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Plans and Pivots: Embracing Change in an IR Marketing and Outreach Program

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Plans and Pivots: Embracing Change in an IR Marketing and Outreach Program

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FEBRUARY 2016

Plan: Liaison librarians ask faculty to become Scholar Commons users



Problem: Most liaison librarians did not use Scholar Commons

Pivot: Submission drive among liaison librarians before beginning faculty outreach



Outcome: Reached 100% liaison librarian participation in SC by Fall 2016

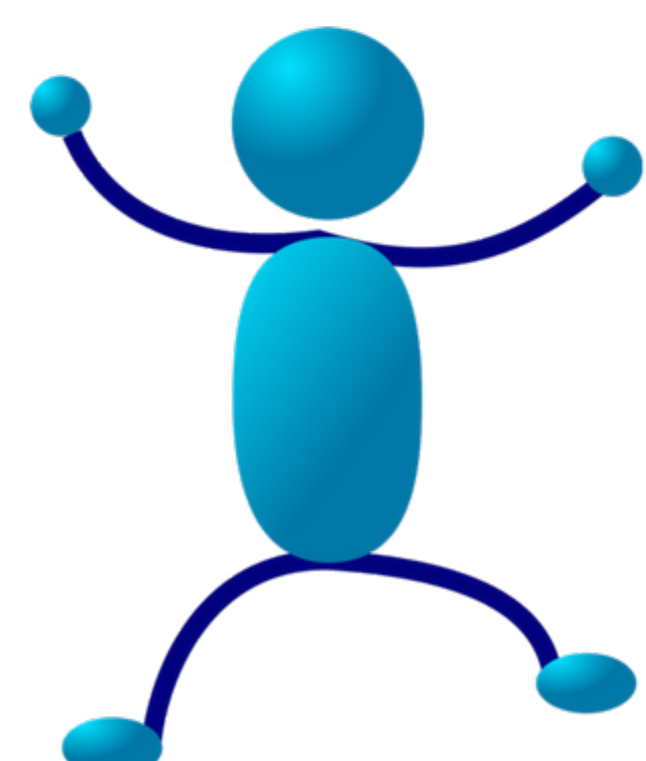
FEBRUARY 2017

Plan: Present to Arts & Sciences Council of Chairs to get buy-in from multiple dept chairs



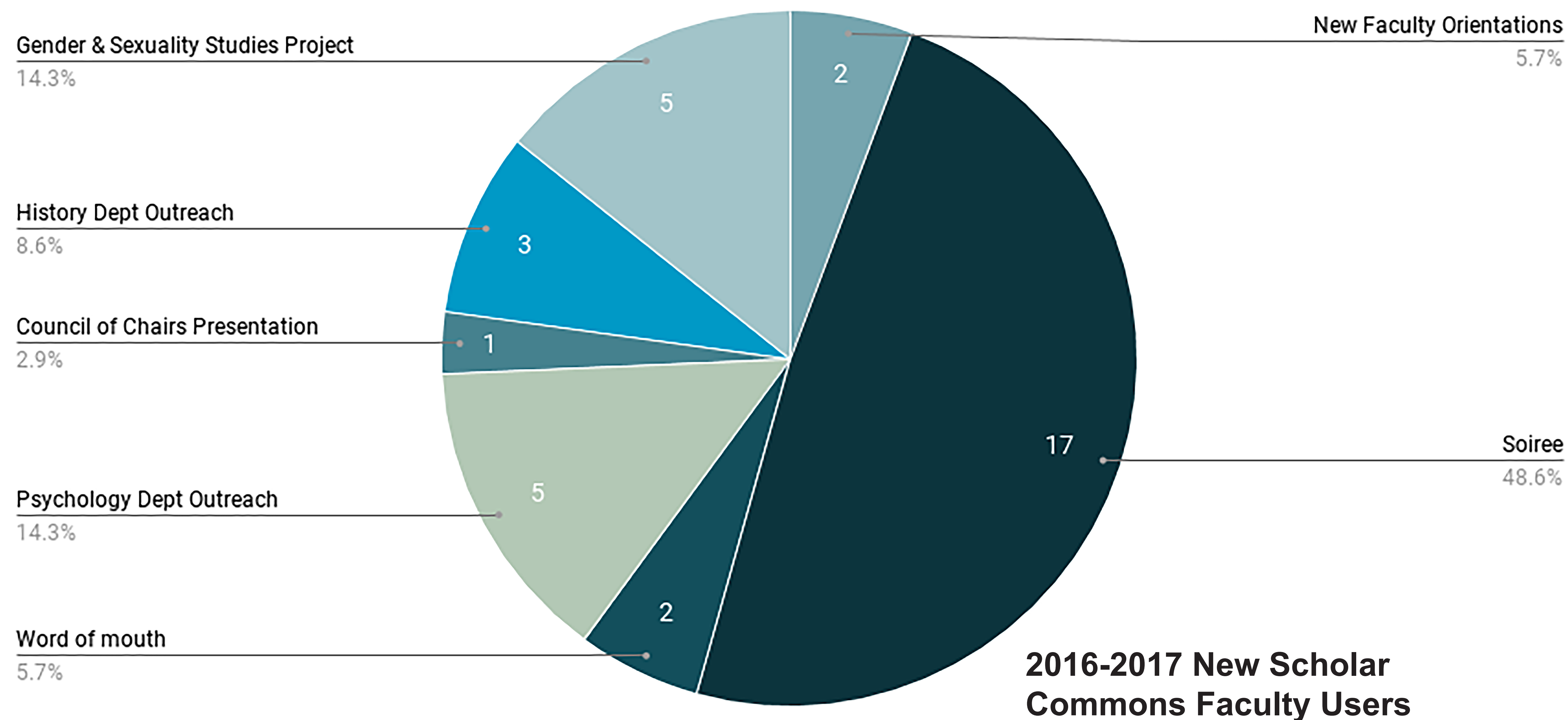
Problem: Only one dept chair (History) joined after the presentation

Pivot: Decided to focus on getting new History faculty users in SC



Outcome: 3 new History faculty users (13% to 31% for the department)

PROJECT SUMMARY
During the 2016-2017 academic year, SCU Library launched a pilot marketing and outreach program to increase faculty users of Scholar Commons, the Institutional Repository.



SEPTEMBER 2016



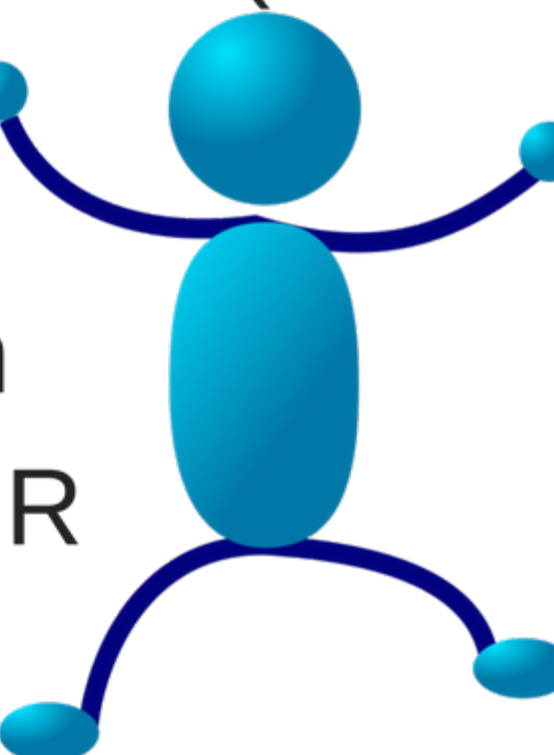
Plan: Use a faculty champion's enthusiasm to get more users at a Psych department meeting

Problem: Meeting invitation was rescinded due to packed agenda



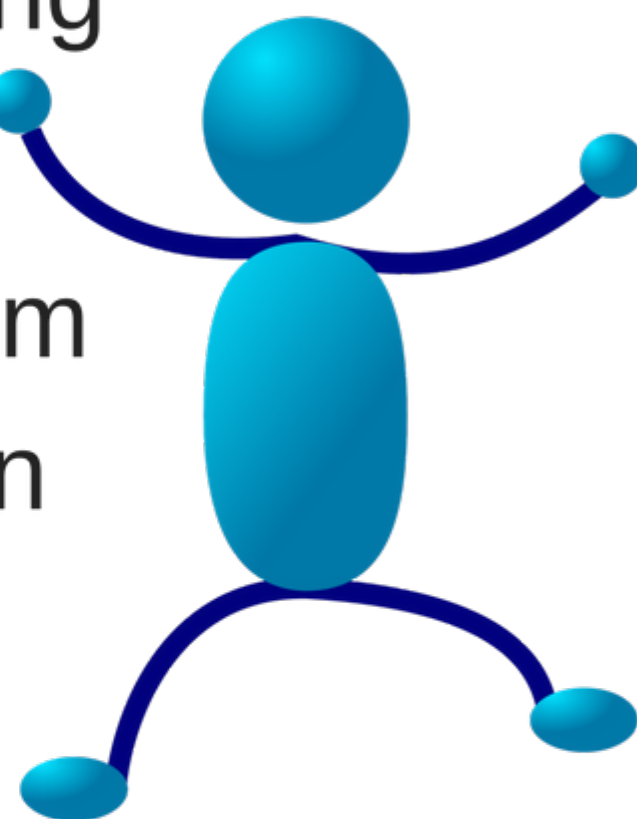
Pivot: Invited the faculty champion to be honored at the SC Soiree (for all faculty)

Outcome: 17 faculty from various depts. joined the IR



Key Takeaway: Be persistent! In May, Ray & Psych liaison presented at a dept meeting

Outcome: 5 new Psych faculty (from 33% to 60% participation for the department)



PROJECT TAKEAWAYS
Tailor outreach; enthusiastic Chair is key; student work as a way in for faculty involvement; leverage student labor via academic departments; small gains add up; be open & ready to pivot!

OCTOBER 2016



Plan: None. **Pivot:** None. **Description:** Chair of Women's & Gender Studies asked Liaison to help create a multidisciplinary Gender & Sexuality Studies themed collection in Scholar Commons.

Outcome: 10 faculty users from multiple departments joined Scholar Commons through this initiative so far.