

Cleveland State University EngagedScholarship@CSU

Digital Commons + Great Lakes User Group
Meeting

DC+GLUG 2017 at Cleveland State University

Jul 28th, 11:30 AM - 11:40 AM

Marketing Digital Commons @ Michigan Tech

Annelise Doll

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Doll, Annelise, "Marketing Digital Commons @ Michigan Tech" (2017). *Digital Commons + Great Lakes User Group Meeting*. 6.
<https://engagedscholarship.csuohio.edu/dcglug/2017/all/6>

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Marketing Digital Commons @ Michigan Tech

Annelise Doll
Scholarly Communications and Repositories Librarian



Digital Commons @ Michigan Tech

- Managed by library staff
 - 1 librarian, 1 library assistant (~1 FTE) & varying amounts of student work (8-20 hours/week)
 - Mediated deposit for faculty
 - Metadata only records
 - Copyright research



A Few Issues

- Our service offers to do everything for faculty
 - Great for faculty!
 - Easy for library staff to take on too much
- Open Access can be a tricky topic on campus
 - Faculty equate with publication fees
 - Other misconceptions



Marketing Tactics

Before we had a well-developed process in place:

- ID author that publishes OA on campus to serve as example
- Send personalized emails about recent publications

After developing a sustainable, scalable process:

- Campus-wide brochure
- Monthly Stats flyer - with blog post!



DIGITAL COMMONS @ MICHIGAN TECH

Monthly Stats - June 2017



<http://blogs.mtu.edu/library/>

290 NEW WORKS	14,853 JUNE DOWNLOADS	MOST DOWNLOADED PAPER: 312 TIMES <small>Crawford, Kacy Mackenzey, "Determination of Bulk Density of Rock Core Using Standard Industry Methods", Master's report, Michigan Technological University, 2013.</small>
3,194 TOTAL WORKS	487,960 ALL TIME DOWNLOADS	



Questions?

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