

University at Albany, State University of New York

Scholars Archive

University Libraries Faculty Scholarship

University Libraries

Spring 2016

If You Build It, Will They Come? Collateral Benefits of Changing Strategies to Facilitate Faculty Participation in a Campus IR

Lindsay Van Berkom

University at Albany, State University of New York, lvanberkom@albany.edu

Elaine M. Lasda Bergman

University at Albany, State University of New York, elasdabergman@albany.edu

Follow this and additional works at: https://scholarsarchive.library.albany.edu/ulib_fac_scholar



Part of the [Scholarly Communication Commons](#)

Recommended Citation

Van Berkom, Lindsay and Lasda Bergman, Elaine M., "If You Build It, Will They Come? Collateral Benefits of Changing Strategies to Facilitate Faculty Participation in a Campus IR" (2016). *University Libraries Faculty Scholarship*. 88.

https://scholarsarchive.library.albany.edu/ulib_fac_scholar/88

This Presentation is brought to you for free and open access by the University Libraries at Scholars Archive. It has been accepted for inclusion in University Libraries Faculty Scholarship by an authorized administrator of Scholars Archive. For more information, please contact scholarsarchive@albany.edu.

If You Build It, Will They Come?

Collateral Benefits of Changing Strategies to Facilitate Faculty Participation in a Campus IR

Lindsay Van Berkom, Scholars Archive Administrator & Elaine Lasda, Scholarly Metrics Specialist, University at Albany Libraries

In October, 2014, the University at Albany Libraries launched **Scholars Archive (SA)**, the University's Institutional Repository (IR). Upon the creation of our IR, non-library faculty contributed sparsely and initial outreach efforts generated mixed results. After our first year of trial and error, we redeveloped our strategy, which yielded benefits to the Libraries beyond simply increasing repository content. This poster session will exhibit the changes we made in our approach, show progress thus far, and highlight some unexpected benefits.

First Inning

Coaching Staff:

Scholars Archive: IR Implementation Committee

Key Players:

Pitcher: Scholars Archive Administrator

Batter: UAlbany faculty

Batter up: UAlbany graduate students

Initial Pitches:

Fastball: Low hanging fruit w/ existing publications

Splitter: Subject librarians promote SA to faculty

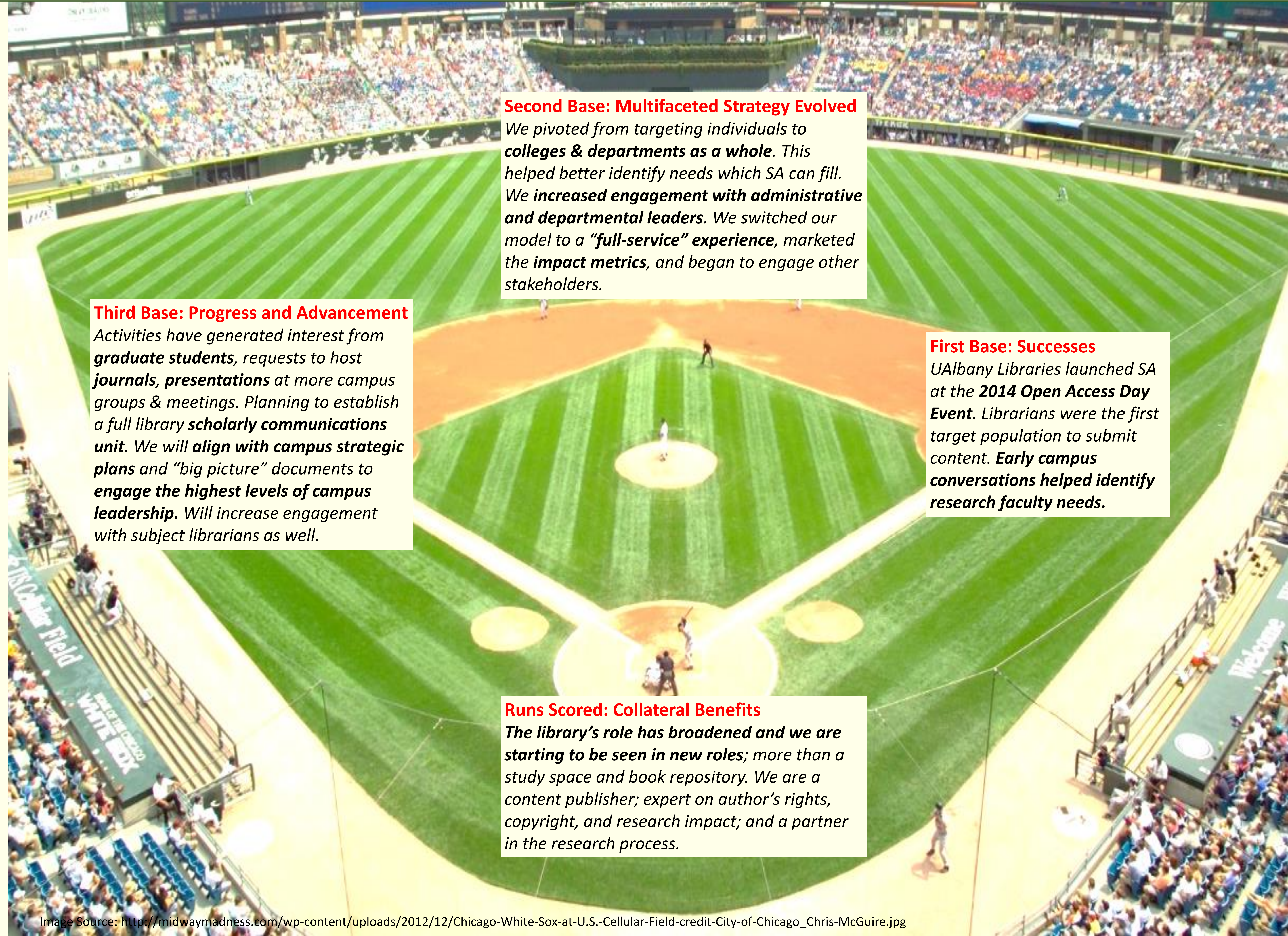
Cutter: Assisted "self-service" model

Foul Balls: Internal and External Challenges

- Inconsistent marketing: lack of long-term strategy
- Unengaged library stakeholders
- Lack of library support staff
- Changes in Library Administration
- Faculty view self submitting as too much work
- Competition with social networking sites
- Unfamiliarity with IRs in general

Stats: Contributors and Usage

- 374 total papers and 281 authors
- Increased growth rate: 67% (2015) and 77% (through April 2016)
- 29th percentile for breadth (2015)
- 14,274 downloads and reaching 150+ countries
- 958 active users in past 30 days
- 68th percentile for demand (2015)



Second Base: Multifaceted Strategy Evolved

We pivoted from targeting individuals to colleges & departments as a whole. This helped better identify needs which SA can fill. We increased engagement with administrative and departmental leaders. We switched our model to a "full-service" experience, marketed the impact metrics, and began to engage other stakeholders.

Third Base: Progress and Advancement

Activities have generated interest from graduate students, requests to host journals, presentations at more campus groups & meetings. Planning to establish a full library scholarly communications unit. We will align with campus strategic plans and "big picture" documents to engage the highest levels of campus leadership. Will increase engagement with subject librarians as well.

First Base: Successes

UAlbany Libraries launched SA at the 2014 Open Access Day Event. Librarians were the first target population to submit content. Early campus conversations helped identify research faculty needs.

Runs Scored: Collateral Benefits

The library's role has broadened and we are starting to be seen in new roles; more than a study space and book repository. We are a content publisher; expert on author's rights, copyright, and research impact; and a partner in the research process.