

The Power (and Limits) of Personal Outreach to Populate an Institutional Repository

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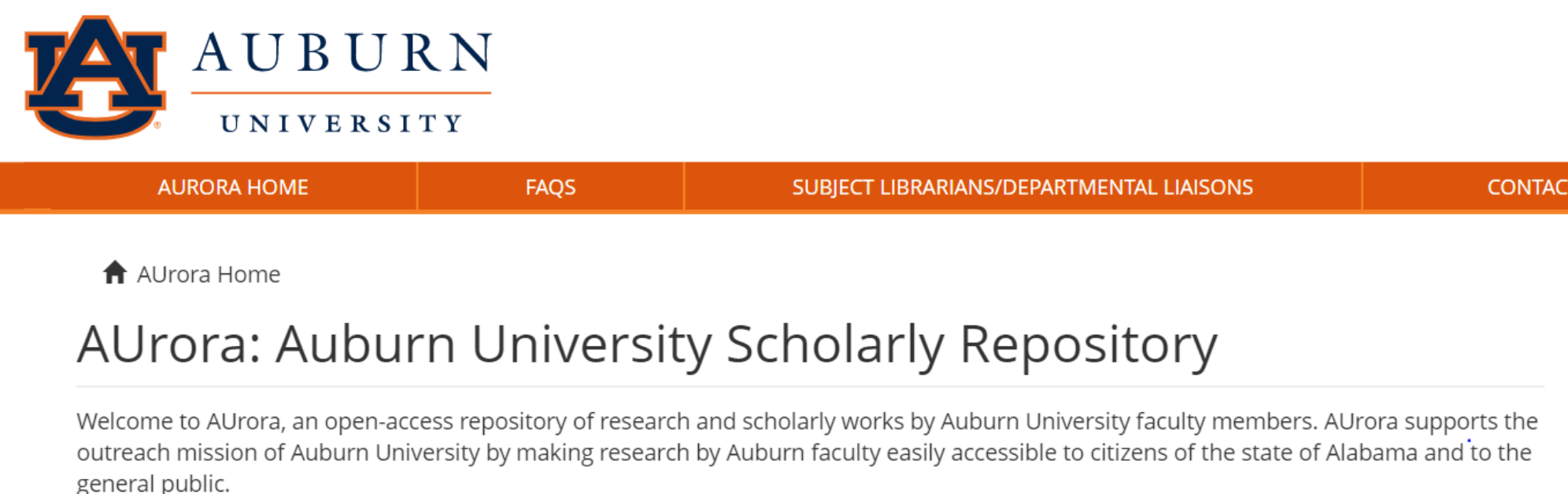
Context

Auburn University is the first land grant university established in the South and is also a sea-grant and space-grant institution. Sharing the university's scholarly output is central to our mission of research and engagement to improve the lives of Alabamians, yet our institutional repository (AUrora), created in 2013, remains woefully underused.

AU does not have a designated Scholarly Communications Librarian and, thus, promotion of our institutional repository, AUrora, largely falls on the liaison librarians. Although departmental and other group presentations have yielded awareness and enthusiastic discussion, follow-through by adding works has been negligible. As a liaison librarian, I have established strong working relationships with faculty in my departments. Because broad promotion tactics weren't proving fruitful, I decided to take a more personal approach to IR outreach while leveraging the Libraries' existing resources.

Approach

We enlisted the assistance of the Libraries' student workers, many of whom have considerable down time while working shifts at Public Services stations. Student workers were asked to upload and add metadata to articles to AUrora.



Don't have time to add your papers to AUrora? Let the Library help!

Time Investment

We spent a substantial amount of time up front as we determined which tasks could be completed by students and those that required the expertise of a librarian, largely through trial and error.

Librarian

- Developing training materials and training students
- Contacting researchers
- Identifying and assembling spreadsheets of green open access articles for students to upload (builds master list of publisher policies in the process)
- Reviewing, adding copyright statements, and approving articles

Students

- Locate and upload articles
- Add metadata



Faculty Allies

Approach and Outcomes

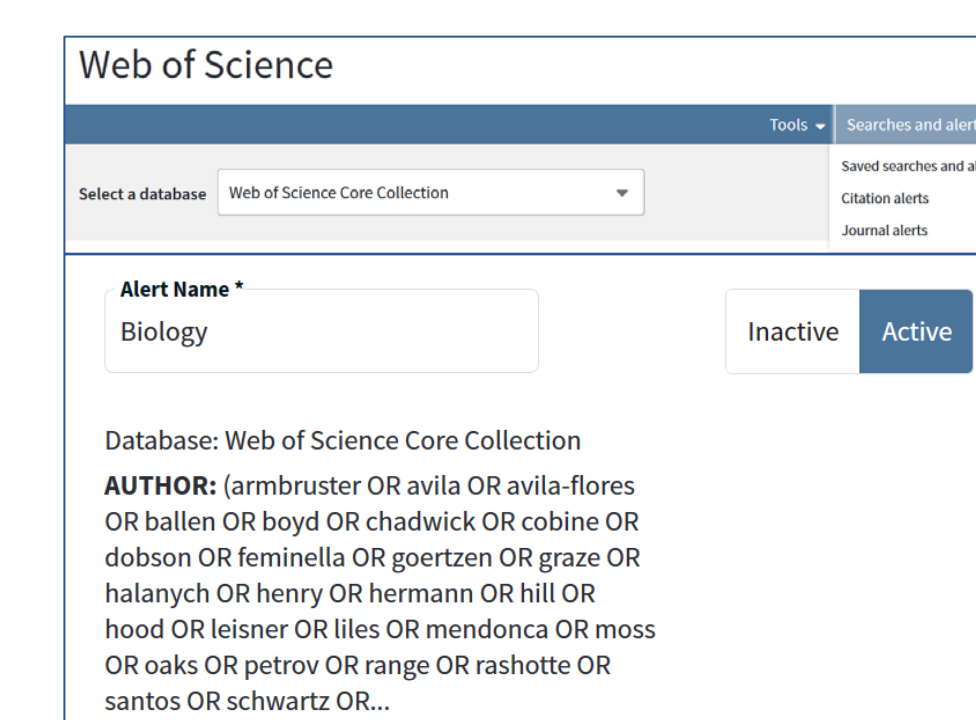
- Contacted 13 known faculty members
 - 11 replied with interest
- Provided list of green open access articles and requested postprints
 - Only 4 actually provided ≥3 postprints
 - 3 Assistant Professors
 - 1 Full Professor



Specific Articles

Approach and Outcomes

- Set up Web of Science Saved Search Alerts for researchers in my subject areas
- Emailed individuals about new articles that could be made green open access
- Out of 50 individual emails sent, only 8 provided copies of postprints
- Low payoff for time invested



Research Collections

Most successful approach: Create a model collection

International Center for Climate and Global Change Research

One of Auburn's premier programs, the Climate Change Cluster Hire was initiated by the university's former Provost in 2015. The Director of the Center is a highly acclaimed researcher and fully supported the idea of having the research group's works combined into one easily accessible location. After presenting to the group, we now have generated enough buy-in for a more concerted effort to find and share green open access articles.



International Center for Climate and Global Change Research Faculty

Where We Are Now?

We are devoting the majority of effort to the Center for Climate and Global Change Collection.

- Archiving postprints
- Archiving articles from journals that allow deposit of publishers' versions of record (e.g., *Global Biogeochemical Cycles*, *Journal of Geophysical Research*, *Water Resource Research*).
- Adding public domain works (i.e., publications co-authored by federal government employees that are in the public domain).

We are also seizing this opportunity to build on relationships with faculty. This is an excellent opening topic for engaging with new faculty. Not only does it help populate the repository, it helps them recognize that liaison librarians can do more than purchase books and journals (if they didn't already).

Lessons Learned*

- Postprints
 - Not always retained after publication (especially if they are not the corresponding author)
 - Many are poorly organized and effectively lost
 - If requesting postprints, limit the number asked for at one time (it can be overwhelming!)
- Where to invest your time
 - Younger faculty generally seem more motivated than established faculty
 - Ensure faculty retain postprints before identifying articles they can share
- Liaison librarian time constraints – they're busy and they may have more immediate concerns! Even though the process is streamlined, it does require time to:
 - Review and approve submissions
 - Add copyright statements
 - Map interdisciplinary articles to multiple departments
 - Requires broader administrative privileges or assistance from appropriate liaison
- Library efficiency
 - Getting more from student workers

*Some of this is anecdotal, but relevant to the broader conversation

Acknowledgments

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