Slide 1   We're in the home stretch now.

Slide 2   Home site

This is the home page for UO's IR. The marketing examples Ill be showing you have been largely taken from our site, although there are examples from other sites, as well.
I've borrowed heavily from colleagues around the world, as you'll see.

Slide 3   Initial vision

We started out with a very typical vision for our repository, the same vision that is hard coded into the DSpace software: that we would be archiving faculty work that they would submit themselves. We also assumed they would understand implicitly and support the open-access model.

Although we haven't abandoned this vision, we have modified and expanded it quite a lot and that is where the University of Oregon has found success. This has been central to our marketing strategy.

Slide 4   SB activity

As I showed you before, this represents our activity for the first eight months that the archive existed. 95 titles, divided up among these content providers.

Slide 5   Cultural challenges

We've found that we face a lot of challenges in building and sustaining our IR. I would characterize the cultural challenges as:

- Intellectual Property Concerns
    o Will putting my material in the archive damage my relationships with my publishers?
    o How can I protect my content from being stolen or used inappropriately?
    (Continued...)

- Authenticity of Submissions
  - From the graduate school, how do we know that the students are submitting the same version of their dissertation that was approved by their review committee?
- Concern over quality
  - Campus admin was concerned over having an institutional stamp put on content that was not centrally approved – garbage in, garbage out
- Concern over control
  - Faculty were concerned that Campus admin would try to control what they put in
- Terminology
  - Nobody understood repository, so we refer to it as an archive, which they do understand
  - Institutional conjured up negative connotations from Campus Admin and faculty so we avoid talking about that, as well
- Technophobia
  - Some people have limited experience with computer systems and are put off by anything that is new technologically

Slide 6   Technical challenges

Some of the technical challenges related to DSpace software are:
- Submission template
  - which can't be modified easily for individual collections without modifying the code
- Metadata
  - hardcode labels with library jargon and lack of support for controlled terms
- Version control and revision
  - Inability of individual users to replace or update their files
- User Interface
  - Search interface is rudimentary
- Preservation
  - Challenge faced for all of our digital content, not just that in our IR

Slide 7   Practical challenges

Practical challenges that we've encountered:
- Time
    - Lack of faculty time to think about or do anything new that doesn't lead to an immediate benefit
    - Lack of our time to pursue all the probable content
- Money
    - Mostly translating into our staff support for mediating most of the submissions
- Identification of content and communities
    - Difficulty of finding out who is producing what and identifying the right people to talk to about it
- Acquisition of content
    - Simply getting it in – 95% of ours was mediated by the library

Slide 8   Strategies

What have our strategies been to overcome these challenges?
These are some of the strategies that we have employed that I would
recommend for anyone starting out an IR. Many of these have also been used
by colleagues around the world and I think you will also find them useful.

- Develop local context
- Explain the broader context
- Obtain a critical mass
- Obtain interesting and attractive content
- Be open to anything (almost)

The last one is a theme that I've introduced before – extreme flexibility and
willingness to alter our vision and approach. I think you need to be very
flexible because our communities are changing, their information needs are
changing, and the way they seek out information and share information is
changing dramatically. Let your users be your guide.

Slide 9   **Strategies**

Some additional strategies:

- Make connections wherever possible

- Publicity – be creative and shameless

- Improve the suite of services

- Borrow ideas from other archives

Now I'm going to explain and give some examples of these different strategies.

Slide 10   Local context

The local context we provide employs the following principles, which I'll elaborate on a bit.

- Provide a general overview without jargon
- Personalize the information
- Answer questions of local interest
- Build in redundancy
- Provide varying levels of detail
- Educate on issues and link to broader movement

Slide 11   Links to local information

We have links out to a great deal of local contextual information. Most users won't care but the information should be easy to find for those who do.

Slide 12   Local context

This is our standard navigation bar that sits on our local contextual pages. Such a standard navigation tool is highly recommended for ease of marketing. This also shows the navigation bar that the Australian National University uses on its local contextual pages. This is fairly standard practice in IRs.

Slide 13   Provide a general overview

A key part of our marketing is to provide a general overview of our repository and what services we provide.

Slide 14   Personalize the information

We also work hard to personalize the information to make it interesting and useful to our different target audiences. This is a page directed to our faculty users with links that we consider of interest to them. This has been developed over time and is frequently updated to reflect conversations with faculty.

Slide 15   Personalize the information

The questions that we find ourselves answering all the time have become separate web pages – that we can also easily develop into handouts.

Slide 16   Questions of local interest

Although there will be common themes that occur from one repository to another, there will also be local issues that need to be addressed or common issues that need to be addressed in a local context. Many IRs have FAQs that attempt to provide some of the answers. This is MIT's FAQ site.

Slide 17   Build in redundancy

We try to provide the same information in different formats throughout the archive. This is one of the primary areas of concern for faculty that we also address in our FAQ. We want people to find the information they need and have learned that some redundancy is useful in this effort because different people approach their information seeking in different ways.

Slide 18   Varying levels of detail

We try to introduce topics broadly and succinctly and then provide links to more detailed information. The link pointed to here opens up a step-by-step guide to self-submission, showing screen shots of the submission process and providing general guidance on how to fill in the submission template.

Slide 19   Submitting to Scholars' Bank

Having a detailed, step-by-step visual guide to self-submission is a useful marketing tool and it has been used by some of our users. It's something that you need to have in place.

Slide 20   Broader context

In our efforts to provide a broader context, we also

- Appeal to their professional self-interest
- Link to worldwide movement
- Educate on issues

Slide 21   Self-interest

I mentioned before the NIH data sharing policy and how an IR might help with that. Part of your marketing strategy could be to promote that aspect of things, as they do in the university of Kansas IR, KU Scholarworks.

Slide 22   Worldwide movement

The Wellcome trust (which just received a SPARC award for its role in promoting open access) is another of those groups that provides good contextual information. We have tried to find organizations that are of interest to many different disciplines and find statements of support for the concept of open access to information from each of them.

Slide 23   Educate on issues

This is one of our local contextual pages where we give some background information on scholarly communication and provide links to more detailed information for those who might want it.

Slide 24   Educate on issues

The home page of the Edinburgh Research Archive has a lot of information and links to sites where potential contributors can go to learn about their rights and responsibilities on copyright. This particular link is on your handout of references and sources.

Slide 25   Sherpa

One of our links leads here to the Sherpa site maintained in the UK. Maintained by a partnership of 21 research institutions, this site provides basic information about publishers' policies on self-archiving.

The day-to-day operations of this site are overseen by the University of Nottingham.

Slide 26   SHERPA

You can search by publishers or journal title and get information about the self-archiving policies of various publishers, We always caution our authors to use this only as a **<u>starting point</u>** and to be sure to review the publishers' web sites as well. When in doubt, we tell people to check with their publisher.

This is an example of Elsevier, which is considered a green publisher because they allow authors to post refereed versions of their published articles, with certain easy-to-follow stipulations. Most people are surprised to learn that their publishers are pretty reasonable about this. I've had discussions with a number of publishers who are beginning to see IRs not as competition but rather a means to help them identify new authors and new content. Personally, I think there is more than enough good content available for us all and that we can promote each other's operations.

Slide 27   Academic Journal Publishing Database

Experience shows that violating publishers' publication policies is one of the main concerns of faculty and students embarking on electronic submission of a thesis or dissertation (ETDs). In response to this problem, the University of Cincinnati has developed a database of links to publishers' journal policies called the Academic Journal Policy Database (AJPD). Their goal is to provide a global mechanism for students, faculty, administrators, and publishers to share information and facilitate electronic publishing education.

Slide 28   Obtain a critical mass

Another key marketing strategy for us is to obtain a critical mass

- What is the magic number?
- Different for each institution
- When existing materials start to draw in other materials without active solicitation

Slide 29   Critical mass

I would say that we hit critical mass in September/October 2005 – when we broke 1000 titles. Since then, our growth has continued steady and, as I said, we have a backlog of items waiting to be loaded in. But it took over 2 years of intensive marketing to reach critical mass.

Slide 30   How to obtain critical mass

Our definition of our IR has expanded so that materials deposited in the archive are either themselves scholarly or else support the University's scholarly mission. That has enabled us to go after a broader range of content, much of which would not otherwise be archived – or not effectively and reliably archived.

Some of the content we have acquired falls into the following categories:
- Faculty output   **(Continued...)**

- Individual works and scholarly journals
- Library collections
- Electronic records, finding aids, historical materials, etc
- Campus publications and presentations
- Newsletters, planning documents, historical publications, streaming video, etc.
- Student works
- Theses and dissertations, honors projects, etc.
- Miscellaneous

You've already seen many examples of these different types, so I'll just show you a few more.

Slide 31   Expand vision: highlight individual faculty

UO, like MIT, Rochester, and some others, have begun to create individual collections for faculty members. More and more faculty are coming to us for their own personal collections

Slide 32   Campus documents

In addition to newsletters and journals produced or edited on campus, we are also archiving campus planning documents in the archive. I mentioned before that these are being very heavily used, justifying, I believe, our decision to collect this type of information.

Slide 33 Student work

This is a unique collection containing works of undergraduates who have won a research competition that the Libraries organize every year.

Slide 34 Interesting and attractive content

It's important to go after the content that will capture the imagination of your local community in order to draw in more content and to draw users to your site so they can discover what is already there. This is a quarterly publication that was previously published only in print form. This shows the cover of a recent issue, featuring a local track star and campus legend, Steve Prefontaine. I worked with the campus publishers to modify their permission forms for contributing authors so that the content could be made available in our repository. This is one of the most prestigious local publications and it now provides a prime example of what the archive can accomplish, There are currently 3 issues of this publication in our archive that have been accessed over 300 times in 6 months. The success of this venture has led to a feature article on Scholars' Bank that is appearing in the next issue of the quarterly.

Slide 35   Make connections (OAIster)

Another of our key strategies is to make appropriate connections, bi-directionally whenever possible. One way is to register the IR in appropriate registries, such as OAIster and the Institutional Archives Registry.

This screen shows a Scholars' Bank item retrieved through OAIster, where we've registered the archive. We also make a link from the home page of our archive to this registry. One reason that I made this particular link at such a high level is because of the graphic that OAIster employs – it livens up our entry page to our repository.

Slide 36   Make connections (EWP)

Another connection we make is to provide links to subject or keyword searches to our local catalog.

Slide 37   Make connections (catalog search)

This is the result of that search – the idea is to draw more people in to a wide variety of resources and try to meet their information needs.

Slide 38   Make connections (Office of President)

This is a digital collection of images and documents that we link bi-directionally to the collection of student papers within the IR. If we can make high-profile connections, all the better.

Slide 39   Publicity – be creative and shameless

When trying o develop a new service, you have to be willing to use any means of promoting it that you can, as long as it doesn't damage the vision of the service or belittle the content of the IR.
(Continued ...)

These are some of the specific ways we try to publicize the archive.

- Promote anywhere and everywhere
- Use subject specialists in the effort
- Share success stories
- Link from the catalog
- Work with known allies
- Never miss an opportunity

Slide 40   Inside Oregon

Inside Oregon is a biweekly web-based publication for the campus that we've been harvesting for many months now. After we started harvesting the issues, there was an article on Scholars' Bank in the next issue – providing us widespread publicity on campus about the effort. I also mentioned the upcoming article in the Oregon Quarterly. There are many other examples I could show you but won't in the interest of time.

Slide 41   UO Channel

Every time we harvest content from an existing collection and put it into the archive, we also ask that reciprocal links be placed in the web archives of the original resources – we want to maximize exposure of the archive. The UO Channel is a streaming video service that the University President asked us to start. We now also capture the content of the UO Channel within our IR and link bi-directionally. It doesn't hurt to now have author entries for the President of the University in our IR.

Slide 42   Use subject specialists

One of the ways we try to identify potential communities on campus is through the work of our subject librarians. This community was one that was established thanks to the efforts of the Head of our Architecture and Allied Arts Library.

Slide 43   Share success stories

One of our Ph.D. candidates submitted her dissertation herself, in spite of lack of support from the Grad School. A few weeks later, a journal editor was searching Google for information on her topic, found her submission in Scholars' Bank, contacted her and asked her to write an article based on her research. She has done up a testimonial which we now have added as part of our context for the archive.

Slide 44   Share success stories

And here is her testimonial. She has just secured an adjunct teaching position on campus this fall. She credits Scholars' Bank with helping to jumpstart her career as an academic. Here it says that her work has been viewed 730 times in SB, as opposed to 3 times circulation in print. Now, that figure is up to 898 times. I need to update this page because we promote this testimonial when speaking to both faculty and students about the IR.

Slide 45   Link from the catalog

We also catalog journal titles and selected monographs deposited in the IR and we link to the SB version from the library catalog. This alerts our local users about the title and the archive, and it also alerts users of WorldCat to the archive, since those links appear in WorldCat records, too.

Slide 46   Work with known allies

The Economics Department working papers was our first real collection in the IR and we have subsequently acquired two more collections through them.

Slide 47   Never miss an opportunity

This is a new service I just started up – where we are willing to digitize the dissertation of any alumni and put it in the archive, free of charge. I have heard from one alumna so far. This was set up as a way of getting around the foot dragging of our Graduate School.

Slide 48   Never miss an opportunity

These were the winners of last year's Undergraduate Library Research awards and we have written about them and their awards, we have an annual reception to celebrate their success, and the students also speak on our behalf about the award – and about the IR.

Slide 49   Borrow ideas : T-Space

Your colleagues around the world are all doing interesting things with their IRs. Visit their sites often, talk to them, email them. They are willing and eager to share their ideas. Toronto is one of my favorite sites. Early on, they looked to us. They have since surpassed us in a number of ways because they have actually developed a business plan and devoted dedicated resources to their IR.

Slide 50   Guided tour

This is the latest thing from Toronto that I am working on – a short, streaming video guided tour of the IR.

Slide 51   Minho

The University of Minho in Portugal is at the forefront of code development for DSpace and I often browse their site. I borrowed the idea of the link to OAIster from their site.

52   MIT

MIT, one of the developers of DSpace, has a robust IR and I often look to them for ideas. They are also very good about talking with people and sharing their expertise and experience. The latest idea I want to explore is purchased access to selected content. This will help us overcome some of the obstacles we face with some of our authors and campus publishers.

Slide 53   Kansas

Kansas is another of my favorite sites to look at and borrow ideas from. I am impressed with the quality of their supporting pages and am working on developing several more pages that borrow heavily from their approach.

Slide 54   Duke

I am intrigued by the idea of a separate repository just for student work that Duke has implemented and think this might be something to explore in the future.

Slide 55   CDL

Most of the examples I've shown you have been from other DSpace installations but this is from the CDL which uses a different software platform. I am intrigued by the idea of highlighting a paper of the day. Of course, we don't have CDL's resources but we might be able to automate a process that would show the most recent addition, whatever it was.

Slide 56   Recent improvements

Of course, a key strategy for marketing involves improving the suite of services that your IR offers. In the past year, we have made a number of improvements to ours and the increased access to content and use of the archive indicates that this and our other strategies are paying off.

I'll show you just a bit about some of the other points listed here. The specifics don't matter as much as the philosophy of looking for new ways to expand the suite of services that comprise and IR.

Slide 57   Full text

We run a cron job every night to provide full-text indexing of the files that have been added that day. Full-text indexing is one of the big selling points for some of our contributors who already maintain web sites for the content.

Slide 58   Statistics

These are stats we gather from the Webalizer program about the use of the archive. This allows us to collect a wide variety of information about the use of our site. In the past year alone, we've been visited over 4 million times. Knowing this and some of the other information we can get from this program is a key part of our marketing.

Slide 59   Statistics

A recent version of DSpace provides the ability to track on usage of individual titles and we've modified the code a bit to allow it to show the actual titles, rather than just the handle (URL) which is what it does out of the box. This is already turning into a major promotional tool and has helped me convince a number of individuals to put their materials into the archive. As an example, this is a seminar on institutional repositories that I did in Barcelona in September 2005 that had already been viewed 766 times when I captured this screen shot 2 days ago, making it the ninth most popular item in our IR. I put every article and presentation I do into the IR – it models the possibilities and I can talk about it from first-hand experience.

Slide 60   Links between collections

Another recent service enhancement was the ability to link the same item to multiple collections. This increases discoverability within the archive and has proved to be a useful marketing tool.

Slide 61   Further improvements

These are some of the areas where we are working to further improve the archive, some of which we have done already and others that are just being planned.

Slide 62   Digitizing hard copy

We will now digitize hard copy for anyone who has appropriate material to put in Scholars' Bank. This is an example of a book written by a former – and recently deceased – president of the University. We are also digitizing the issues of the original alumni magazine, Old Oregon. We look for high-profile content to acquire and digitize that but we will also digitize articles for individual faculty.

Slide 63   Collaborative opportunities

We have already begun to take advantage of some of these opportunities. Through this and other means we can share information and strategies. Down the road, we could also develop a federated search of our different repositories or possibly even collaborate to build a shared repository. These avenues will also be open to you as you get involved in creating an IR.

Slide 64   Growth over time

As of today, there are about 2300 titles in Scholars' Bank. This chart shows that the greatest number of submissions (78%) has occurred in the past nine months, reflecting our expanded vision for the archive and the various strategies we have developed.

Hits against the archive have increased 224% in the same time period, with searchers coming in from all over the world – more than 70 countries.
We have a backlog of content waiting to be added with more interest being expressed from all over the campus.

Slide 65   Categories of submission: 16 months

After 16 months, we had 804 items in the archive, that broke down into the following categories. (An item often consists of multiple files – there are many more files than items.)

Slide 66   categories of submission: 3 years

We now have about 2300 items (many more files) in the IR.

Slide 67   Challenges for the future

These are some of the challenges we face for the future. Some of them have been with us from the beginning.
(Continued...)

- Get buy-in at the highest institutional levels

We have to overcome resistance at the VP level and within the Graduate School. Everything we have done so far has been done in spite of indifference or outright hostility from upper levels of the institution.

- Refine the preservation program

We have a huge responsibility that we need to take seriously.

- Keep abreast of changing technology

The technology is never the same.

- Stay informed about copyright

I subscribe to multiple lists and read articles, attend conferences, etc, to try to stay up on the latest developments in this area.

- Develop self-submission model more fully

As of April 11, 2006 about 6.1% of the total submissions had been made by authors or content owners themselves; 84.5% have been entered by MDLS staff on behalf of other content owners; and the remaining 9.4% have been made by other library staff on behalf of content owners (mostly Document Center staff for the govt. pubs).

Slide 68   Strategies for future growth

These are some of our strategies for future growth.

- Continue to acquire content
- Continue to promote shamelessly
- Align more closely with instructional programs
- Establish a campus advisory group
- Develop searching guides
- Integrate the IR in the new website design

Slide 69   How do we measure success

How do we measure success? We have come full circle. One way we measure success is by numbers of items, numbers of collections, numbers of campus groups involved. But we also have to measure success by some of these other means that are not necessarily quantifiable and where the benefits will take longer to manifest themselves. **(Continued...)**

- Expanding access to materials
- Capturing grey literature
- Enhancing instruction
- Highlighting individual achievement
- Increasing institutional visibility
- Integrating different types of content
- Increasing collaboration

Slide 70   Acknowledgements

I would like to acknowledge many people who have been part of the University of Oregon's IR.

Slide 71   Contact information