

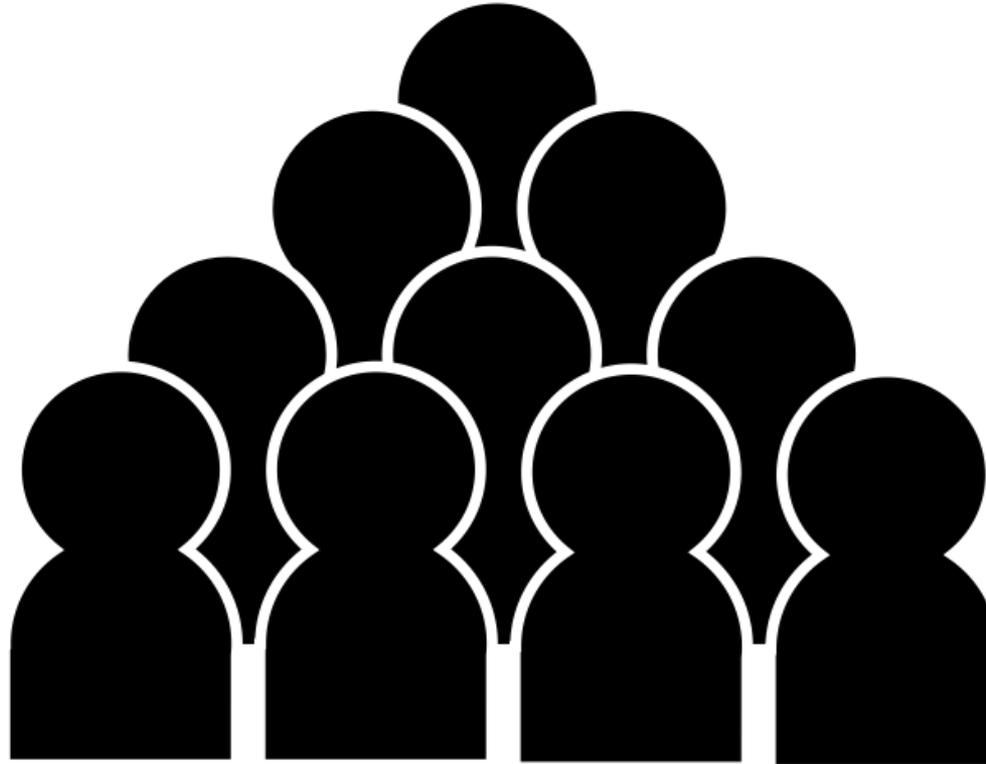
# OUTREACH

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# Agenda

- Identify audience and/or stakeholders
- Model programs

# Who is your audience?



# Sample Programs

- Includes outreach to:
  - Faculty
  - Students
  - University Administration
  - Alumni
  - Community

# North Carolina State University

- Faculty & Instructor Services
  - Copyright & Publishing Services
  - Scholarly Publications Repository
- Library Stories

# Faculty & Instructor Services



## Faculty / Instructor Services

If you have any questions about these resources, [Ask Us!](#)

### Research

- [Copyright / Publishing](#)
- [Data Management](#)
- [Research Consultation](#)
- [Research Workshops](#)
- [Scholarly Publications Repository](#)
- [Suggest a Purchase](#)
- [Technology Consultation](#)
- [Tripsaver](#)

### Teaching and Learning

- [Instructional Services](#)
  - [Request Instruction](#)
  - [Videos and Interactive Guides](#)
- [Reserves / Textbooks](#)

### Spaces

- [Visualization and Teaching Spaces](#)
- [Work Spaces](#)

## Publishing and Copyright

We are here to assist you with questions about using copyrighted works, to help you protect your rights as an author, and to maximize the dissemination and impact of the university's scholarship and knowledge resources.



Click the banner to read about the five amazing things the CDS can do for you!

### SCHOLARLY COMMUNICATION

"Scholarly communication" is an umbrella term for the system of research, writing, and dissemination at the heart of academic and scholarly work.

[Address common misconceptions about scholarly communication.](#)

### OPEN EDUCATION

The second round of the [Alt-Textbook Project](#) has begun! This [nationally-recognized program](#) has empowered NCSU instructors to move beyond the print textbook and saved NCSU students more than \$200,000 in its first year. Learn more about the project at our [information sessions](#) on [September 17](#) and [October 7](#). Applications are due [November 15](#).

### UPCOMING WORKSHOPS

**OCT 4** Alt-Textbook Project Information Session  
1:00 pm to 2:00 pm

[View all workshops](#)

### LIBRARY STORIES



Alt-Textbooks: Saving Students Money and Supporting Innovative Teaching



Supporting NCSU Researchers in Achieving NIH Public Access

[All stories](#)

# Library Stories



[HOME](#) / [LIBRARY STORIES](#)

## Library Stories

Sharing stories of everyday innovation and collaboration at the NCSU Libraries

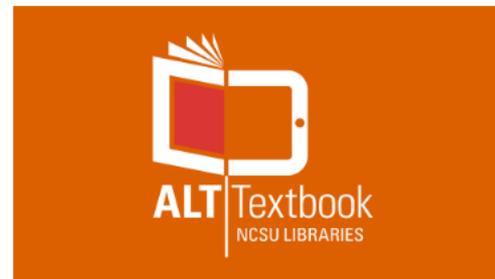
### Alt-Textbooks: Saving Students Money and Supporting Innovative Teaching

In response to the unsustainable burden placed on students by the high cost of textbooks, the Libraries launched the Alt-Textbook project that offers small grant-funding to instructors who create low-cost, open alternatives to traditional commercial textbooks.



**Will Cross**

Director, Copyright & Digital Scholarship Center



January 13, 2016

#### TOPICS COVERED

[Publishing and Copyright](#)

# Pacific University

- Editing and Publishing minor
- Undergraduate journals
- Scholarly Communication workshops

# Editing & Publishing minor



Future Undergraduate

Home | Contact Us | Athletics | Libraries | Giving | Support at Pacific | Find People | Calendar

- Academics
- Student Life
- Undergraduate Admissions
- About Us
- Our Community
- Parents

Editing & Publishing  
Media Courses

Future Undergraduate > Academics > Areas of Study >

## Editing & Publishing

- Overview
- Faculty



Editing and publishing minors study writing, communication, and the art and business of digital and traditional publishing. Students develop their skills through multidisciplinary courses in [art](#), [business](#), [English](#) and [media arts](#). They also gain practical experience with the student newspaper and the university's literary magazine and scholarly journals, as well as on- and off-campus jobs and internships.

### Highlights

- Study a cross-section of art, business, English and media arts
- Gain experience and insight in digital and traditional publishing
- Produce [Silk Road](#), an internationally distributed literary arts magazine, [PLUM: Pacific's Literature by Undergraduates Magazine](#), and scholarly journals
- Read and assess poetry, fiction and nonfiction submitted by others and enhance your own writing skills
- Meet and work with leading editors and publishers in the Portland area
- Develop skills in writing, communication and publishing that can be applied to a variety of career fields

### Courses

The editing and publishing minor includes courses from a number of disciplines, including the art of bookmaking, business marketing, graphic design, and writing and editing. The [Pacific University Libraries](#) offer insights in periodical publication, book selection and new media. Students also have internship and on-the-job learning opportunities with Pacific Index, the campus newspaper; Silk Road, the twice-a-year literary arts magazine; PLUM, Pacific's Literature by Undergraduates Magazine; with publications by the [Berlund Center](#); and with scholarly journals.

### Quick Links

- Inquire
- 4-Year Graduation Guarantee
- Rankings & Recognition
- Visit Campus
- Campuses and Locations
- Consumer Information
- Contact Us
- Connect with Undergraduate Admissions
- Graduate Admissions
- Deposit Online

### Related Story

#### Pacific Undergrads Publish Anthology

Students in Pacific's editing and publishing minor wrote, edited, published and marketed a collection of stories. "Write at the Crossroads" is available for purchase, with proceeds benefiting a local nonprofit.

# 30 minute workshops



[Future Undergraduate](#)

[Future Graduate & Professional](#)

[Alumni & Friends](#)

[Community](#)

[About](#)

## Scholarly Communication

[Author Rights](#)

[Common Knowledge](#)

[Open Access Journals](#)

[Faculty Resolutions](#)

[Funder Mandates](#)

[Workshops](#)

[Libraries](#) > [Services](#) > [Scholarly Communication](#) >

## SC30: Scholarly Communication 30-Minute Workshops

These workshops are designed to give attendees (faculty, students and staff; all are welcome!) an intensive, brief overview of topics relevant to scholarly communication.

The workshop location will be available from noon to 1 p.m. to allow plenty of time for attendees to arrive, network, and then ask questions or get to their next class when it's over. Bring your lunch!

The actual workshops will take place between 12:15 p.m. to 12:45 p.m.

If there's a topic you'd like to see addressed in a future workshop, please email Isaac Gilman at [gilmani@pacificu.edu](mailto:gilmani@pacificu.edu).

## Quick Links

[My Library Accounts](#)

[Interlibrary Loan](#)

[E-Reserves \(Moodle\)](#)

[Databases](#)

[eJournal Finder](#)

[eBooks](#)

[Subject Guides](#)

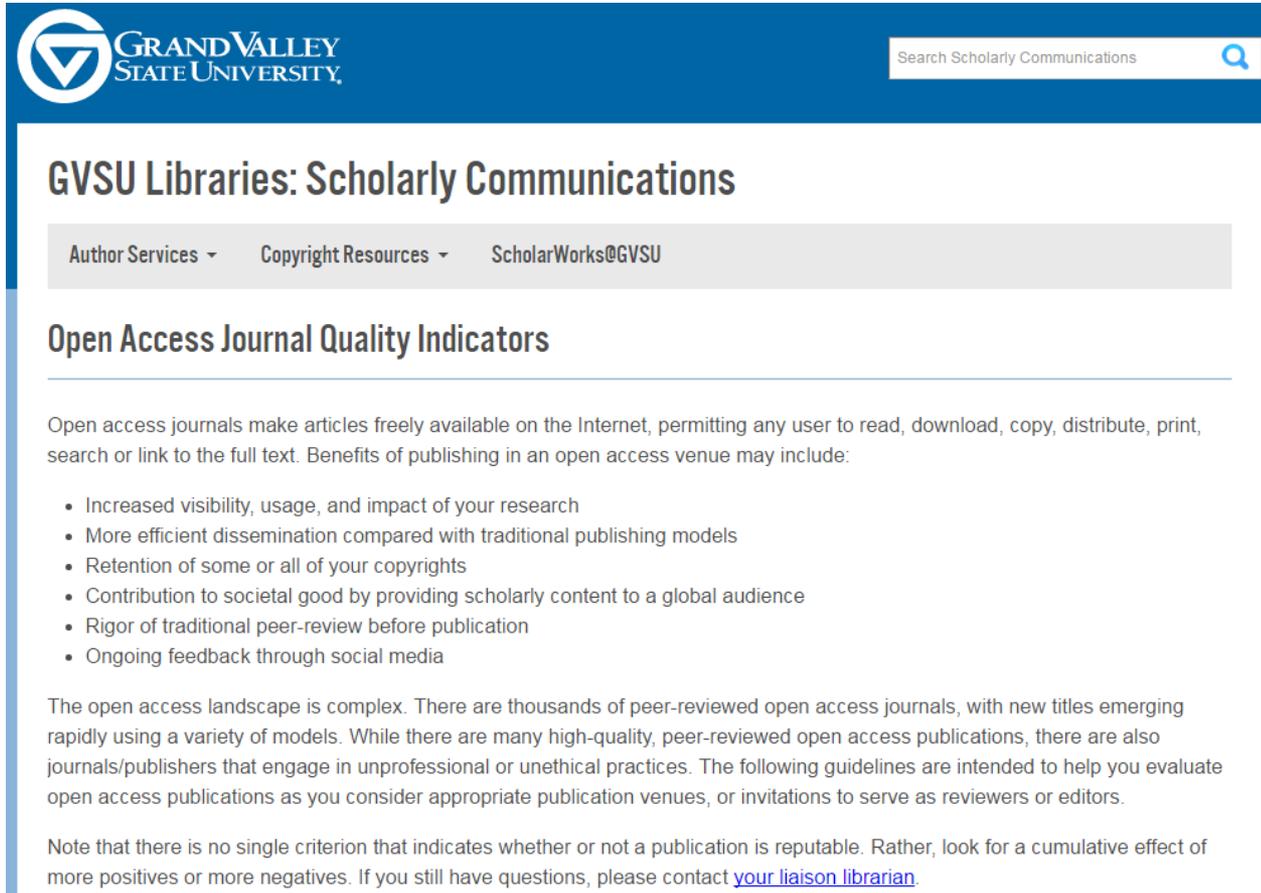
[RefWorks Citations](#)

[Search Tips](#)

# Grand Valley State University

- Institutional Repository
- Author Services
  - Author Recognition
  - Open Access Publishing Fund
  - Open Access Journal Quality Indicators
- Open Education Resources
- Customized Presentations and Workshops

# Journal Quality Indicators



The screenshot shows the top navigation bar of the GVSU Libraries website. On the left is the Grand Valley State University logo. On the right is a search bar labeled "Search Scholarly Communications" with a magnifying glass icon. Below the navigation bar is a main heading "GVSU Libraries: Scholarly Communications" and a secondary navigation menu with items "Author Services", "Copyright Resources", and "ScholarWorks@GVSU". The main content area is titled "Open Access Journal Quality Indicators" and contains a paragraph about open access journals, a bulleted list of benefits, a paragraph about the complexity of the open access landscape, and a note about evaluating publications.

**GRAND VALLEY STATE UNIVERSITY**

Search Scholarly Communications

## GVSU Libraries: Scholarly Communications

Author Services ▾ Copyright Resources ▾ ScholarWorks@GVSU

### Open Access Journal Quality Indicators

Open access journals make articles freely available on the Internet, permitting any user to read, download, copy, distribute, print, search or link to the full text. Benefits of publishing in an open access venue may include:

- Increased visibility, usage, and impact of your research
- More efficient dissemination compared with traditional publishing models
- Retention of some or all of your copyrights
- Contribution to societal good by providing scholarly content to a global audience
- Rigor of traditional peer-review before publication
- Ongoing feedback through social media

The open access landscape is complex. There are thousands of peer-reviewed open access journals, with new titles emerging rapidly using a variety of models. While there are many high-quality, peer-reviewed open access publications, there are also journals/publishers that engage in unprofessional or unethical practices. The following guidelines are intended to help you evaluate open access publications as you consider appropriate publication venues, or invitations to serve as reviewers or editors.

Note that there is no single criterion that indicates whether or not a publication is reputable. Rather, look for a cumulative effect of more positives or more negatives. If you still have questions, please contact [your liaison librarian](#).

# OER Support

The screenshot shows the Grand Valley State University Libraries website. At the top left is the GVSU logo. The main header reads "UNIVERSITY LIBRARIES" with a search bar below it containing the text "Find articles, books, & more" and a "Find It!" button. A navigation bar includes links for "Find Materials", "Services", "About Us", and "Help", along with an "Ask a Question" button. The breadcrumb trail is "GVSU / Subject Guides / Open Educational Resources / Home". The main heading is "Open Educational Resources: Home", followed by a description: "A collection of resources to help GVSU faculty find open-licensed textbooks and other educational materials for their courses." Below this is a horizontal menu with buttons for "Home", "Multi-disciplinary Collections", "Arts", "Humanities", "Social Sciences", "Business", "Science, Technology, Engineering, & Mathematics", "Health Sciences", and "Creative Commons Licenses & Open Content". Two sidebars are visible: "What are OER?" and "Find your Liaison".

**What are OER?**

Open Education Resources (OER) are textbooks, learning objects, and other educational materials which are *Open*: they are free to use, have few or no access restrictions, and most can be freely remixed, customized, and adapted. Many OER have a Creative Commons license or are in the public domain--see the [Creative Commons tab](#) for more information.

Here are some common definitions of OER:

**Find your Liaison**

Need help finding the right open resource for your course?

Contact your department's [Liaison Librarian](#) for assistance!

# University of Alberta

- Researcher Support
  - Institutional Repository
  - Publishing Support
  - Open Access information
  - Research Data Management support
  - Altmetrics information
- Scholarly Society Support



# ERA

education & research archive

*Keep it. Share it. Use it.*

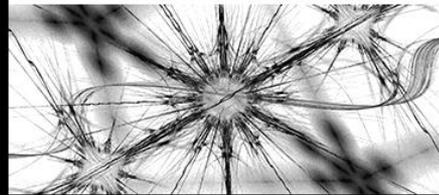
The University of Alberta's Digital Repository  
and Asset Management Services.

ERA →

## Open Access

Shouldn't the way we share research be as  
advanced as the Internet?

Open Access →



## Research Data Management

Tools, plans and help to preserve  
and prepare your data.

Research Data Management →

## Publishing Support

We provide publishing advice and support.

Publishing Support →

## Measure your Impact

Find out how your research is used around  
the world.

Measure your Impact →



# Scholarly Society Support



The screenshot shows the top navigation bar of the University of Alberta website, which is green with the university's logo and name. Below the navigation bar are three menu items: "WHY UALBERTA?", "FACULTIES & PROGRAMS", and "RESEARCH". The main content area has a breadcrumb trail: "University of Alberta / News & Events / News Articles / UAlberta opens access to published research in Canada". The article title is "UAlberta opens access to published research in Canada". The sub-headline is "E-journal hosting services encourage Canadian scholarly journals to break through the paywall barrier." The byline is "By News Staff on December 12, 2014". The main text of the article begins with "(Edmonton) University of Alberta Libraries is offering its open access e-journal hosting services to any Canadian scholarly journal, effective immediately." A quote from Gerald Beasley, vice-provost and chief librarian, follows: "As the national landscape for scholarly communication shifts away from subscriber-driven business models, we believe it is the right time to expand our capacity and extend the offer of our existing infrastructure to all academic journals based in Canada," said Gerald Beasley, vice-provost and chief librarian. Faculty, students and others at the U of A and beyond will also benefit from wider access to published research, he added. The text continues: "U of A Libraries already hosts more than 30 scholarly journals using Open Journal Systems software. It has offered the free service for eight years, but had restricted it to publications with an editorial affiliation or strong historical link to the university." The final sentence is: "Extending the reach of this hosting service can benefit both the scholarly journals and the users of their content, said Leah Vanderjagt, digital repository services librarian for U of A Libraries, noting that the service will remain free of

# Linfield College

- Institutional Repository
  - Archives and Special Collections
  - Student works

# Launching through the Surf

[Home](#) [About](#) [My Account](#)



**Linfield College**

*DigitalCommons@Linfield*  
Where scholarship meets community

Enter search terms:  
   
in this collection ▾  
Advanced Search  
Notify me via email or [RSS](#)

**Links**

- Theatre and Communication Arts Website
- LCN
- Pacific City Arts Association
- Pacific City Dorymen's Association

**Browse**

- Collections
- Disciplines
- Authors

**Author Corner**

- [Why Publish in DC@Linfield?](#)
- [Why Does Open Access Matter?](#)

[Home](#) > [TACA](#) > [Launching through the Surf](#)



**LAUNCHING THROUGH THE SURF: THE DORY FLEET OF PACIFIC CITY**



# American University

- Colloquium on Scholarly Communication
- Research support:
  - Data Management
  - Copyright and Open Access Publishing
  - Institutional Repository
  - More...

# Colloquium on Scholarly Communication

UNIVERSITY LIBRARY  
AMERICAN UNIVERSITY • WASHINGTON, DC

Search AU

EXPAND AU MENU

About the Library Start Your Research Classes/Tutorials Web Forms Ask a Librarian My Library Account Support the Library Suggestion Box

## Colloquium on Scholarly Communication

**LIBRARY HOME**

- COLLECTIONS
- RESEARCH
- SERVICES
- GENERAL INFO



AMERICAN UNIVERSITY LIBRARY

The American University Library's Colloquium on Scholarly Communication features experts from both American University and the larger academic community presenting on challenges for academia in the twenty-first century. The Colloquium encompass a variety of topics that present challenges and opportunities to scholars and scholarly institutions, from the complexities of open access publishing to methods of cultural preservation in a digital-first age. Small-group presentations allow faculty and administrators from all disciplines and levels to engage with speakers regarding these key issues shaping the University's future.

Faculty, administrators, and students interested in issues in scholarly communication are encouraged to join us for this series.

For more information about any of the events in this series, please email [LibEvents@american.edu](mailto:LibEvents@american.edu).

### 2016-2017 Events



**21st Century Scholarly Journal Publishing**  
Thursday, September 29, 2016  
Training and Events Room 115  
10:30 a.m.- 12 p.m.  
Speaker: Barbara M. Ford  
[RSVP Here](#)

Scholarly journals have 350 years of tradition with the last 50 years bringing about an evolution affecting all phases of the publishing process from author to reader and beyond. Barbara's briefing will provide an overview of where we stand in terms of critical issues such as new author technologies, advanced submission & peer review management software, open access, and altmetrics.

Engage with this series on social media using #AUScholarlyComm.

Have a question? Want to receive information about upcoming events?

Contact:  
Danea Freeman  
Library Programming Coordinator  
202-885-3847  
[LibEvents@american.edu](mailto:LibEvents@american.edu)

For up-to-the-second news about all library programming and services, including collections, events, Research Commons, and new services, connect with us on social media!



### QUICKLINKS

- Attend an Event
  - Annual and Semiannual Events
  - AU Library Presents
  - Books That Shaped America
  - Colloquium on Scholarly Communication
  - Exploring Social Justice
  - Research in Progress
- Plan an Event
  - Directions and Parking
  - Promoting or Hosting an Event in the Library
  - Suggesting or Cosponsoring Events
- On-Campus Events Links
  - Katzen Arts Center
  - University Events Scheduling
  - School of International Service Events
  - Library Events Home

# Research Support

The screenshot shows the top navigation bar of the American University Library website. It includes the library logo, the name 'UNIVERSITY LIBRARY AMERICAN UNIVERSITY • WASHINGTON, DC', a search bar, and a 'LOG IN' link. Below the navigation bar is a horizontal menu with items like 'About the Library', 'Start Your Research', 'Classes/Tutorials', 'Web Forms', and 'Ask a Librarian'. A dropdown menu is open under 'EXPAND AU MENU', displaying a 'Research Support:' section with a list of 15 services. On the left side of the page, there is a 'Services: Faculty' section with a 'LIBRARY HOME' button and a 'SERVICES' dropdown menu containing 'Services Home', 'For Students', and 'For Faculty'. Below this, there is a text block about planning for classes and a list of two specific instructions for using Blackboard. At the bottom of the page, there is a red horizontal bar.

UNIVERSITY LIBRARY  
AMERICAN UNIVERSITY • WASHINGTON, DC

LOG IN

Search AU

EXPAND AU MENU

About the Library Start Your Research Classes/Tutorials Web Forms Ask a Librarian

> Services: Faculty

LIBRARY HOME

▼ SERVICES

- Services Home
- For Students
- For Faculty

If you are planning for your classes or for your own research, there are several services that are available to support your teaching:

- Use the Library Blackboard site to learn how to reference librarian into your Blackboard courses
- Use Blackboard's library LinkMaker to provide your students with access to library journals.

Instructional Support:

Research Support:

- Content Awareness Tools
- Finding Funding Sources
- Open Researcher and Contributor Identifier (ORCID) ID
- Data Management
- Geospatial Research Lab
- Copyright and Open Access Publishing
- Scholarly Communication
- Scholarly Communication at AU/ Digital Research Archive
- Scholarly Metrics Tools
- Scholarly Networks and Social Media Channels
- Borrowing from the collection
- Proxy Borrowing
- OCLC reciprocal borrowing
- Interlibrary Loan Form
- Ask a Reference Librarian

# Furman University

- Scholarly Communications Outreach
  - Institutional Repository
  - Open Education Resource Support
  - Open Access Support
- Scholarly Conversations

# Scholarly Communications



# Scholarly Conversations

The screenshot shows the James B. Duke Library website. At the top is a purple navigation bar with the FURMAN logo and links for LOCATIONS, FIND, HELP, SERVICES, and ABOUT. Below this is a grey bar with 'Get Help', 'Chat is Online', and 'Search Anything' options. The main header area features 'JAMES B. DUKE LIBRARY' in large letters and 'MAIN LIBRARY HOURS Thu 8:00am - 1:00am'. The page title is 'Scholarly Conversations: About the Series'. A sub-header explains the series: 'Learn about new publishing models, impact measures, and other scholarly communication issues from leading experts with the Scholarly Conversations speaker series.' A navigation menu includes 'About the Series', 'Introduction to Scholarly Communication', 'Open Access: Blazing Trails', 'Altmetrics', and 'Authors' Rights'. The main content area is split into two columns. The left column, titled 'ABOUT SCHOLARLY CONVERSATIONS', features a graphic of three overlapping speech bubbles and the title 'Scholarly Conversations'. Below this is a paragraph discussing the Research Works Act, the Cost of Knowledge movement, and the goal of the series. The right column, titled 'A SPECIAL THANKS', lists support from the Associated Colleges of the South Faculty Development Grant Program and Furman University Libraries, each accompanied by a logo.

FURMAN

LOCATIONS ▾ FIND ▾ HELP ▾ SERVICES ▾ ABOUT ▾

Get Help Chat is Online Search Anything

JAMES B. DUKE LIBRARY

MAIN LIBRARY HOURS  
Thu 8:00am - 1:00am

## Scholarly Conversations: About the Series

Learn about new publishing models, impact measures, and other scholarly communication issues from leading experts with the Scholarly Conversations speaker series.

About the Series Introduction to Scholarly Communication Open Access: Blazing Trails Altmetrics Authors' Rights

### ABOUT SCHOLARLY CONVERSATIONS



## Scholarly Conversations

The [Research Works Act](#) and the [Cost of Knowledge](#) movement recently brought international attention to key scholarly communication issues. These issues, centered on access to and impact of scholarly discourse, are not limited to large research institutions. Every creator and consumer of scholarly information should be aware of these topics. The goal of the *Scholarly Conversations* series is to educate our communities, particularly faculty members, on scholarly communication issues and spark dialogues about how we create, share, and consume scholarly information on the liberal arts campus.

### A SPECIAL THANKS

Scholarly Conversations is presented thanks to support and funding from several sources.

Associated Colleges of the South  
Faculty Development Grant Program

Furman University Libraries



# McGill University

- Scholarly communications office
- Copyright compliance office
- Retrospective dissertation digitization project
- Data management support

# Retrospective dissertations



The University's open access institutional repository : articles ◊ conference papers ◊ books ◊ theses

[Search](#) | [Results](#) | [Previous Searches](#) | [My Records](#) [reset](#) [help](#)

**Simple Search** | [Advanced Search](#)

Select collection:  **Go**

A word or phrase:   Contains  Exact  Starts With

**Browse**

<a href="#">All faculty publications</a> ⓘ	<a href="#">Theses by faculty and department</a>	<a href="#">Graduate projects</a> ⓘ
<a href="#">Faculty publications by faculty and department</a>	<a href="#">Theses by degree</a>	<a href="#">Undergraduate research</a> ⓘ
	<a href="#">Theses by subject</a> ⓘ	<a href="#">The Living Lab</a> ⓘ

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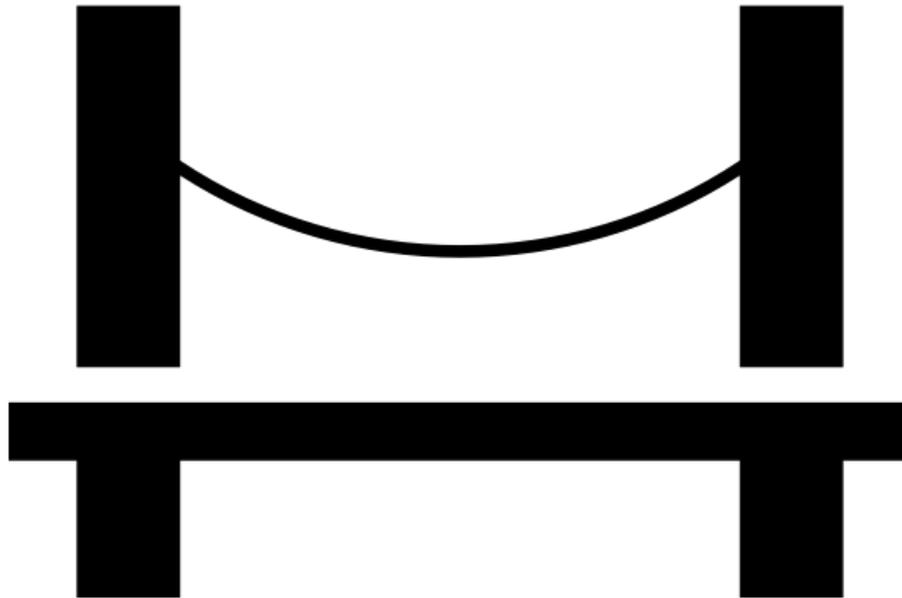
Library homepage  
About open access  
About eScholarship  
Report a copyright concern

Deposit your publication  
Prepare your thesis  
Ask a librarian  
Feedback

# Cornell

- Grants programs for Digital Collections in Arts and Sciences
- Joint funding from Dean and Library
- Make work available that is currently hidden

# Infrastructure



# Programs don't grow on trees

- Look into grant opportunities available at your institution
- Faculty development grants
- Student government grants



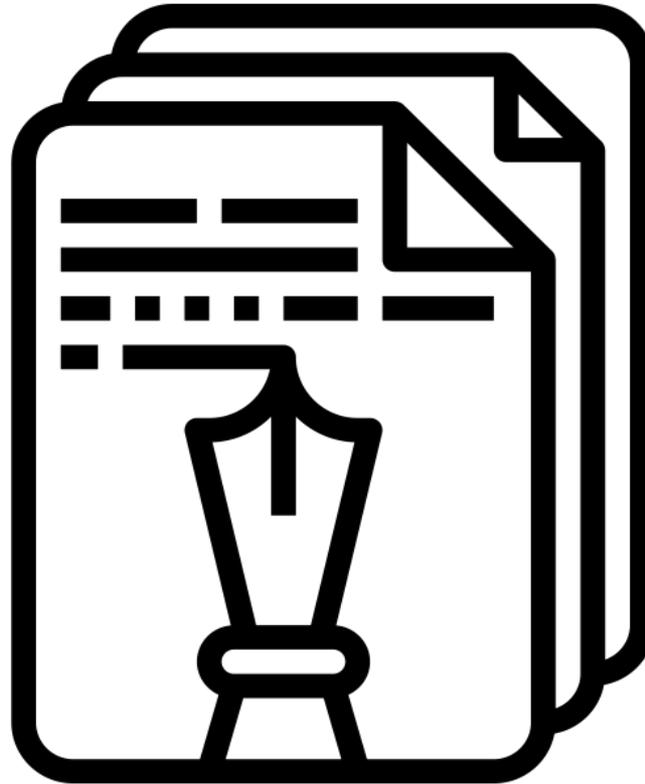
# Who are your allies?



# So much depends on word of mouth



# Tell your story



# Activity

# Stakeholder exercise



# Stakeholders

- Given their role on campus, what do they care about?
- How can scholarly communications services help them/help the institution?

# QUESTIONS?

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