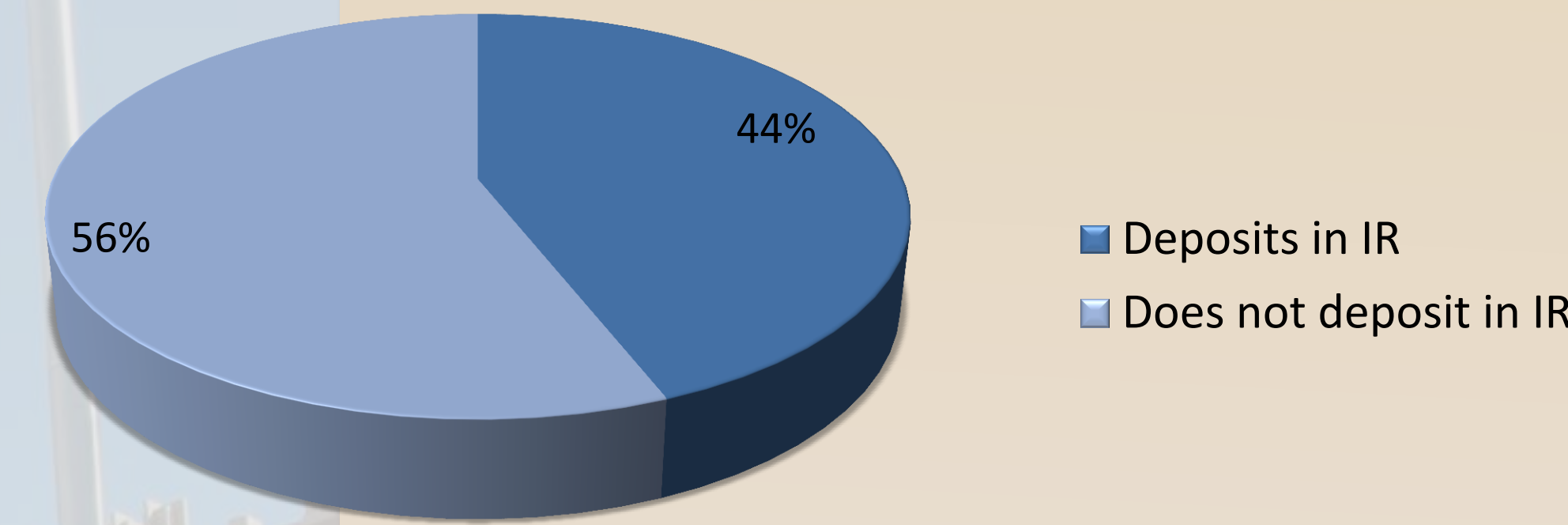
Of the 56 who provided information on the department in which they work, the majority identified with a science discipline – 23 of 56 respondents. Although more science departments were represented, many respondents came from the humanities as well – 20 of 56 respondents. All colleges at Marquette University were represented, as were most departments within the colleges.

# Marketing an Established Institutional Repository

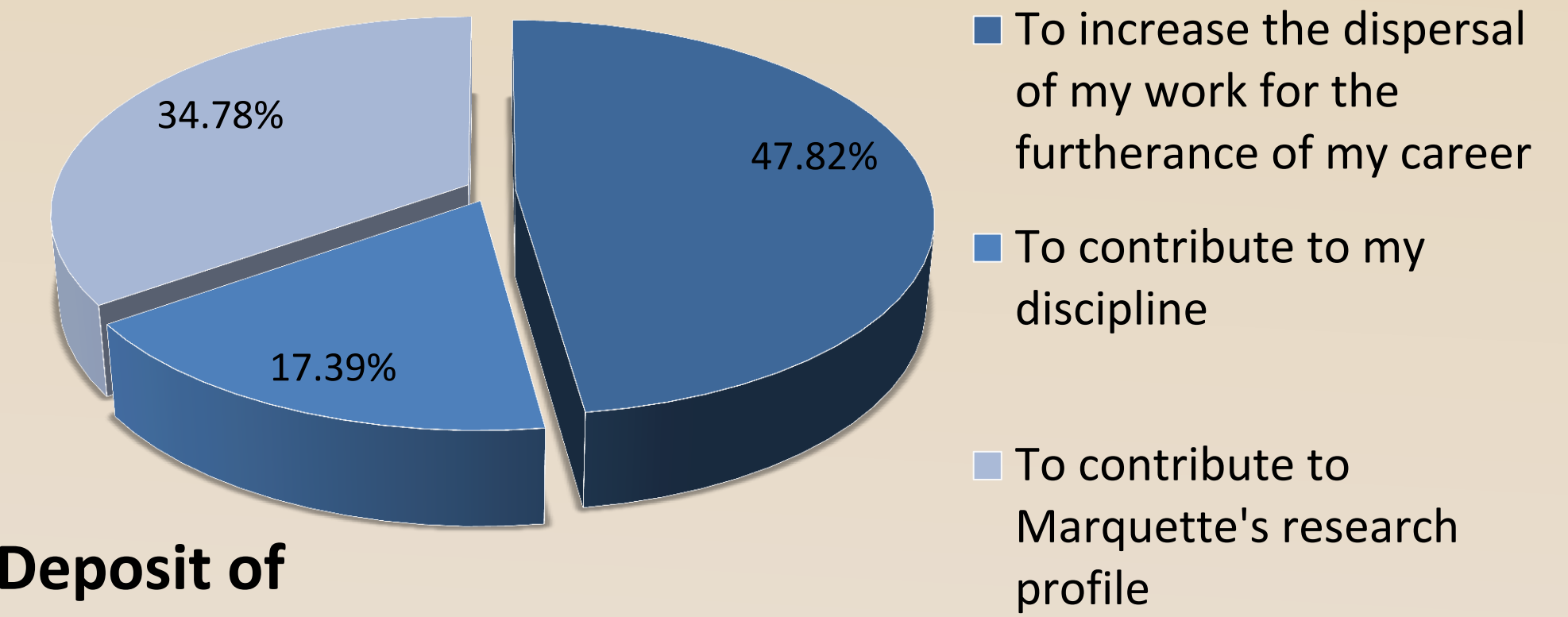
## Marquette Libraries' Research Stewardship Survey

### RESULTS OF SURVEY

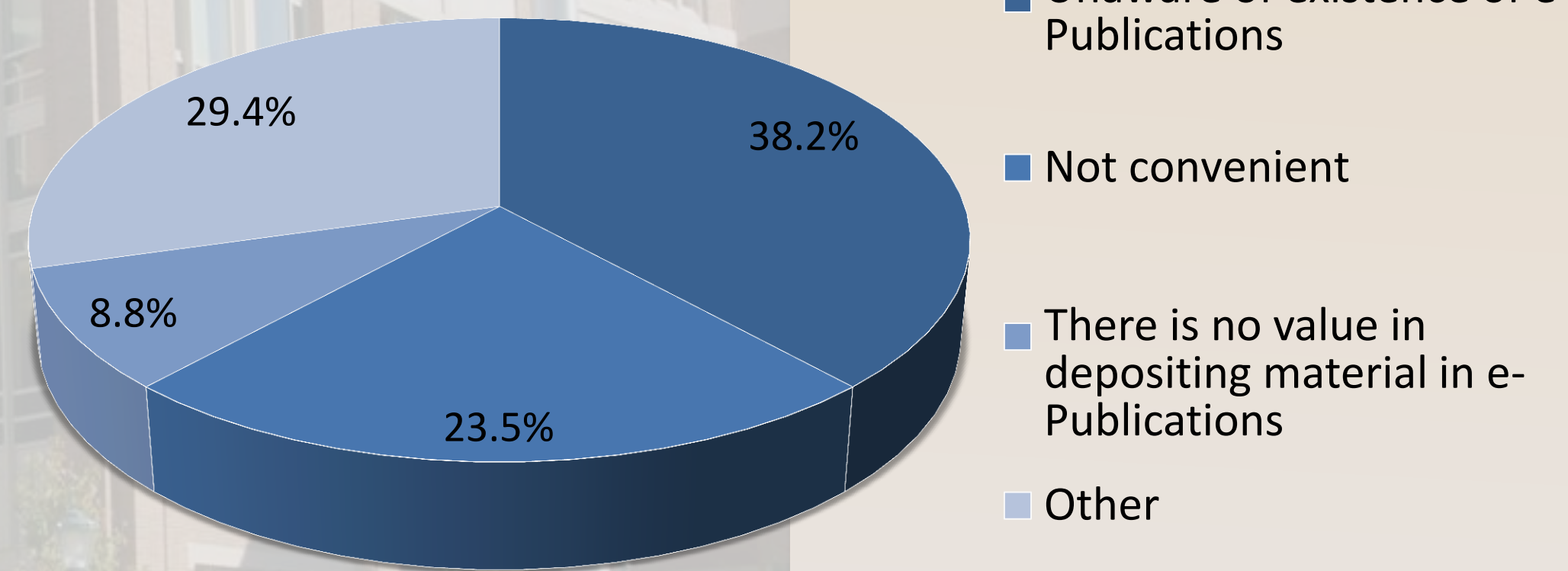
Respondents' Participation in IR



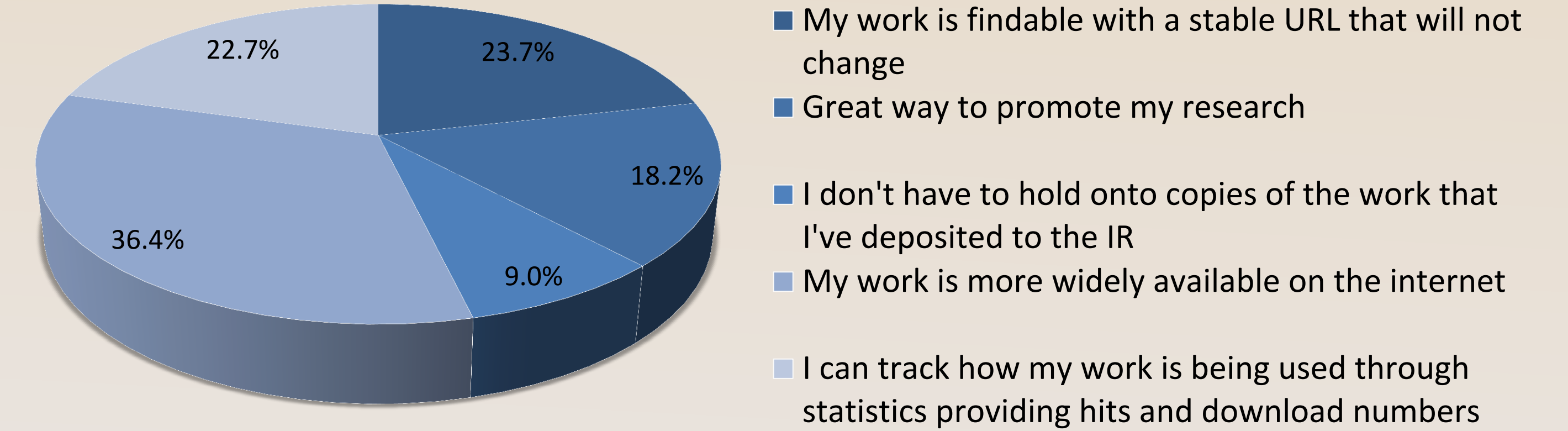
Motivation For Depositing Work in e-Publications



Why Respondents Don't Participate in IR



Greatest Value Perceived from the Deposit of Work in e-Publications



### IMPLICATIONS FOR e-PUBLICATIONS@MARQUETTE SERVICES

| Service (as indicated by faculty in survey)                                    | Interest (based on survey) | Folds into existing workflow | Can be done with current equipment | Can be done with current software |
|--|----------------------------|------------------------------|------------------------------------|-----------------------------------|
| Preserve and disseminate data  | 23%                        | Yes                          | Yes                                | Depends on project                |
| Archive conference materials   | 23%                        | Yes                          | Yes                                | Yes                               |
| Digital humanities projects  | 21%                        | No                           | Depends on project                 | Depends on project                |
| Provide access to course materials (lecture slides, video of lectures, etc...) | 17%                        | Yes                          | No                                 | No                                |
| Preserve course materials (syllabi, etc...)                                    | 15%                        | Yes                          | Yes                                | Yes                               |
| Host conferences   | 11%                        | No                           | Depends on project                 | Depends on project                |

### IMPLICATIONS FOR e-PUBLICATIONS@MARQUETTE

| GOALS                          | STRATEGY   | TACTICS   | ASSESSMENT  |
|--------------------------------|--|---|---|
| Increase faculty participation | Increase faculty awareness of services and convenience   | Provide info. at new faculty library orientation  | Record participation numbers  |
| Meet faculty service needs     | Implement most requested and doable services: <i>open data, digital humanities, conference archiving</i> | Pilot for open data services<br>CMO partner w/ OMC & liaisons to publicize<br>DPL partner with ORSP                                     | Survey pilot participants<br>Record # of conferences archived<br>Record # of digital humanities projects (grants met) |
| Deposit student work           | Coordinate with faculty the deposit of students work   | E-mail department heads soliciting student research awards<br>E-mail faculty for class research papers/projects (all sent via liaisons) | Record pre and post student contribution #'s  |