

# Promoting Faculty Publications



## The Management Library

**Cecilia Tellis, Management Librarian**

OLA Superconference Session 1209

February 26, 2009

**Maryse Laflamme, Head Librarian**



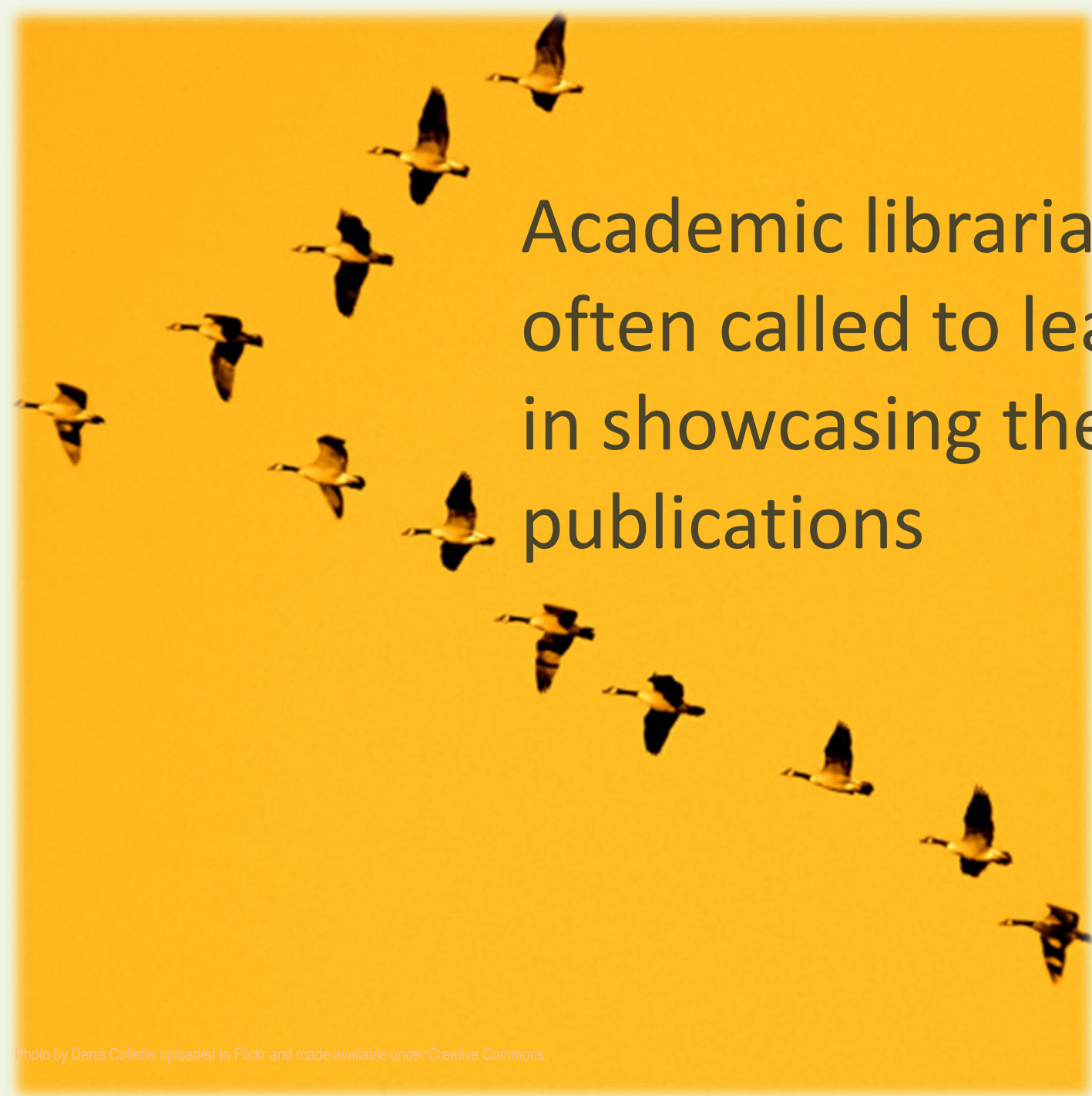
**Cecilia Tellis, Management Librarian**

# What kind of library do you work in?

- A. Academic
- B. Public
- C. School
- D. Government
- E. Corporate
- F. Other

In this time of technological innovation, there are many routes to take to promote faculty publications




A flock of approximately 15 birds, likely geese or swans, is captured in flight against a solid, bright yellow background. The birds are arranged in a loose V-formation, with some leading and others following. Their wings are spread, and they appear to be moving from the upper left towards the lower right. The lighting is warm and consistent with the background color.

Academic librarians are  
often called to lead the way  
in showcasing these  
publications



We don't always take the "right" path

A vintage map of Europe is the background. A book titled 'A Ladybird Book Understanding Maps' is placed diagonally across the map. The book cover features a green landscape illustration and a red line with an arrow. A black compass with a white face and green markings is positioned in the lower right. A black magnifying glass is in the lower center, partially overlapping the book and map.

With the right tools and proper orientation, we can play an active role in promoting faculty work

Follow along on our journey to pick up some tips, tricks and tools to guide your success



# Environment / context in which we are working



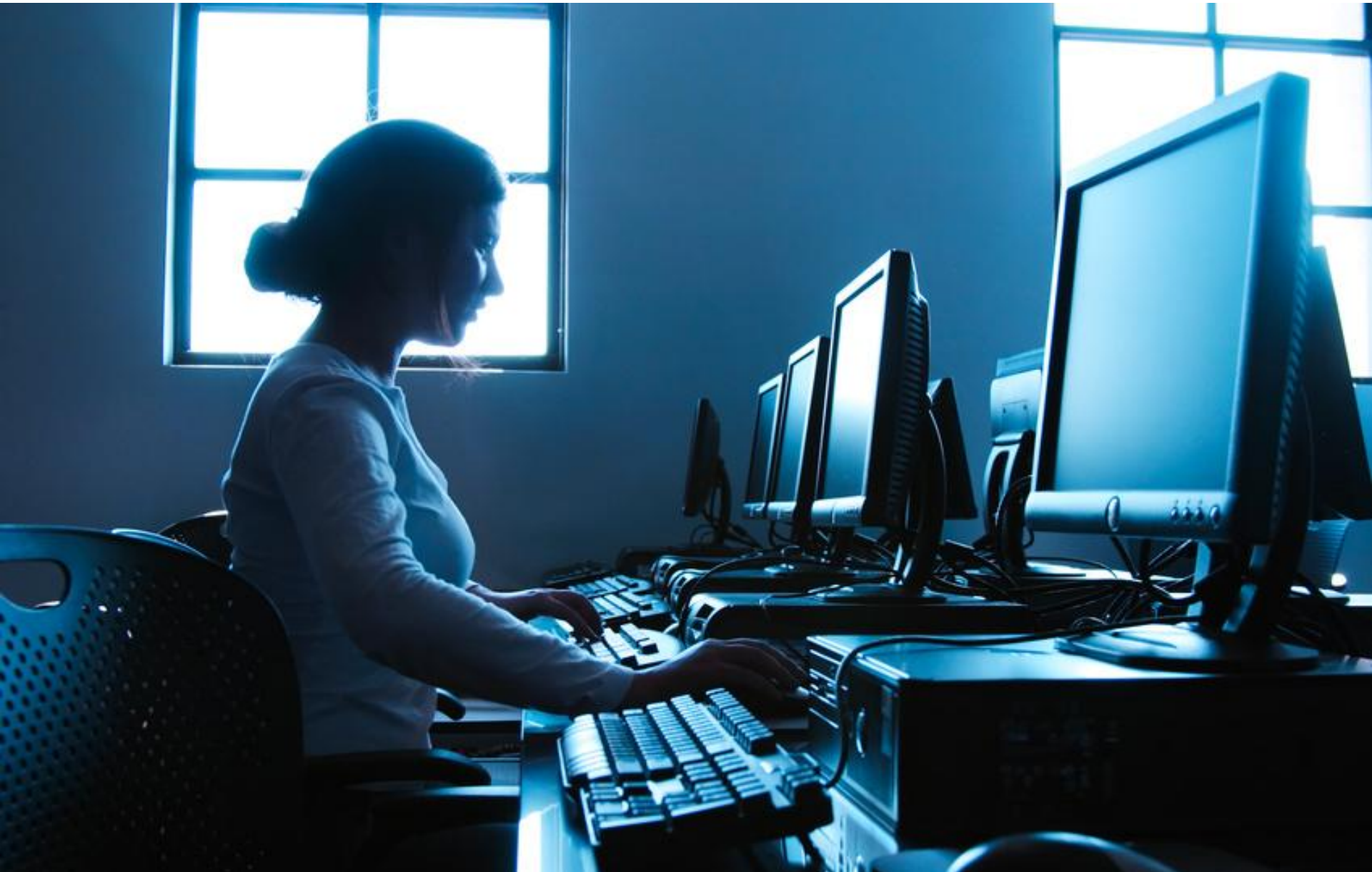
If you were on the Telfer School of Management's website, where would you click to find faculty publications?

- A. Publications
- B. Faculty and Research
- C. Management Library
- D. Professors and staff
- E. I would use the search box

The screenshot shows the Telfer School of Management website. The header includes the logo 'Ecole de gestion TELFER School of Management' and the slogan 'LIÉE en LINKED with LEADERSHIP'. A search box labeled 'Keywords...' is highlighted in green. The navigation menu includes 'Home', 'About us', 'Programs', 'Faculty and Research', 'Careers', 'News', 'Events', 'Publications', and 'Contact Information'. The 'Faculty and Research' and 'Publications' menu items are highlighted in green. On the left sidebar, the 'Resources' section includes 'Prospective Students', 'Students', 'Professors and staff', 'Alumni', 'Media Resources', 'Recruiters/Employers', and 'Partners and Donors'. The 'Professors and staff' link is highlighted in green. Below it, the 'Quick Links' section includes 'Search this site', 'uOttawa', 'Infoweb', 'Doc-Depot', 'Common-Office', and 'Management Library', with the latter highlighted in green. The main content area features two articles: 'Alumni Breakfast Speaker Series' with a photo of Karen Kinsley and a 'Details' link, and '19th Annual "A Toast to Success" Business Dinner' with a photo of Donald Ziraldo. The right sidebar contains 'Latest News' and 'Upcoming Events' sections.



RefWorks



### Publications (mid-December 2007 to mid-April 2008)

#### Livres • Books



Brzustowski, T.A. *The Way Ahead: Meeting Canada's Productivity Challenge*. University of Ottawa Press, Ottawa, 2008.



Zéghal, D. *Accounting Thoughts and Practices: Some Unresolved Issues*. Parmitech, Ottawa, 2008.



Goh, S.C. and P.J. Ryan. "The Organizational Performance of Learning Companies: A Longitudinal and Competitor Analysis Using Market and Accounting Financial Data." *The Learning Organization* 15, 3 (2008): 225-239.



Hamzaoui Essoussi, L. and M. Zahaf. "Decision Making Process of Community Organic Food Consumers: An Exploratory Study." *Journal of Consumer Marketing* 25, 2 (2008): 95-104.



Kalyta, P. and M. Magnan. "Executive Pensions, Disclosure Quality, and Rent Extraction." *Journal of Accounting and Public Policy* 27, 2 (March-April 2008): 133-166.

Avant-Garde newsletter lists faculty publications. But how to find the full text?

#### Chapitre de livre • Book Chapter



Kuziemyky C.E. "Enhancing 'Fit' of Health Information



University of Ottawa

Search View Language Help About this Database

#### All References

Switch to: Standard View

References to Use: Selected Page All in List

Add to My List Print Export Create Bibliography

Ref ID: 1514 Magazine Article (Electronic) Reference 1 of 24

Title: A New Indicator of University Productivity

Authors: [Brzustowski, T.A. and R. Truman](#)

Source: [Optimum Online](#), 2008, 38, 1, 1-5

Ref ID: 1515 Book, Whole Reference 2 of 24

Book Title: The way ahead : meeting Canada's productivity challenge

Authors: [Brzustowski, Tom](#)

Source: 2008, University of Ottawa Press, Ottawa, ON

Ref ID: 1516 Journal Article Reference 3 of 24

Title: Deconstructing symbiotic dyadic e-health networks: Transnational and transgenic perspectives

Authors: [Caro, Denis H.J.](#)

Source: [Int.J.Inf.Manage.](#), 2008, 28, 2, 94-101

Ref ID: 1518 Journal Article Reference 4 of 24

With RefShare, uOttawa users could click on the afficher/get it! icon to access the publication.



# Re-evaluation



LibGuides

Harvard Faculty & Research

wiki

Final revised presentation  
shown to Telfer faculty

# uO Research: Institutional Repository



University of Ottawa – Canada's university

uoZone Library Search uO Maps Français

## uO Research

Login | Help

- About uO Research »
- Search »
- Browse »
- Help »
- How to Submit »
- Login »
- Receive email alerts »

### Visibility, Impact and Permanence for your Research

uO Research, the University's institutional repository includes theses, articles, working papers, technical reports, conference papers, data sets in various digital formats, etc.

We invite all faculty, graduate students and researchers to contribute their scholarly works to uO Research. [Read more](#)

### Search uO Research

Combine terms using AND (in caps), e.g. poverty AND crime.  
Enclose phrases in double quotes, e.g. "global warming".  
Use the [Advanced Search](#) for more options.

### Communities in uO Research

Select a community to browse its collections.

▶ [École de gestion Telfer // Telfer School of Management](#)



All of our library's initiatives/projects were appreciated by faculty members

- A. Completely true
- B. Mostly true
- C. Mostly false
- D. Completely false



Excel

Drupal

RefWorks

# Tools

DSpace

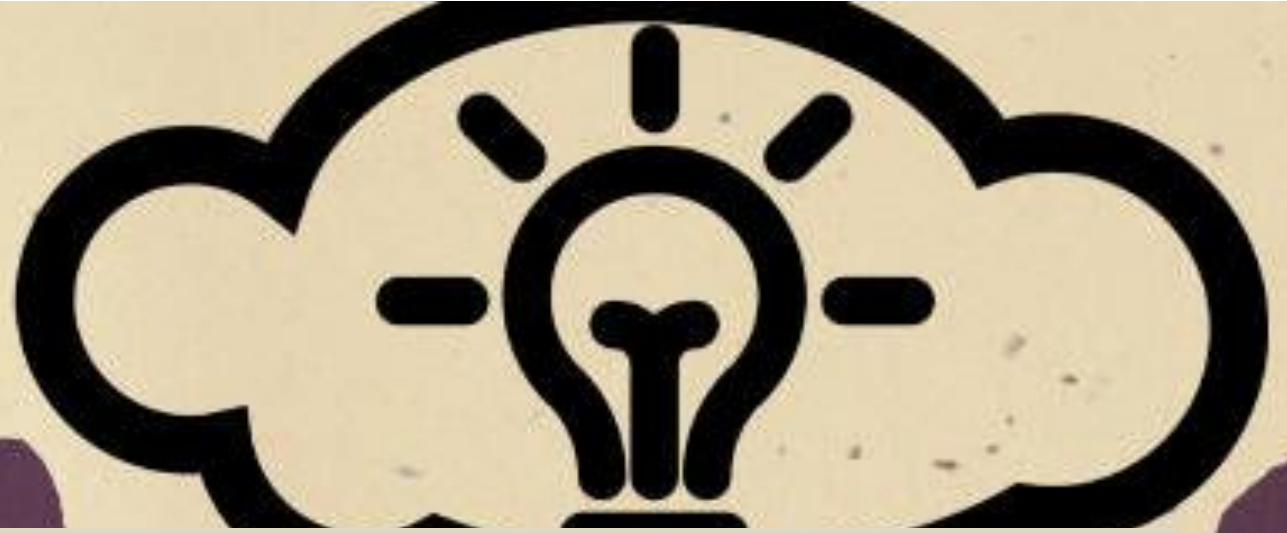
posters

**Tips**



# Woulda, coulda, shoulda (Lessons Learned)





**Get feedback on proposed project  
before investing too many resources**



Just because you build it, doesn't mean they'll come



**Tricks**



I would describe my level of knowledge regarding open access as:

- A. Excellent
- B. Very good
- C. Good
- D. Abysmal

Become more familiar with  
**open access**  
especially within a  
library context



Open Access @ uOttawa

Open Access Week

Remain persistent and patient

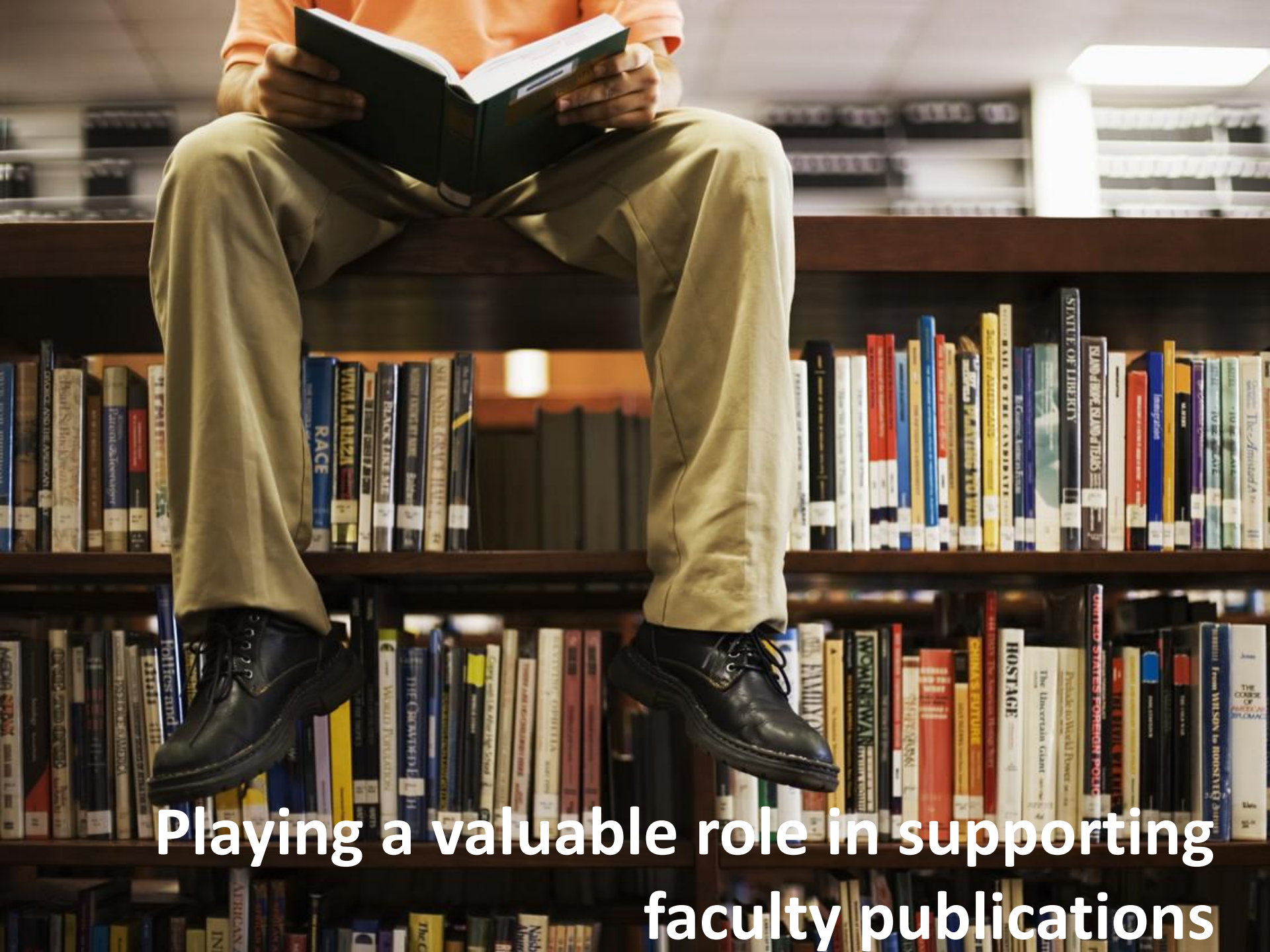


According to the Canadian Association of Research Libraries, how many research libraries in Canada have already implemented an institutional repository?

- A. 8
- B. 31
- C. 17
- D. 22



# Collaboration



**Playing a valuable role in supporting  
faculty publications**

In general, faculty members are familiar with my library, its resources, services and staff

- A. Yes, absolutely
- B. Sort of...
- C. Not sure, have never surveyed them
- D. No, not at all.

# Increasing visibility and importance of library in faculty affairs



A close-up photograph of a person's neck and upper chest. The person has dark hair and is wearing a thin, gold-colored chain necklace. A black rectangular pendant hangs from the necklace, featuring the word "LIBRARIAN" in white, bold, capital letters. The background is a soft, out-of-focus light color.

Expanding the traditional

**LIBRARIAN** role





Photo by m,! uploaded to Flickr and made available under Creative Commons.

**Academic librarians may question which path to take in promoting faculty research**

# Lead the way in the successful promotion of faculty publications



# Promoting faculty publications can be :

- A. A way to demonstrate the importance of the library and its services/resources
- B. An experience fraught with challenges but also opportunities
- C. A time of collaboration, cooperation between different departments within an organization
- D. An extremely rewarding and appreciated effort (eventually)
- E. All of the above



Set the pace, then go with the flow

A green rectangular sign with rounded corners and a white border, mounted on two wooden posts. The sign features the text "Here & Now" in a large, white, sans-serif font. The background is a bright blue sky with scattered white clouds.

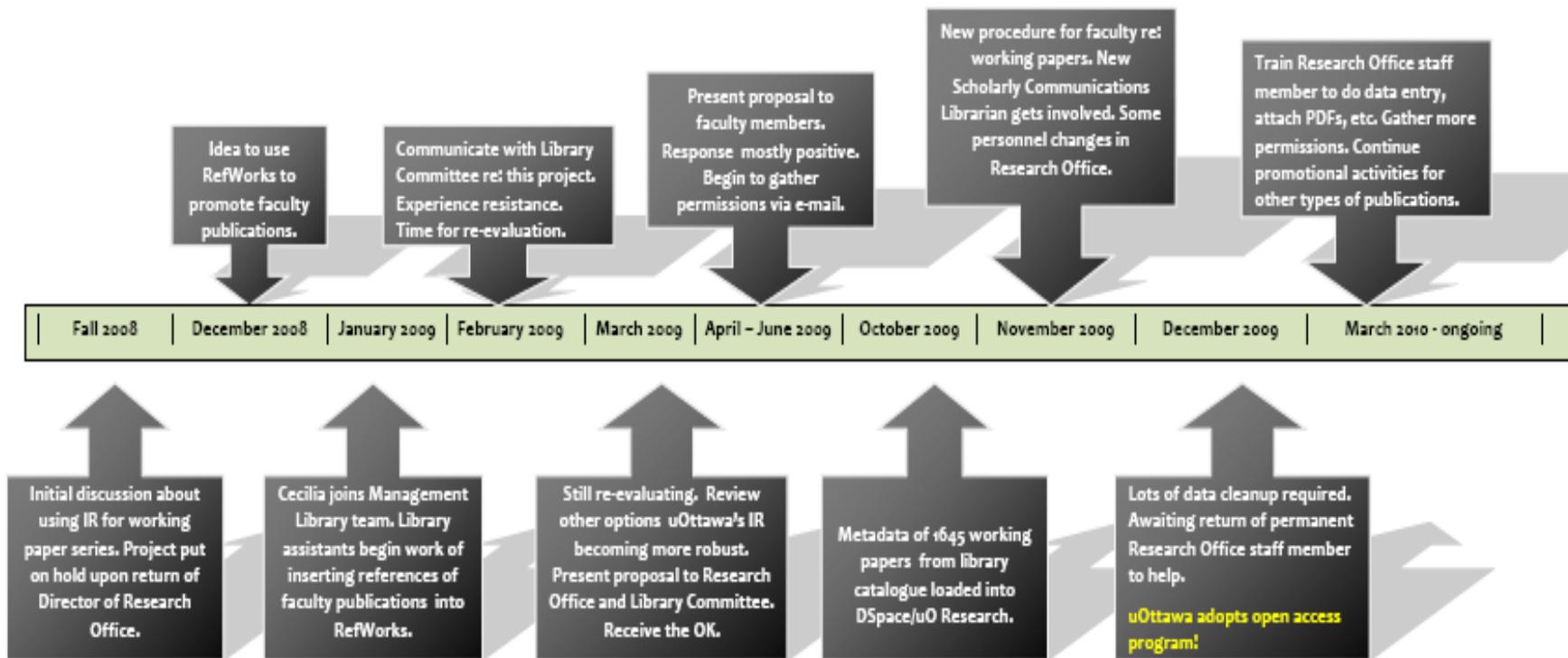
Here & Now

Next steps...

# Promoting Faculty Publications

## Management Library, uOttawa

### THE JOURNEY





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