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4-18-2022

The Handy IR Manager: A Toolkit for Recruitment, Intake, and Promotion

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Herr, M., Kelly, J., & Middleton, C. C. (2022). The Handy IR Manager: A Toolkit for Recruitment, Intake, and Promotion. *University Libraries Teaching and Learning*. Retrieved from <https://scholarworks.uark.edu/liblearn/2>

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Handy IR Manager's Toolkit

Created by Melody Herr, Cedar Middleton, and Jessica Kelly
Office of Scholarly Communications, University of Arkansas Libraries
2022



Photo by [Todd Quackenbush](#) on [Unsplash](#)



Inventory

Recruitment & Marketing

Title	Description
Recruitment: Research Center Director Email	Brief marketing email addressed to a research center director
Quick Facts	Flyer highlighting repository services
Recruitment: Summer Program Directors	Brief marketing email addressed to the director of a (virtual) summer program
Repository Marketing Video	Hyperlink to a video introducing repository services to library colleagues

Intake

Title	Description
Image form	Fillable metadata form for images
Text form	Fillable metadata form for articles, posters, etc.
Video/Audio form	Fillable metadata form for video or audio files

Publicity

Title	Description
Social Media Account Handles Cheat Sheet	Spreadsheet for tracking frequently tagged social media accounts
Upcoming Social Media Posts	Spreadsheet for managing future social media posts

Recruitment: Research Center Director Email

DATE

Dear NAME:

Thank you for leading the NAME OF RESEARCH CENTER. Your research is especially timely CONNECT TO CURRENT LOCAL, NATIONAL, OR GLOBAL ISSUE. We'd like make this important research available to a broader audience by hosting it in the U of A's digital repository, [ScholarWorks@UARK](#).

We make your research easily discoverable and accessible, extending its longevity and geographic reach. We also provide usage data – number of web visitors, as well as their geographic distribution and institutional affiliation. These statistics are invaluable for demonstrating the global impact of your research. **There is no charge for hosting this service!** For an example of what we can do, please take a look at what we've done for the [Center for Human Nutrition](#) and the [Arkansas Water Resources Center](#).

I'm attaching a flyer highlighting the key features of our repository. Please let me know if you or your colleagues would like to learn more. It would be a pleasure to work with you.

Sincerely,
NAME

Quick Facts

ScholarWorks@UARK

Services for Research Centers

ScholarWorks@UARK is a hosted web platform featuring U of A research.

Check out <https://scholarworks.uark.edu/>

ScholarWorks@UARK showcases all your research activities.

Host your videos, podcasts, exhibits, reports, posters, and publications in one easy-to-find place.

ScholarWorks@UARK gets you noticed!

We have terrific search engine optimization. We also promote your research on our social media accounts.

ScholarWorks@UARK welcomes journals, too!

Use our editorial management system to produce your own online journal.

ScholarWorks@UARK provides usage statistics.

Document your impact with usage statistics - hits and downloads, users' geographic location, and most popular items.

ScholarWorks@UARK costs you nothing!

That's right - there's no charge for these services! We post files, create metadata, and manage the technical systems.

Want to learn more? Contact us!



scholar@uark.edu



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ScholarWorks@UARK is sponsored by the University Libraries

Recruitment: Summer Program Directors

DATE

Dear NAME:

Thank you for coordinating the NAME OF PROGRAM. I would like to help you and your colleagues make such programs more accessible and more easily discoverable, extending both their geographic reach and their longevity, by posting material in our digital repository ScholarWorks. The [FAY Design Camp](#) has already taken advantage of this opportunity, and we would like to recruit many more programs, especially those willing to make instructional materials available.

I'm attaching a brochure highlighting the key features of our repository. Please let me know if you or your colleagues would like to learn more. It would be a pleasure to work with you.

Sincerely,

NAME

Repository Marketing Video

This two-minute video provides information about the repository for subject librarians, who can help to recruit collections.

[Video for Subject Librarians](#) (2021)

ScholarWorks@UARK Submission Form

Updated April 2021

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