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Roadmap to Success: Scholarly Communications at Wayne State University

Suzan A. Alteri

Wayne State University, salteri@wayne.edu

Jonathan McGlone

Wayne State University, jmcglone@umich.edu

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Roadmap to Success: Scholarly Communications@WSU

Suzan Alteri

Jonathan McGlone

Wayne State University Libraries

May 26, 2011

2011 eCornucopia Conference, Oakland University

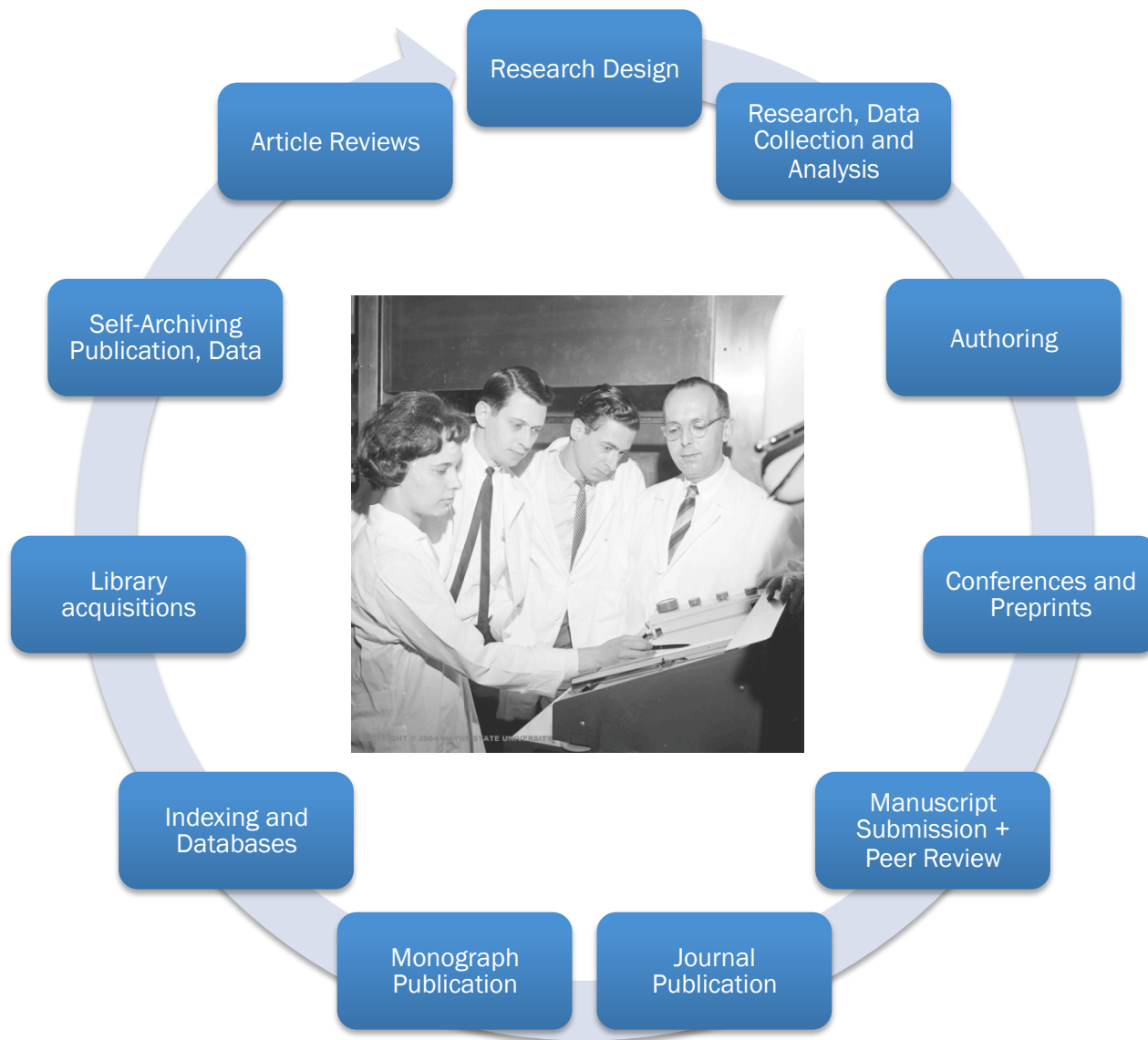


Overview



- Open Access and Library Publishing Snapshot
- Developing a Scholarly Communications Program
- Training Librarians
- Outreach to Campus
- Success and Future Opportunities





Scholarly Communication is a broad field that overlaps with the core of libraries.

Open Access, Growing Up

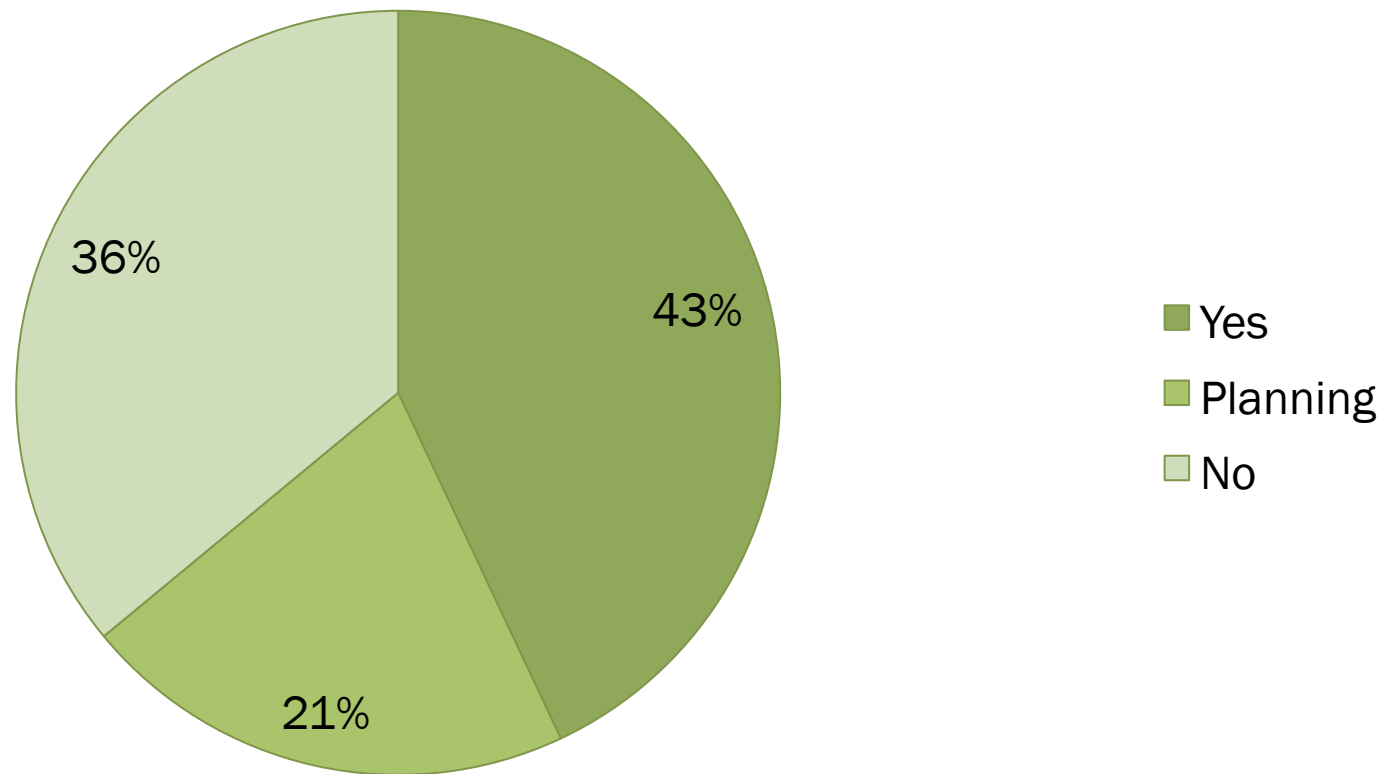


Since 2002, the open access movement has impacted areas of information dissemination and policy across the globe.

Data Source: Heather Morrison, "Dramatic Growth of Open Access", <http://hdl.handle.net/1902.1/14446> V7. Updated March 2011. Accessed May 24 2011.



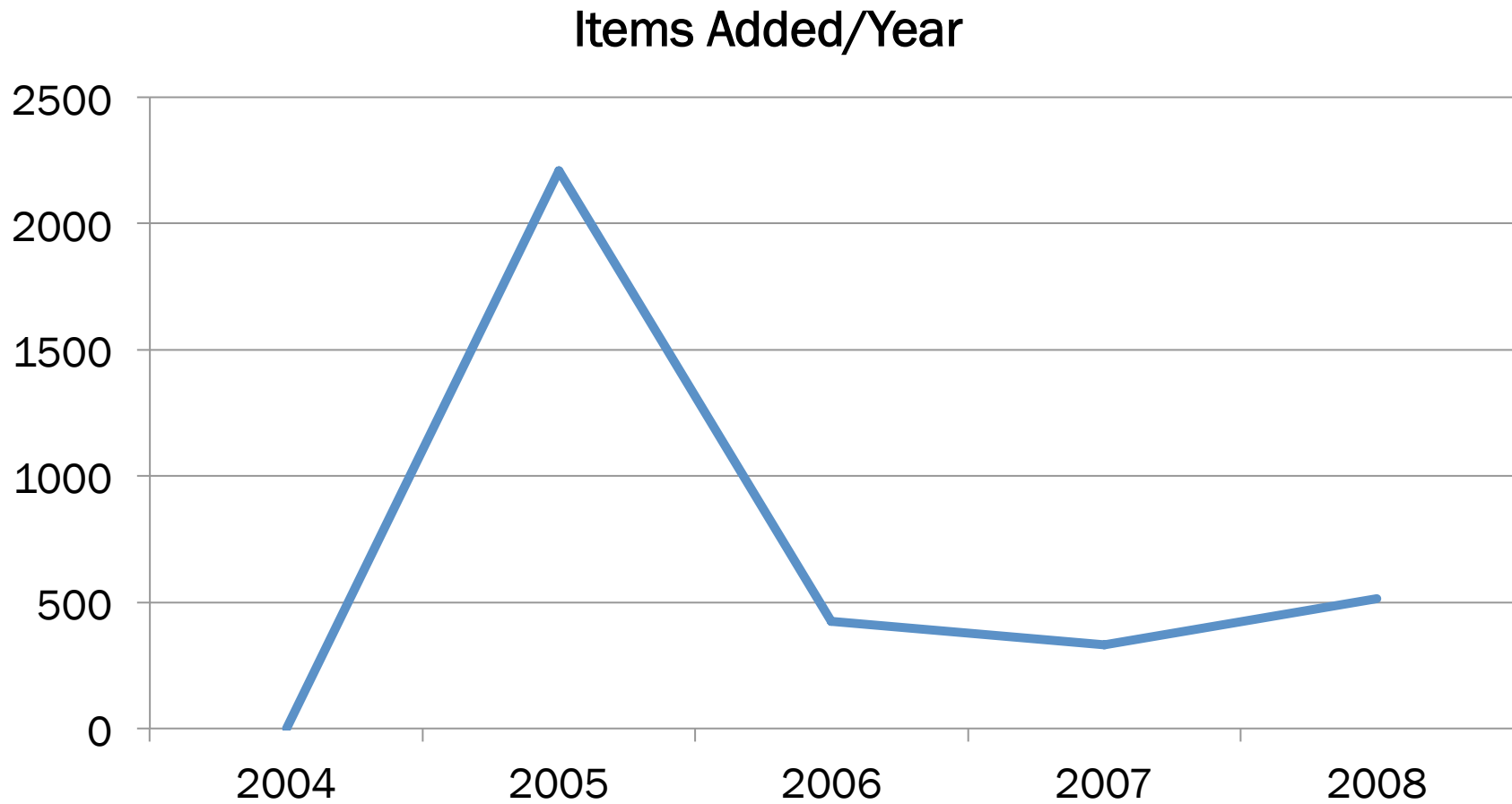
Percentage of ARL Member Libraries Offering Publishing Services (Hahn, 2008)



Source: Karla Hahn (2008). Research Library Publishing Services: New Options for University Publishing and New Roles for Libraries. ARL 258, June 2008. Available at: <http://www.arl.org/bm~doc/research-library-publishing-services.pdf>



Digital Commons, Before



Source:



Barriers to Scholarly Communication



Although core to libraries, several factors in current practices have created barriers for librarians to easily engage scholarly communication issues.

Source: Malenfant, K. (2010). Leading Change in the System of Scholarly Communication: A Case Study of Engaging Liaison Librarians for Outreach to Faculty. *College and Research Libraries* vol 71, p. 63-76.



Scholarly Communications Roadmap



We created a sustainable plan to foster Digital Commons and Scholarly Communication at WSULS, focusing on policies, processes, education, and outreach.



Scholarly Communications Team

We created a project-based Scholarly Communications Team to facilitate our goals, focusing on IR, outreach, and marketing.



2008

- Develop Plan
- Create Policies
- Create Processes

2009

- Create SC Team
- Develop/Implement Internal Education
- Form Partnerships

2010

- Continue Internal Education
- Develop/Implement External Education
- Refine Processes

2011

- Continue External/Internal Education
- Assess and report progress



Training for Librarians

Liaisons and subject specialists

Liaison Training Overview

Audiences

- Librarians
- Faculty
- Students

Two-Prong Approach

- Public training opportunities
- Workshop for liaisons



Public Workshops

Training built a knowledge base on

- Copyright
- Author's Rights
- Initiatives at WSU and other universities

WSULS Scholarly Communications Initiatives Workshop

We developed an interactive workshop to build liaisons' scholarly communications skill sets and knowledge base.



Scholarly Communications@WSU

Tags: access, authors, commons, communication, copyright, digital, open, rights, scholarly


A guide for Faculty and Librarians covering Digital Commons, Author's Rights, Open Access, and other topics.

Last update: May 4th, 2011 | URL: <http://guides.lib.wayne.edu/scholarlycomm> | [Print Guide](#) | [RSS Updates](#) | [SHRE](#) | [Facebook](#) | [Twitter](#) | [Email](#)

- [Welcome](#)
- [Digital Commons](#)
- [Author's Rights](#)
- [Open Access](#)
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Digital Projects Librarian - Digital Commons



Jonathan McGlone

Manages WSU's institutional repository, [Digital Commons](#), and related initiatives.

Available for copyright, open access publishing, and publication and data set archiving consultations and workshops by appointment.

155.5 Purdy Library
Detroit, MI 48202
313-577-6294
[Send E-mail](#)

Links:
[DigitalCommons@WSU Profile & Guides](#)

[Comments \(0\)](#)

Upcoming Events

- **Wednesday, May 11th, 2011: 2:00-3:00pm / Simons Room / Engaging Your Campus in Utilizing IRs**
A webinar by ALCTS -- Come learn how to transform your campus, using your repository to engage various campus units.
- **Wednesday, Jun 1st, 2011: 2:00 - 3:00pm / Simons Room / Re-Engineering the IR to Engage Users**
A webinar by ALCTS -- How can repositories better engage their users? Suzanne Bell and Nathan Sarr offer their suggestions and lessons learned.

Welcome!

Wayne State University Library System's Guide to Scholarly Communications

Here you will find information and resources related to scholarly communications, as well as information on the University's own scholarly communication services and publishing initiatives.

This guide aims to expand your understanding of the broad spectrum of scholarly communications issues in areas such as:

- [Self-Archiving with Digital Commons](#)
- [Author's Rights, Copyright Transfer, and Publishing](#)
- [The Open Access Movement](#)
- [National Institutes of Health \(NIH\) Public Access Policy](#)
- [Copyright Basics](#)

The Library System also provides in-person and web-based services for those that publish such as:

- [Help Getting Started with Digital Commons](#)
- [Author Addendums to Maintain Copyright](#)
- [Workshops on topics such as Research Dissemination, Author's Rights, NIH Policy Compliance, and Copyright](#)
- [Consultations in the areas of Self-Archiving](#)

If you have comments, suggestions, or would like more information about these topics or library services, please direct them to the feedback box below.

Thank you,

The WSULS Scholarly Communications Team

Suzan Aller
Deborah Charbonneau
Cindy Krolkowski
Karen Liston
Shawn McCann
Jonathan McGlone
John Rutherford

[Comments \(0\)](#)

What is Scholarly Communications?

Scholarly Communication expands on the field of scholarly publishing to incorporate many aspects of **the information life-cycle in the academic enterprise**. Scholarly Communication is the **formal and informal networks** used by scholars and researchers to:

- Develop ideas
- Exchange information
- Build and mine data
- Certify research
- Publish findings
- Disseminate results
- Preserve Outputs

While traditionally providing access to published findings, more recently libraries have become interested and technologically equipped to assist scholars and researchers in the transformation of scholarly communication by providing alternatives to publishing findings, disseminating results, and preserving outputs with the goal to encourage the development of ideas through open and free exchanges of information.

[Comments \(0\)](#)



Interaction with Guide: The Sales Pitch



In groups, librarians worked with the LibGuide to develop and present a 5 minute pitch on a scholarly communications issue.

Liaisons as Focus Group



The last part of the workshop focused on getting information from the participants.

Outreach to Campus

WAYNE STATE
UNIVERSITY
GRADUATE SCHOOL

WAYNE STATE
UNIVERSITY
DIVISION OF RESEARCH

WAYNE STATE
UNIVERSITY
SCHOOL OF MEDICINE

 WAYNE STATE
UNIVERSITY
PRESS



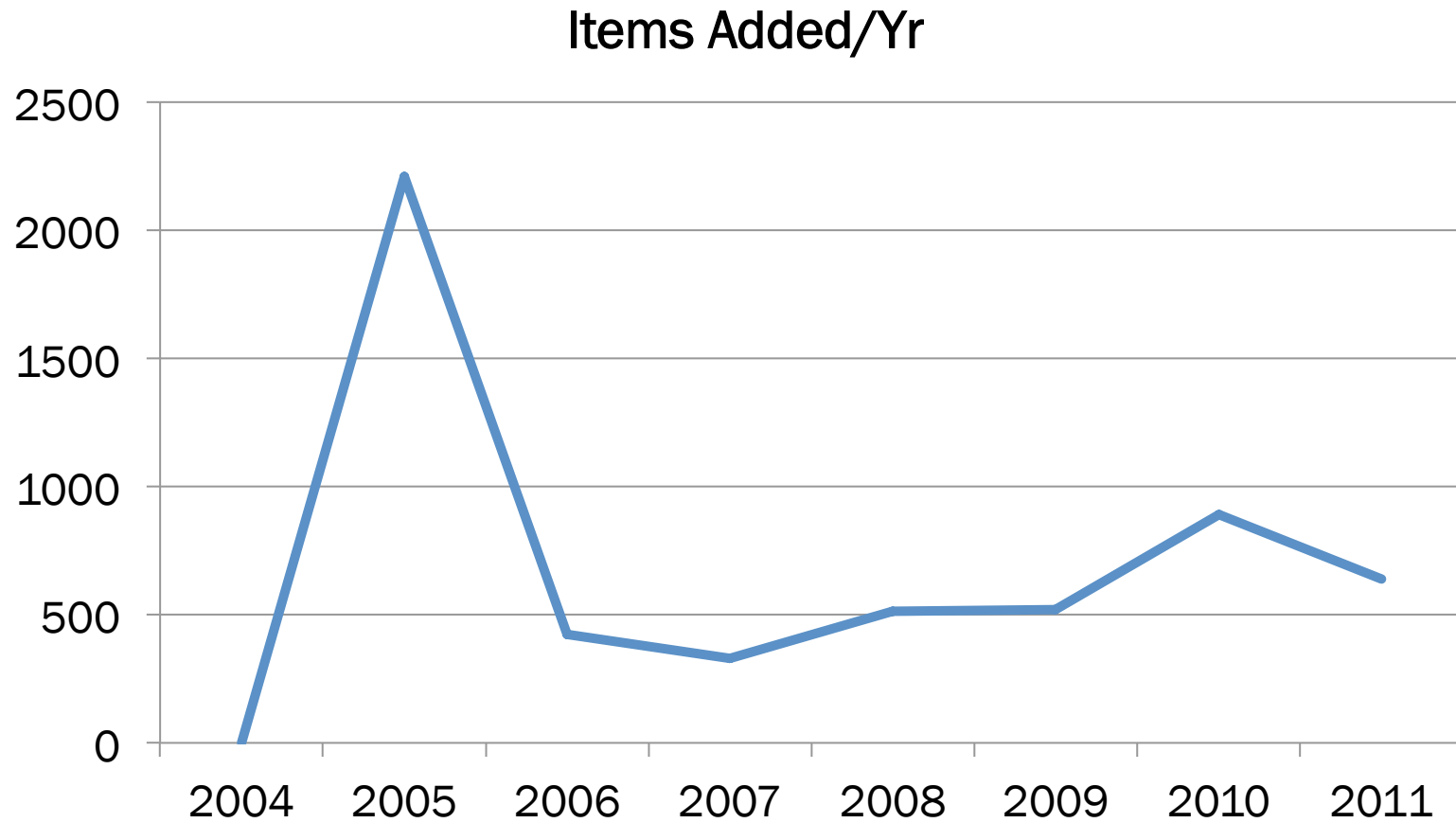


Outcomes & Future Opportunities

What have we accomplished and where
are we headed



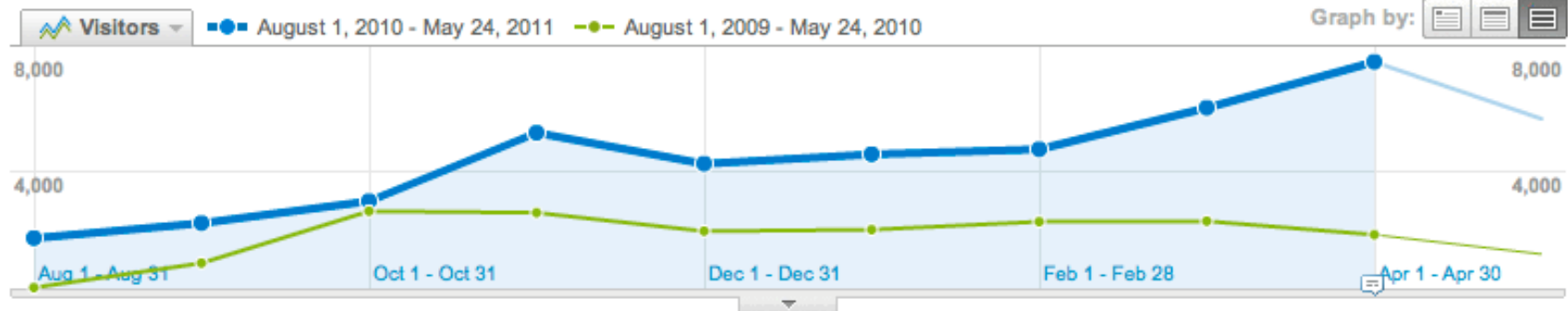
Digital Commons, After



Digital Commons, After

Absolute Unique Visitors

Aug 1, 2010 - May 24, 2011
Comparing to: Aug 1, 2009 - May 24, 2010

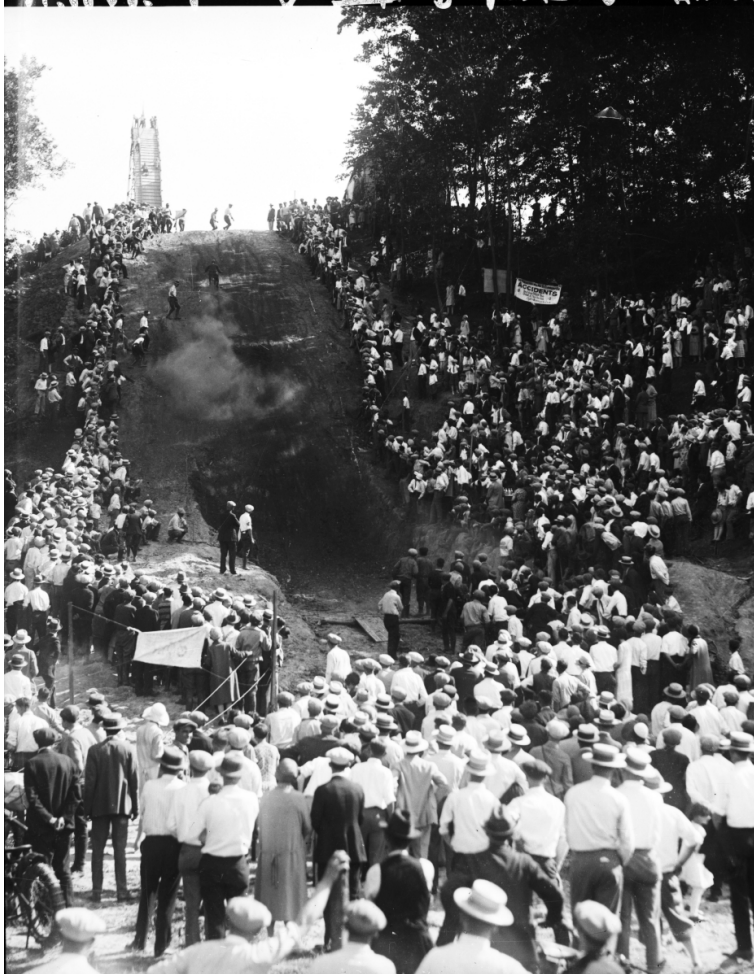


44,443 Absolute Unique Visitors

Previous: 17,267 (+157.39%)



Challenges



- Some liaison resistance
- Certain departments remain entrenched in old viewpoints
- University culture is very important to the success of the IR
- Difference between faculty viewpoint and librarian viewpoint

Future Directions

IR projects are driven by librarian liaisons.



Questions?

Suzan Alteri

salteri@wayne.edu

Jon McGlone

jwmcglone@wayne.edu



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Images

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