

Repository Outreach Strategies

San Jose State University | May 25, 2011

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Scholarly Communications and Research Services Librarian

Pacific University Library

Pacific University | Library



- Founded 1849
- Forest Grove, Hillsboro, Eugene
- 3,368 students

- Forest Grove, Hillsboro
- 7 faculty, 10 staff
- 208,780 volumes



Make Googling yourself much more satisfying.

Make sure your work is **CommonKnowledge**.

Contact the Library today to have your publications, presentations and other scholarly or creative materials added to a permanent online collection that guarantees your work will be available to anyone who needs it (and even to those who don't know they need it!).

Questions? Want to contribute to CommonKnowledge?
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Strategies for Success

- Identify/build a context in which the repository is necessary
- Focus on building services, not collections
- Reinforce the repository's active support for the institution's mission, values and goals

Building a context

- *December 2008*: Attended the ARL/ACRL Scholarly Communication Institute
 - Vice Provost for Research, Library Director, Library faculty member
- *Factors leading to participation:*
 - New Research Office
 - Desire for environment/infrastructure to support faculty research and scholarship
 - Desire to investigate potential Library/Research Office partnerships in support of scholarly communication activities

Building a context

“Overall, my judgment is that Pacific is greatly advantaged by these involvements, and that **something like an institutional repository**, a ‘Scholar’s Bank’ or some virtual spaces where we can support the academic work of the campus, **is urgently needed**. [...]

What is at stake here? Given the imaginative capacities of the new software technologies, it’s now possible to **store, manage and disseminate academic products** of all kinds. So we can store undergraduate theses from Arts and Sciences, clinical images from Optometry, run a journal of evidence-based practice for the OT school, establish a Research Commons for faculty to **share** works-in-progress **with colleagues here and elsewhere**, and offer a much wider range of **opportunities for faculty to gain access to the wider scholarly community** through Open Access mechanisms. In short, we can **establish a significant profile in the knowledge community** by taking these steps.”

-Vice Provost for Research

Building a context

For Your Consideration...

Research Possibilities at Pacific University



Building a context

The plan...

Create an environment at Pacific
where research and scholarly activity
will flourish

and

Establish Pacific as a leader among
our peers in supporting and sharing
our student and faculty work

Building a context

SECOND A system to collect and disseminate student and faculty research...making knowledge created at Pacific accessible worldwide...

... and getting it on the first page of  results!...

Building a context

The screenshot shows the ScholarBank website interface. At the top left is the Pacific University Oregon logo. To the right, there are navigation links: Pacific Home | myAccount | Search: [input field] [magnifying glass icon]. The main header features the ScholarBank logo and the tagline "Uncommon knowledge, common access." Below the header is a secondary navigation bar with links: Search ScholarBank | Contributing to ScholarBank | About ScholarBank | Contact Us.

The main content area includes a welcome message: "Welcome to ScholarBank, Pacific University's home for scholarship and creative works! ScholarBank is an open access collection of research, publications, images and other supporting materials in digital form." Below this is a copyright notice: "Unless otherwise stated, all rights are reserved by the authors. Any use must include proper attribution."

A search section titled "Search ScholarBank:" contains a search input field and a link for "Advanced Search Options".

Two columns of "Browse Community Collections" and "Browse Collections by Type" are displayed. The "Browse Community Collections" list includes: College of Arts & Sciences [33], College of Education [16], College of Health Professions [27], College of Optometry [46], Berglund Center for Internet Studies [21], Institute for Ethics & Social Policy [9], and University Archives [51]. The "Browse Collections by Type" list includes: Theses/Dissertations [8], Open Access Journals [3], Historical Images [28], Health/Medical Images [35], Poster Presentations [19], Institutional Research [17], and Data Sets [44].

On the right side, there is a "My ScholarBank Account" section with a login form for PUNet ID and Password, and a link for account problems. Below that is a "ScholarBank Feeds" section with RSS icons for 1.0 and 2.0 versions.

At the bottom, there is a copyright notice: "© Copyright 2008 Pacific University. All Rights Reserved. Terms of Use | Privacy | Non-discrimination" and an "OPEN ACCESS" logo.

Selected slides, Provost's Council Presentation, December 2008

Building a context

The Result

A rich environment for research and scholarly activity that:

- supports students/faculty,
- raises the visibility of Pacific University and our scholarship and
- contributes to a body of knowledge that is accessible to all, not only the privileged few.

Building a context

- Context discussions should be both institutional and individual
 - *Individual*: specific to a department, school, unit, etc.
- Building an individual context led to fast-tracking our repository
 - Presentation/discussions with College of Optometry

Building a context

KNOWLEDGE UNLOCKED

The Business of Scholarly Publishing

and

The Opportunity of pen Access



Building a context



The screenshot shows the MSNBC website interface. At the top, there is a search bar with the text "Search America's #1 News Site" and a magnifying glass icon. To the right of the search bar are links for "MSN Home" and "Mail". Below the search bar is a navigation menu with "Today Show", "Dateline", and "Meet the Press". The main header features the "msnbc.com" logo and the "NIGHTLY NEWS with BRIAN WILLIAMS" logo. A "Nightly News" breadcrumb is visible below the header.

On the left side, there is a "Categories" menu with the following items: U.S. news, World news, Business, Politics, Sports, Entertainment, Health, Tech & science, Travel, Local news, Weather, Browse, Video, and Photos. Below this is a "Nightly News with Brian Williams" section with sub-items: Brian Williams, Investigative Unit, and Making a Difference.

The main content area features a large red headline: "Government, publishers fight over access to medical research". Below the headline is a sub-headline: "At issue: Should taxpayer-funded research be free to the public?". The article is by Tom Costello, a correspondent for NBC News, and was updated at 9:00 a.m. PT on Monday, December 6, 2004. The text of the article discusses a nationwide crusade by Julia Blixrud in Kansas City to make medical research, paid for by taxpayers, available to taxpayers. It quotes Blixrud as saying, "It's hard to get at that research because it's only available in high cost, or difficult-to-obtain scholarly journals," and notes that while the government spends \$28 billion annually on research, the findings are often published in for-profit journals with high subscription fees.

To the right of the article text is a "FREE VIDEO" section with a thumbnail image of medical journals and a "Launch" button. The video is titled "Fleeing of America" and is dated November 28. The video description states: "NBC's Tom Costello reports on a push to make government-funded medical research available for free on the Internet." Below the video section is a banner for "THE DAILY NIGHTLY".

At the bottom of the article text, it says "Story continues below |".

<http://www.msnbc.msn.com/id/21134540/vp/6604219#6604219>

Selected slides, Optometry Brown Bag Presentation, April 2009

Building a context

Open Access Publication

- **Open access journals**

- Gold – e.g. *PLoS One* ([link](#))
- Green
- Pale green
- Hybrid – e.g. *British Medical Journal* ([link](#))

- **Open access archives/repositories**

- Disciplinary repositories – e.g. [arXiv](#) (*physics*)
- Institutional repositories – e.g. [DigitalCommons@Univeristy of Nebraska](#)

Building a context

Open Educational Resources

- [HEAL: Health Education Assets Library](#)
 - [Flat World Knowledge](#)
 - [Community College Consortium for OER](#)
 - [MERLOT: Multimedia Educational Resource for Learning and Online Teaching](#)
-
- Learning Opportunities With Creation of Open Source Textbooks (LOW COST) Act of 2009 – [H.R. 1464](#)

Building a context

Open Access in...Business?

THE GREEN XCHANGE

LEAD THROUGH OPEN INNOVATION.

When we are guided only by the light we carry with us, we see only where we are—the way ahead and behind remains dark. When we light the torches as we go, we truly lead, illuminating a path for all to follow.

We used to think the best way to win was through secrecy, competition, and proprietary trademarks.

Then the digital folks proved that an open model of shared knowledge for common use could be just as successful, if not more so.



Building a context: Outcomes

- Awareness and buy-in from administration in Academic Affairs
- Specific partnership that led to implementation of repository
 - OPT conference materials – *opportunity to provide a desired service*
 - Distinct from a library-created need like (in our case) ETDs

Focus on services

Sustainable services require:

- A real (not invented) need

There is not a user need for every service, but there is a service for every user need

- Understanding

What is important to the discipline/department/faculty?

- Relationship

What are you doing, and how can I partner with you?

College of Health Professions



- Relationship

Started with instruction, service and genuine interest (due to lack of personal knowledge!)

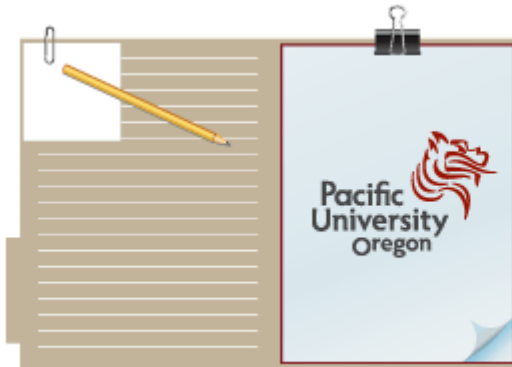
- Understanding

The quality of care and the quality of the providers being created. EBP is a key component of this.

- A real (not invented) need

Evidence-based practice requires access to evidence.

Case Study 1. Interprofessional Case Conferences



File image: DragonsArt | dragonartz.wordpress.com

College of Health Professions Interprofessional Case Conferences

Preparing students to provide compassionate delivery of exemplary healthcare for a diverse population in a changing healthcare environment.

- Capturing materials that would otherwise be “lost”
- Being consistent with College’s mission
- Increasing visibility for the College online

Case Study 2. Faculty Work



- Clearest connection to evidence-based practice
- “Full-service” model – copyright compliance, formatting, posting

Case Study 2. Faculty Work – The Pitch

Evidence-based practice
requires access to evidence.

Case Study 2. Faculty Work – The Pitch

Need more reasons to contribute?

- The bigger the audience, the bigger the impact
 - People use what is readily available
 - More use can lead to more citations
- Helps showcase your school/the University
- Posting in a repository like *CommonKnowledge* provides:
 - Persistence
 - Discoverability
 - Usage data
 - Low maintenance (for you)

Case Study 3. Occupational Therapy

- **Background:** Body of available evidence is not as large as for some disciplines; however, the emphasis on evidence-based practice has grown over the past decade.
- Met with faculty (individually and as a whole) to discuss sharing published work
- Identified types of student work appropriate to share
 - *Critically Appraised Topics (CATs)*
 - *Innovative Practice Projects*

Case Study 3. Occupational Therapy



- CATs have experienced high usage (higher than expected)
- CATs consistently show up as some of our most-downloaded items
- **Update:** Current discussions about serving as a repository (and possibly journal host) for an OT professional association that Pacific faculty are involved with

Case Study 4. Interprofessional Journal



The screenshot shows the homepage of the Health and Interprofessional Practice journal. At the top left is the journal's logo, a stylized blue figure with arms and legs raised, with 'HIP' in red text inside. To the right of the logo, the journal title 'Health and Interprofessional Practice' is written in a blue serif font, with the tagline 'Evidence to inform care and teaching' in a smaller, italicized font below it. A dark blue navigation bar contains links for 'My Account', 'FAQ', 'About', and 'Home'. Below this is a light gray sidebar with a list of links: 'Journal Home', 'About this Journal', 'Aims & Scope', 'Editorial Board', 'Policies', 'Information for Authors', 'Information for Reviewers', and 'Copyright'. Further down the sidebar are buttons for 'Submit to HIP', 'Most Popular Papers', and 'Email/RSS Alerts' with icons for an envelope and RSS. Below these are search and issue selection options: 'Select an Issue:' with a dropdown menu set to 'All Issues' and a 'Browse' button; 'Enter search terms:' with a text input field and a 'Search' button; and a dropdown menu set to 'in this journal'. The main content area has a blue header with the journal title and tagline. Below the header is a blue navigation bar with 'Home > HIP'. The main text describes the journal as a peer-reviewed, open access journal dedicated to increasing the availability of high-quality evidence to inform patient care and practitioner education from an interprofessional perspective. It is aimed at academics, practitioners and student-practitioners who seek to become more knowledgeable and skilled at working with providers in other health disciplines for the purpose of providing compassionate, quality, integrated care to diverse patient populations. A red line separates this text from a news section. The news section is titled 'News' and states 'The first issue of HIP will be published in August/September 2011.' To the right of the main text is a thumbnail image of the journal cover, showing the title 'H&IP' in large red letters, with the tagline 'Health and Interprofessional Practice | Evidence to Inform Care and Teaching' below it. The cover also indicates 'Vol. 1 No. 1 August 2011' and 'ISSN 2159-1253'.

- Journal builds on strengths of College/University
- Completes the “suite” – services for every type of work generated in the college

CHP Service “Suite”



- Student work
 - *ETDs*: digital submission saves \$\$ and increases access
 - *Coursework*: students contribute knowledge to their disciplines
- Faculty work (un-reviewed)
 - Case conferences, conference presentations, posters, gray lit, etc.
- Faculty work (previously published)
 - Post-print formatting
 - Copyright compliance
- Faculty work (original research)
 - Peer-reviewed venue (journal)
 - Publishing support services (technical/managerial)

Focus on Services: Bottom Line

- Lead with “services”, not “collections”
 - Valuable collections are a byproduct of necessary services
- Seek to provide services that:
 - a) Enhance the educational process
 - b) Allow faculty and students to contribute in meaningful ways to their disciplines
 - c) Are in service of core values (e.g. EBP)
 - d) Are meaningful to those receiving them, not just to the library

Connect to mission

A commitment to...

Pacific is a nationally recognized University devoted to excellence in teaching and learning. A commitment to **collaborative scholarly and creative activities** promotes a vibrant academic culture. The campus community is enriched by embracing sustainable practices, by appreciating diverse perspectives, and being dedicated to civic engagement, both locally and globally.

To bring these ambitions to life, we:

- Promote **a rich atmosphere of intellectual exchange**, and encourage faculty and students to follow their academic interests.
- Provide **opportunities for faculty, staff, and students to engage in scholarship and creative activities**, and to produce original work that animates and advances our disciplines.
- **Embrace sustainability**, and use the University as a learning laboratory for sustainable practices.
- Value diversity, both in culture and opinion, and **encourage an attitude of openness and discovery** among faculty, staff and students.
- Challenge campus members to **involve [ourselves] in the needs of [our] communities**, whether locally or globally.

Connect to mission

- Connect to core values

- *Teaching and learning*

- Heightened visibility for student work may lead to increased quality of student work

- *Scholarship*

- New venues for scholarly exchange; greater visibility may lead to new collaborations as well

- *Sustainability*

- Repository contributes to both environmental and economic sustainability

- *Diversity*

- Possible to share a wide variety of materials, especially those that may have previously lacked a venue

- *Civic engagement*

- Equitable access to information

Connect to mission

- Connect to practical goals and objectives

- Recruit (and retain) intelligent, motivated students and faculty

“What an honor! Thank you. [...] Do you know when I can expect it to be online? I'd love to share it with my family!” - *Student email, 1/2011*

“Thanks for your creativity and support as to how we can share our work!!- *Faculty email, 2010*

- Maintain a record of, and promote, the scholarly output of the institution
- Deliver services either unique in nature or of distinctive quality (or both) that distinguish the University from comparator institutions

Connect to mission

- Reinforce the connection
 - Annual report on repository activities
 - Funding conversations
 - Inclusion in Board of Trustee reports

5-Second Takeaway

- It's bigger than the repository...
 - Frame the repository as “in service” of a greater goal, **not** an end unto itself
 - Goal(s) may be departmental objectives, institutional goals, philosophical stances...

College of Health Professions

Resolution in Support of Open Access and Authors' Rights

Whereas, the mission of the College of Health Professions is to equip students to provide compassionate delivery of exemplary healthcare for a diverse population in a changing healthcare environment; and

Whereas, the ability of Pacific University graduates *and* other practitioners to provide such care is dependent on access to the best evidence in order to inform clinical decision-making; and

Whereas, the best evidence is largely published in journals whose costs have risen far more rapidly than inflation, thereby *limiting* access to the evidence for practitioners who lack the resources of a large health center or university, particularly those in developing nations or medically underserved areas; and

Whereas, the publication agreements offered by some publishers limit authors' rights to make their work openly accessible to others who may benefit from it; and

Whereas, this current system for the dissemination of research and scholarship is fiscally unsustainable and restricts rather than increases access to knowledge and evidence; and

Whereas, the Pacific University Library has established an online, freely accessible and searchable repository, *CommonKnowledge*, for the dissemination and preservation of scholarly works published by members of the University community; therefore, be it

RESOLVED, that

A. the faculty of the College of Health Professions will demonstrate their commitment to the open availability of evidence, and to the continued advancement of healthcare knowledge and practice, by strongly encouraging faculty members to:

- deposit their own scholarly articles in *CommonKnowledge* or other open access repositories in order to provide the widest and most affordable access to their work; and
- use an Addendum to Publication Agreement (such as that provided by the Scholarly Publishing and Academic Resources Coalition (SPARC)) in order to retain their right to share their work as widely as possible; and
- investigate the pricing and authors' rights policies of journals with which they collaborate (as authors, reviewers, and editors) and advocate for improvements therein; and
- when possible, publish their work in reasonably priced journals or in peer-reviewed open access journals; and

B. Pacific University Library will:

- maintain and further develop *CommonKnowledge*, open access publishing opportunities and related services; and
- allocate personnel time to facilitate the deposit of faculty publications in *CommonKnowledge*, to confirm the legality of all faculty deposits and to obtain publishers' permission to deposit published works when possible; and
- serve as a resource for faculty inquiries regarding journal publishers, pricing, and authors' rights.

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