

## Marketing Faculty Experts – USFSP Digital Archive

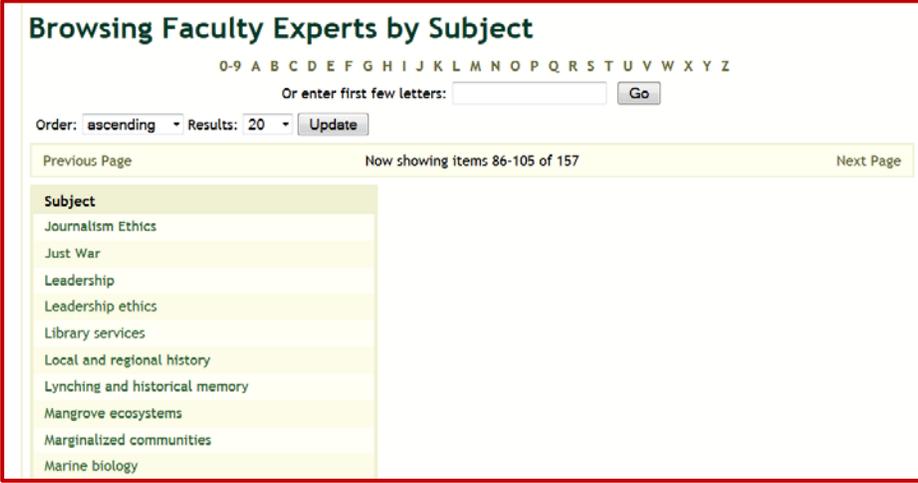
<http://dspace.nelson.usf.edu/xmlui/handle/10806/10949>

The University Advancement Office wanted a way to use the archive to identify and promote USFSP faculty to the local community and to the news media. Working with faculty who agree to take part, we obtain a brief biographical statement from them along with their areas of expertise. Using contact and educational information already available on their personal collection pages, we create a file that we add as an item to their personal collections. We then link that new item to the **Faculty Experts** collection.



The screenshot shows the 'Faculty Experts' page on the USFSP Digital Archive. The header includes the USFSP logo and the text 'UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG Digital Archive'. The breadcrumb trail is 'Home > SCHOLARLY WORKS > Faculty works > Faculty Experts'. The main heading is 'Faculty Experts'. Below it is a search box with a 'Go' button and a link to 'Advanced Search'. There are two links: 'VIEW LIST OF SUBJECT EXPERTISE' and 'VIEW LIST OF FACULTY EXPERTS'. A paragraph explains that the collection allows members of the USFSP community and beyond to learn about faculty expertise. A photo shows a man speaking at a podium. A copyright notice at the bottom states: 'It is the intention of the USFSP Digital Archive to comply with all U.S. and international copyright restrictions and to respect the intellectual property of all authors whose work is represented in the archive. If any individual or corporate entity has concerns about a specific item, please contact digcol@nelson.usf.edu'. On the right, there is a 'Search DSpace' section with a search box and a 'Go' button, and a 'Browse' section with links to 'All of DSpace' (Communities & Collections, By Issue Date, Authors, Titles, Subjects, By Submit Date) and 'This Collection' (By Issue Date, Authors, Titles, Subjects, By Submit Date).

The **Faculty Experts** page has links to the list of experts, as well as to their stated areas of expertise. These two lists are dynamically updated every time we add a new Experts profile. This helps promote the faculty and also supports the efforts of the University Advancement Office.



The screenshot shows the 'Browsing Faculty Experts by Subject' page. The heading is 'Browsing Faculty Experts by Subject'. Below it is a navigation bar with letters '0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z' and a search box with 'Or enter first few letters:' and a 'Go' button. There are dropdown menus for 'Order: ascending' and 'Results: 20', and an 'Update' button. Below this is a yellow bar with 'Previous Page', 'Now showing items 86-105 of 157', and 'Next Page'. The main content is a list of subjects: Journalism Ethics, Just War, Leadership, Leadership ethics, Library services, Local and regional history, Lynching and historical memory, Mangrove ecosystems, Marginalized communities, and Marine biology.

Handout for <http://dspace.nelson.usf.edu/xmlui/handle/10806/11969>

## Marketing Faculty Testimonials – USFSP Digital Archive

Leading up to Open Access Week in 2013, we asked several faculty members to write a brief testimonial about the value of the USFSP Digital Archive to them. We created a file using a standardized format that we added to the individual's digital portfolio. By adding the subject of "Testimonial" to each item, we are able to pull them all together in a single search. Subject searches in DSpace can also be embedded as links in other pages or websites, helping to promote the items still further.



The screenshot shows a DSpace search results page titled "Browsing by Subject 'Testimonial'". The page includes a search bar with a "Go" button and an "Advanced Search" link. Below the search bar, there are sorting options: "Sort by: issue date", "Order: ascending", and "Results: 20", with an "Update" button. The main content area displays a list of seven items, each with a title "Testimonial about the USFSP Digital Archive" and a subtitle indicating the author and date. The items are: Vanover, Charles (2013-09-26); Starks-Estes, Lisa S. (2013-09-23); McHale, James P. (2013-09-20); Smith, Thomas W. (2013-09-27); Cassill, Deby L. (2013-09-20); Schmidt, Martina K. (2013-09-12); and Brice, Alejandro E. (2013-09-23). The page also features a "Search DSpace" section on the right with a search bar and a "Go" button, and a "Browse" section with a list of categories: All of DSpace, Communities & Collections, By Issue Date, Authors, Titles, Subjects, and By Submit Date. A "My Account" section is also visible on the right with links for My Exports, Login, and Register.

The following page is an example of a faculty testimonial created about the USFSP Digital Archive. All testimonials are retrievable through the following link:

<http://dspace.nelson.usf.edu/xmlui/browse?value=Testimonial&type=subject>

Handout for <http://dspace.nelson.usf.edu/xmlui/handle/10806/11969>

## Testimonial about the USFSP Digital Archive

By Dr. Martina Schmidt

College of Business, USF St. Petersburg

September 12, 2013



The online portfolio of my work that the Library has made available through the USFSP Digital Archive has been tremendously helpful in making my work more visible. Through the Digital Archive my research is being much more widely viewed around the world than would have been possible previously. For example, I have been contacted numerous times by researchers who found my research on the Digital Archive. The Library has also been very supportive during my negotiations with my publishers to get a more open licensing agreement. I believe that posting my research in the Digital Archive is a win-win situation for me, for my publishers, and for scholars and other people around the world who are interested in my area of research.

## Marketing

### Faculty Research Lightning Talks – USFSP Digital Archive

<http://dspace.nelson.usf.edu/xmlui/handle/10806/9990>

Every year, as part of the University's Research Month in April, the Library hosts an event to celebrate faculty research and scholarship. We have transformed this from being a reception only for faculty who had published books in the previous year to a more inclusive event where ten to twelve faculty have an opportunity to share a brief overview of their current research in the form of a five-minute lightning talk. For the past two years we have videotaped the talks, digitized them, and added them to the Digital Archive. We created a separate collection within the archive to showcase these talks, as well as making sure that each talk is also part of the individual faculty member's personal collection. The talks are very popular with faculty, well attended, and have proven to be an effective way to demonstrate the versatility of the archive for creating comprehensive digital portfolios of a faculty member's body of work.

Login

**USFSP** UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG *Digital Archive*

Home > SCHOLARLY WORKS > Faculty works > Faculty Research Lightning Talks

## Faculty Research Lightning Talks

Search within this collection:

Advanced Search

**VIEW ALL ITEMS IN THIS COLLECTION**

In April 2013, as part of the University's Research Month, the Nelson Poynter Memorial Library hosted a series of "Lightning Talks" for faculty to speak for 5 minutes about their research. This effort continued again in 2014 and has become a regular series.

This collection provides links to videos and presentations by USFSP faculty discussing their current research.



**Search DSpace**

Search

DSpace

This Collection

Advanced Search

**Browse**

- All of DSpace
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  - By Issue Date
  - Authors
  - Titles
  - Subjects
  - By Submit Date
- This Collection
  - By Issue Date
  - Authors
  - Titles
  - Subjects
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