#### 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

Annelise Doll Michigan Technological University, akdoll@mtu.edu

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# Marketing Digital Commons @ Michigan Tech

Annelise Doll

Scholarly Communications and Repositories Librarian



7/28/17

Marketing Digital Commons @ Michigan Tech



Michigan Technological University

## **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:

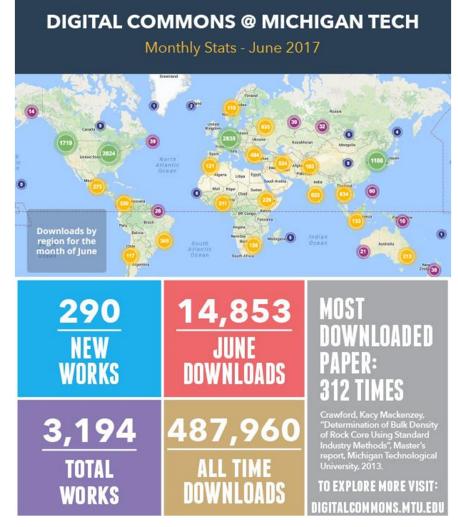
- Campus-wide brochure
- Monthly Stats flyer with blog post!

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http://blogs.mtu.edu/library/

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#### Questions?

# Annelise Doll akdoll@mtu.edu

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