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# The Scholars Cooperative: A New Marketing Approach For Our Scholarly Communications Initiatives

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# scholarscooperative

## A New Marketing Approach for our Scholarly Communications Initiatives

[scholarscooperative.wayne.edu](http://scholarscooperative.wayne.edu)

### MISSION

The Scholars Cooperative aids, educates and empowers the Wayne State community to advance the creation, distribution and preservation of scholarship beyond traditional academic publishing models.

### ACTIVITIES/SERVICES

- Self-archiving
- Promoting and distributing scholarship
- Alternative forms of Scholarly Publishing
- Retaining author rights
- Advancing open access
- DigitalCommons@WayneState
- Copyright consultation

### EDUCATION

- Open Access
- DigitalCommons@WayneState
- Copyright
- Author's Rights
- Departmental workshops/presentations

### CONSULTATION

- CV Review
- Copyright Issues
- Becoming Open Access

### PUBLISHING SERVICES

- Journal Publication
- Digitization
- Self- or mediated-archiving
- Post-print formatting

## CULTIVATING SCHOLARSHIP @ WAYNE STATE UNIVERSITY

### WHO AND WHERE?

Scholarly Communications Librarians and the Digital Publishing Team at Wayne State University

### WHY?

To combine Scholarly Communications and Digital Publishing services at the Wayne State University Library System under a single identity. This identity serves as the marketing and outreach tool for the branding of these services.

### HOW?

The Scholarly Communications Librarians and the Digital Publishing Team developed a strategy for creating this identity by asking:

- 1.) What services will be offered?
- 2.) What will this identity be called?

And then by:

- 1.) Gaining approval from administration
- 2.) Getting buy-in from other librarians

### FUTURE?

To continuously advance The Scholars Cooperative mission through various engaging enterprises. This includes creating a web presence and persistent development of marketing and outreach activities.



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