

### **Promoting faculty publications: tips, tricks & tools, Session #1209**

Follow along on the journey that two Management Librarians at the University of Ottawa are taking in their effort to increase and improve upon exposure of faculty publications to internal and external communities. What began as a simple idea to use RefWorks as a means of promotion ended up as a much larger and much more collaborative initiative involving key members of the School of Management and the University Library.

#### **Tips**

- Start off with a fairly thorough understanding and definition of open access.
- Enlist supporters, e.g. a Scholarly Communications Librarian and/or an Administrative Librarian to help champion the project
- Enlist experts
- Remain flexible
- Remain persistent and patient: expect delays in getting responses from professors, legal counsel for the university, etc.
- Go with the flow: once you gain momentum with faculty buy-in, try to keep the project moving forward
- Get to know the best practices from other similar institutions/organizations (e.g. "It's not about 'the box' any more. We can't be talking about the box—we need to focus on all the stuff that can be in the box and the services we can offer [to faculty].") (Dorotea Salo quoted in Albanese, A. R. (2009, March 1). Institutional repositories: Thinking beyond the box. *Library Journal*, Retrieved from <http://www.libraryjournal.com/article/CA6639327.html>)

#### **Tricks**

- Mention your institutional repository (or chosen method of promotion) in other contexts:
  - Meeting a professor for a research consultation
  - Suggesting journals to a faculty member on where to publish articles
  - Giving a presentation related to research, e.g. during a presentation on citation analysis and *Publish or Perish's* use of Google Scholar which indexes texts found in uO Research
- Have an "elevator pitch" ready: collaborate with Scholarly Communications Librarian on this!

#### **Tools**

- If working with colleagues, it's nice to document and keep track of publications, notes, etc. in a **wiki** (we used PBWorks: <http://pbworks.com/>) If a new staff member embarks on the project, they can always refer to the process and documents listed here.
- **MS Excel**: or other spreadsheet program to keep track of faculty responses re: permissions
- **Refworks**: although not what we ultimately used, could be used at your institution! Would work fine for smaller projects, small collections
- **Drupal**: might be all you need for content management, it's free and open source
- **DSpace**: for a full-blown IR, developed by MIT and Hewlett Packard and is "the repository software of choice for more than 300 organizations worldwide"
- **MS Outlook**: use folders to keep track of faculty responses
- Posters: created by Development, Assessment & Marketing Librarian

## Woulda, coulda, shoulda (Lessons Learned)

Would have been better if we had:

- asked for feedback on our proposed project before investing too many resources.
- a better/more thorough understanding of the issues surrounding self-archiving, scholarly publishing in journals, copyright issues
- put ourselves in the place of the professor: may not be comfortable sharing publications that they consider “drafts”, may not see how they could personally benefit, may already self-archive elsewhere, may already be connected to a network that has access to their pre-prints...
- a better understanding of a “working paper” – many turn into peer-reviewed publications, so does the draft version = working paper?
- anticipated faculty concerns

Could have:

- done more research on IRs in general and connection with OA
- checked for a list of journals where Telfer profs published to verify the various policies regarding submitting texts to IRs

Should (not) have:

- assumed that all professors would be gung-ho about making their work more widely available

Timing is of the essence! As Gibbons notes: “The best way to demonstrate the enduring value of the IR and to ensure its long-term survival is to quickly populate it”. (2004). Benefits of an institutional repository. *Library Technology Reports*, 40(4), 11-16

## Expanding the Traditional Librarian Role

From: *The Role of Reference Librarians in Institutional Repositories* <http://www.escholarlypub.com/cwb/reflibir.pdf> (Charles W. Bailey, Jr. Preprint: 4/6/05)

Reference librarians can play a significant role in planning, establishing, and supporting IRs. Here is a partial list of some of the possible activities that they may engage in:

1. Helping to create sensible IR policies and procedures and to provide feedback about how they work in practice.
2. Assisting in designing the IR user interface so that it is clear, easy to use, and effective.
3. Helping to identify current self-archiving activity on campus to aid the content recruitment effort.
4. Acting as change agents by promoting the IR to faculty and graduate students in their subject areas.
5. Informing faculty and graduate students about Creative Commons licensing options and publisher e-print policies.
6. Depositing digital materials for faculty in their subject areas if such assistance is desired.
7. Participating in the creation of IR metadata, such as local controlled vocabularies (e.g., subject categories for IR documents).
8. Preparing Web-based and paper documents that explain and promote the IR and advocate scholarly publishing reform.
9. Training users in IR deposit and searching procedures.
10. Assisting local and remote users with IR utilization, answering questions about IR policies and procedures, and using the IR to answer reference questions.

## Bibliography

Searching for more information on promoting faculty research, open access, scholarly communication, as well as the various websites I visited to research this presentation? Look no further than this RefShare folder with over 60 key references: <http://refworks.scholarsportal.info/refshare?site=010031073278800000/190-95-8SKCK711065876/PromotingFacultyPublications>