8-3-2012

Identifying and Adding Institutional Repository Content from and for your Institution's Affinity Groups

Jonathan Bull
Valparaiso University, Jon.Bull@valpo.edu

Identifying and Adding Institutional Repository Content from and for your Institution's Affinity Groups

Jonathan Bull
DCGLUG
August 3, 2012

Valparaiso University

Agenda:

- Identify Potential Users

- Know Your Users

- Develop the Sales Pitch

- Faculty and Student Scholarship Pitches

- E-Journal Pitch

- Conference Pitch

ValpoScholar

- 1,890 records
- 231,494 total downloads
- 50 states;116 countries
- Launched March 2011
- Collection Highlights: 6 publications (7th in development); 2 conferences; 16 faculty members' scholarship
- Still developing, but growing

Identify Potential Users:

- Conference Organizers

- Faculty Websites

- Scholarship Celebrations

- Struggling Publications

- Grant-funded Research Data

Valparaiso University

Know Your Users:

- Examine web presence

- Sample search

- Compare status quo to IR services

- Find the areas they could improve

Develop the Sales Pitch:

- Each pitch will be different

- Stick to Big Ideas (one-stop shop; stable institutional URL, etc.)

- Aim for User's Current Problem(s)

Valparaiso University

Faculty/Student Sales Pitch:

- "We can do it for you" – the Service argument

- Institution-Branded website

- Stable URL

- Indexing Power

Case Studies:

Gary Morris (faculty)
 -Old Webpage
 -SW webpage

Core Reader (student)

Valparaiso
University

E-Journal Sales Pitch:

- Access to back issues?

- Problematic peer-review process?

- Website maintenance?

- Institutional Brand?

Valparaiso University

E-Journal Case Study:
Journal of Values-Based Leadership

• College of Business publication

• International Readership; 4000-5000 downloads per issue and 800 print issues; indexed in Ebsco

• One faculty member; four part-time internationally-based editors

Problems: Problematic access to back issues, clunky peer-review process, website maintenance, plus others

1) No thank you. Good Luck!

2) That's a big problem we have been having. You can help?

Valparaiso University

Conference Sales Pitch:

- Online Registration?

- Conference Proceedings Online?

- Schedule Online?

- Distance Attendees?

Valparaiso University

Conference Case Study:
Institute of Liturgical Studies

- 400-500 Catholic and Protestant clergy attending

- One of premiere Valpo conferences with speakers from around the country

- Some conference proceedings online with little metadata

Problems: Print-based registration and payment; limit technical support; incomplete conference proceedings

THE INSTITUTE *of* LITURGICAL STUDIES

1) Sure you can put our files on your system.

2) You can do registration, conference proceedings, scheduling all on this website? Let's do this.

Valparaiso University

Key Points:

- All User Needs are Different

- Do Your Homework

- Develop an Unique Sales Pitch each time

- Be Persistent

- Keep Sales Pitch in mind always

Valparaiso
University

Thank You!

Jonathan Bull

Jon.Bull@valpo.edu

Valparaiso University