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Bridging the Gap: Providing a Marketing and Support Framework for Institutional Repository Services

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Bridging the Gap: Providing a Marketing and Support Framework for IR Services

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Zach S. Henderson Library



Abstract

Institutional Repositories require continuous promotion and support to attract and retain campus collections. However, balancing promotion with a clear representation of repository offerings, policies, and procedures is challenging, especially for institutions that rely on public services personnel for front-line promotion.

This poster presents Georgia Southern University's recently developed IR Services LibGuide as a model for providing such a framework. This portal provides:

- 1) A front-line promotional tool.
- 2) A client-management tool for support consultations.
- 3) A storehouse for repository-related forms and licenses.

It further integrates with the library's other scholarly communications-related guides, providing seamless representation of these services to patrons.

Best Practices

- 1) Practice intentional redundancy. Describe the same resources and services multiple times at varying levels of granularity. Make sure the patron is able to engage at their level of understanding.
- 2) Think multiple audiences and multiple modes of delivery. Organize and present information to support the full range of patron support activities in which you engage.
- 3) Encourage your colleagues to adopt your support materials as their own. This supports effective brand management and keeps everyone on the same script.

IR Services Homepage

The homepage provides a launchpad for core IR services, copyright information, and related services under the Scholarly Communications umbrella.

Descriptions are brief, promotional, and oriented toward unmediated users and public services personnel.

University Libraries / Henderson Library Guides / How do I...? Institutional Repository Services

Overview
Digital Commons
SelectedWorks Profiles
PlumX Profiles & Reports
Copyright & Repositories
Scholarly Communications - Home

Contact the Digital Commons Team
RSVP - Spring Data Management Workshops
Create or Update Your SelectedWorks Profile

Resources & Services to Support Access, Awareness, and Impact
Open-access institutional repositories like Digital Commons@Georgia Southern and scholarly profile services like SelectedWorks Profiles provide researchers with opportunities to self-archive and distribute their research in new ways that increase access, awareness and impact. When combined with analytical tools like PlumX Profiles, these services help to tell the story of research at Georgia Southern University.

Digital Commons@Georgia Southern
Digital Commons@Georgia Southern is an open-access digital repository that collects, archives, and disseminates the intellectual and creative output of the University's faculty, staff, students, and community partners. Digital Commons hosts contributions from across the campus and the community, including campus documents and publications, faculty and student research, conferences, journals, research data, news, and more. Learn how Digital Commons can support your research while extending its reach.

SelectedWorks Profiles
SelectedWorks Profiles feature Georgia Southern faculty members' scholarly information and publications with features not available from other profile services. Works completed while you serve at Georgia Southern are further archived in Digital Commons and are included in our department and college Faculty Publications and Faculty Bookshelf collections. SelectedWorks profiles are easy to set up and maintain. Send a current copy of your CV and a recent headshot to the Digital Commons Team and we will create a profile for you! Send in your updates anytime, or update your profile yourself.

PlumX Profiles & Reports
PlumX profiles gather traditional and non-traditional impact metrics for your work including citations, usage, captures, and social media mentions. With this data, PlumX provides robust reports, which help you and your academic unit tell the story of your research. Any faculty member with a SelectedWorks Profile automatically receives a personal PlumX profile. PlumX updates individual and unit-level reporting.

Copyright & Repositories
While open-access institutional repositories and scholarly profile services have created new ways for researchers to increase their research impact, publication always involves the exercise of copyright. Your copyrights are a valuable asset that should be protected throughout the publication process. Learn about your copyrights, how to protect them with publishers, and how to maximize your opportunities to self-archive and share your work.

Data Management Services
In conjunction with the library's Institutional Repository Services, we offer a full array of Data Management Services encompassing data management planning and data curation. For more information, see the library's Data Management Services guide.

For more information, contact the Digital Commons Team at (912) 478-4056 or digitalcommons@georgiasouthern.edu. A member of the Digital Commons Team will contact you as soon as possible during regular business hours.

<https://georgiasouthern.libguides.com/irservices>

Patrons and public services personnel first seeking IR-related information often have a vague awareness of relevant concepts, and available platforms and services. This contributes to significant cognitive load.

The IR Services LibGuide mediates this by providing redundant high-level description on top-level pages, with increasing detail as the user "drills down" to the appropriate internal pages.

Consultation-Ready Content

Platform-related menus are subdivided into related services, providing increasingly focused detail and instructions.

Service-related pages include resources for lead development (by public services personnel) and initial consultation (by IR personnel).

University Libraries / Henderson Library Guides / How do I...? Institutional Repository Services

Overview
Digital Commons
Conferences & Events
Journals
Faculty Research
Student Research
Campus Documents & Publications
SelectedWorks Profiles
PlumX Profiles & Reports
Copyright & Repositories
Scholarly Communications - Home

Conferences & Events
Digital Commons@Georgia Southern is proud to host over 25 University-related conferences and events. In addition to providing a permanent open-access archive for event materials, Digital Commons supports collecting, evaluating, and selecting proposals, including options for single and double-blind peer review.

Conference & Event Hosting Overview
The Digital Commons Team is excited to partner with conference organizers in our commitment to open-access archiving and sharing of conference materials. For more information about hosting your conference or event in Digital Commons, see the resources below, then contact the Digital Commons Team for an initial consultation.

Conference & Event Hosting - Overview Slideshow
Download and print the library's Conference & Event Hosting overview slideshow. Intended audience: conference organizers.

Memorandum of Understanding
All conference-related services are provided free of charge, however, we do ask that conference organizers agree to a Memorandum of Understanding (MOU) as a condition of hosting their event in Digital Commons@Georgia Southern. During conference setup, the Digital Commons Team will review the terms of the MOU and make any needed revisions.

Digital Commons Event Setup Form
During conference setup, the Digital Commons Team will guide you through completion of the Digital Commons Event Setup Form. Once this form is complete, we will create and begin to configure your conference site. Conference sites can be ready to start collecting proposals in as little as two weeks.

Digital Commons Event Setup Form
PDF version of Digital Commons Event Setup Form. Intended audience: conference organizers.

Copyright and Reuse Licensing Considerations for New Conferences
The Digital Commons Team strongly recommends use of Creative Commons licenses with hosted conference materials. During conference setup, the Digital Commons Team will help you develop copyright and reuse policies that fit the needs of your event and participants. For existing conferences, we are happy to help review your policies at any time.

Liaison & Presenter Tools
• Digital Commons Brochure
PDF version of Digital Commons brochure. Request press quality copies at C&RS. Intended audience: all.
• Conference Hosting Brochure Insert
Insert for Digital Commons brochure. Intended audience: faculty and staff.
• Memorandum of Understanding for Digital Commons Conferences
PDF version of Memorandum of Understanding for Digital Commons Conferences. Intended audience: conference organizers.
• Digital Commons Event Setup Form
PDF version of Digital Commons Event Setup Form. Intended audience: conference organizers.

For more information, contact the Digital Commons Team at (912) 478-4056 or digitalcommons@georgiasouthern.edu. A member of the Digital Commons Team will contact you as soon as possible during regular business hours.

Service-related pages support increasing granularity as patrons' cognitive load decreases while providing a familiar home for IR-related policies and procedures.

A Host for Policies, Procedures & Fine Print

Topical menus and pages provide space to host IR-related information, especially related to copyright, reuse licensing and service-related policy statements.

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Copyright & Repositories
While open-access institutional repositories like Digital Commons@Georgia Southern and scholarly profile services like SelectedWorks Profiles have created new ways for researchers to increase their research impact, publication always involves the exercise of copyright. Your copyrights are a valuable asset that should be protected throughout the publication process.

Traditionally, publishing your research required transferring all or most of your copyrights to a for-profit publisher, who then would license limited rights back to you. While Copyright Transfer Agreements (CTAs) work well to protect the interests of the publisher, they do not always protect your interests as a researcher or author. This library offers a number of resources to help you learn about your copyrights, how to protect them with publishers, and how to maximize your opportunities to archive and share your work.

- For a glossary of common terms, see this page.
- For an overview of author rights as they relate to self-archiving, see this page.
- For guidance on evaluating CTAs, see the library's Copyright Transfer Agreement Checklist.
- For guidance on licensing your work for archiving and distribution in Digital Commons@Georgia Southern or your SelectedWorks profile, see this page.
- For an overview of reuse licensing considerations for research data, see this page.

For more information, contact the Digital Commons Team at (912) 478-4056 or digitalcommons@georgiasouthern.edu. A member of the Digital Commons Team will contact you as soon as possible during regular business hours.

Spring Data Management Workshops
Create or Update Your SelectedWorks Profile

Library Learning in Digital Commons & SelectedWorks
When you work to "drill down" to the information you need for your work with copyright protection in the work process, you transfer one or more copyright rights to another party, or you license another party to reuse specific parts of your work. In order to protect your work in Digital Commons@Georgia Southern or your SelectedWorks profile, you must first request for your work or otherwise have sufficient permission from the copyright holder to host that content in a publicly accessible format to publish your work.

Digital Commons@Georgia Southern does not knowingly archive or distribute works in violation of United States copyright law or copyright agreements between authors and publishers. In any release, reuse work is hosted in Digital Commons that violates copyright provisions, the work will be removed and the contributor notified. Our guidance information outlines how you have sufficient rights to deposit your work in Digital Commons, these cannot be shared with the University System of Georgia. If you need further rights, please review our licensing considerations before and transferring your work to the library's repository for archiving and distribution. If depositing your work is not possible due to copyright or licensing restrictions, a citation, abstract, and link to the published version of your work may be added to the repository.

Licensing Work Submitted to Digital Commons
To protect intellectual works submitted to our open-access institutional repository, Georgia Southern University's open-access institutional repository, including Digital Commons@Georgia Southern and SelectedWorks, Georgia Southern University requires that you agree to our Copyright and Reuse Licensing Agreement (C&RS) before we can host your work in the repository. You should read and understand what you do not have sufficient rights or permission to do.

When you submit a work to the repository, someone (individuals/institutions) will require that you assign a particular license to your work. For example, a government-owned journal published in Digital Commons may require that you assign a Creative Commons Attribution-NonCommercial-NoDerivs 4.0 International License (CC BY-NC-ND 4.0) to your work as a condition of publication. These intellectual property (IP) rules vary by journal or publisher agreement.

In most cases, in order to maximize the likelihood that your work will be cited and read by other researchers, the library recommends that you assign one of the Creative Commons 4.0 International licenses to your work at the time of submission to the repository. If this intellectual property (IP) rule is not applicable to your work, you may still be able to submit your work to the repository if you are submitting your work under a license that you have sufficient rights to use. If the intellectual property (IP) rule to which you are submitting your work neither specifies a required license nor grants you sufficient rights to use the work, you should first contact the repository's support team for assistance.

If the intellectual property (IP) rule to which you are submitting your work neither specifies a required license nor grants you sufficient rights to use the work, you should first contact the repository's support team for assistance. The repository supports archiving and distribution of copyright materials under an array of open and reuse licensing options. The other options to use are described in our Copyright and Reuse Licensing Agreement. All content licenses developed in collaboration with repository personnel will be submitted to University Counsel for review. Contact the Digital Commons Team (digitalcommons@georgiasouthern.edu) with any questions.

For licensing information on data and datasets, see the library's guide to Best Practices: Faculty Rights in Data Management.

Liaison & Presenter Tools
• Digital Commons Brochure
PDF version of Digital Commons brochure. Request press quality copies at C&RS. Intended audience: all.
• Conference Hosting Brochure Insert
Insert for Digital Commons brochure. Intended audience: faculty and staff.
• Memorandum of Understanding for Digital Commons Conferences
PDF version of Memorandum of Understanding for Digital Commons Conferences. Intended audience: conference organizers.
• Digital Commons Event Setup Form
PDF version of Digital Commons Event Setup Form. Intended audience: conference organizers.

For more information, contact the Digital Commons Team at (912) 478-4056 or digitalcommons@georgiasouthern.edu. A member of the Digital Commons Team will contact you as soon as possible during regular business hours.

By placing topical content in context with support platforms and services, and by employing extensive cross-linking between service-oriented content and support materials, the IR Services guide further reduces cognitive load.