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

Jeffrey M. Mortimore Georgia Southern University, jmortimore@georgiasouthern.edu

Debra G. Skinner Georgia Southern University, dskinner@georgiasouthern.edu

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

Jeffrey M. Mortimore Debra G. Skinner 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.

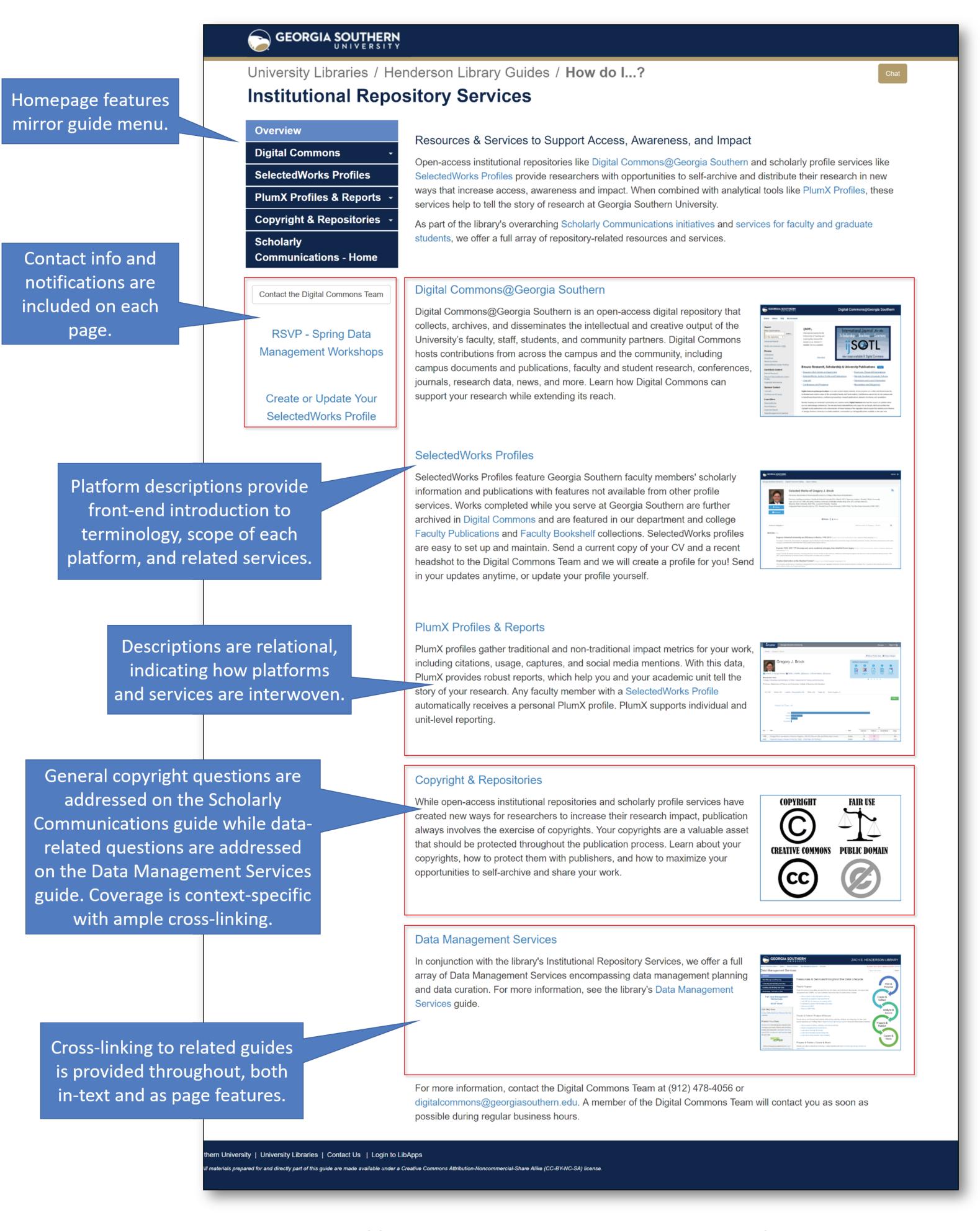
Best Practices

- 1) Practice intentional redundancy. Describe the same resources and services multiple times at varying levels of granularity. Make sure the patron is able to enage 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.



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.

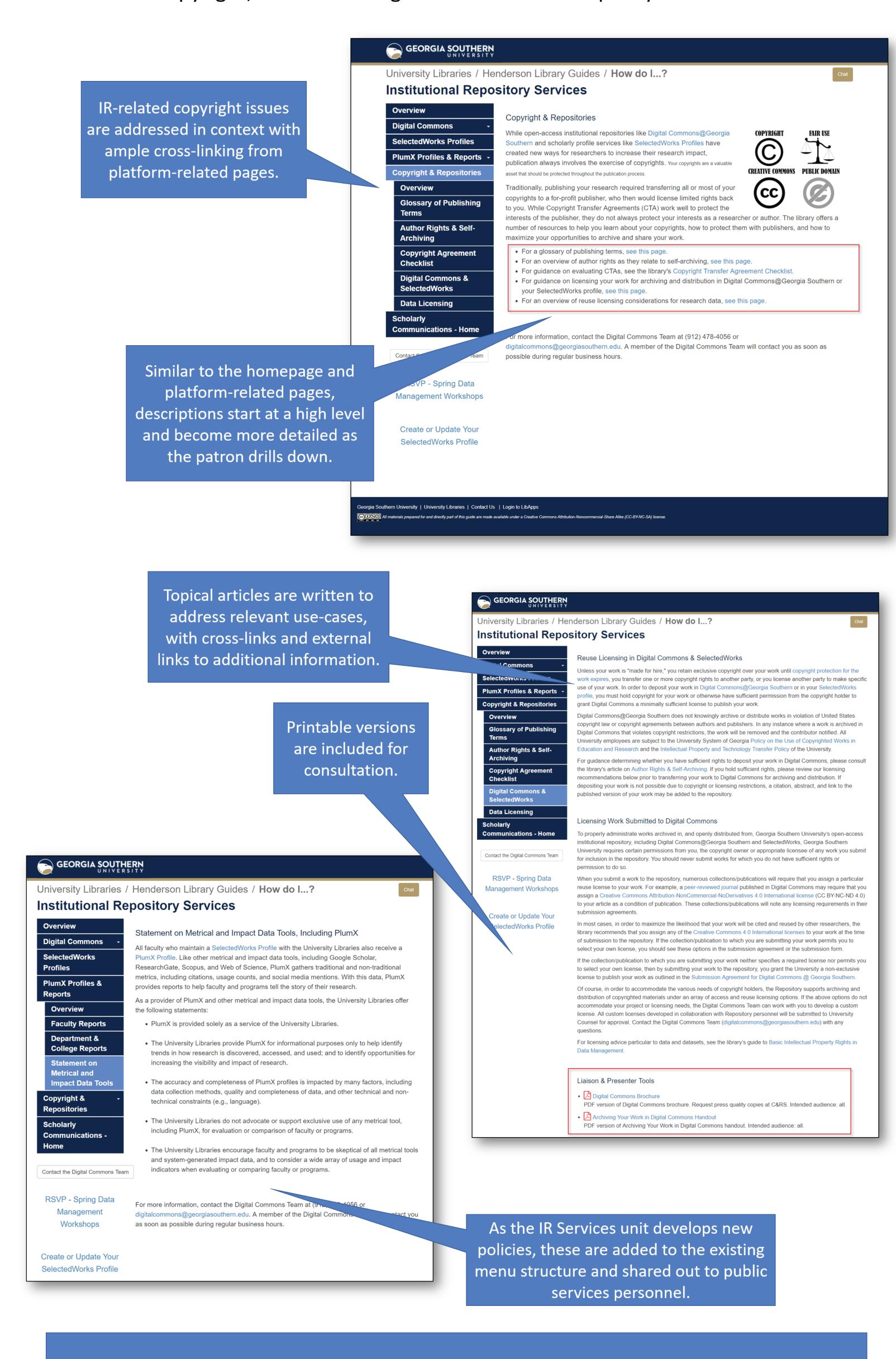
Service-related pages include resources for lead development (by public services personnel) and initial consultation (by IR personnel).



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.



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.