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

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How does access to this work benefit you? Let us know!

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!

Michigan Technological University

7/28/17

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Questions?

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