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

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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
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)
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)
E-Journal Sales Pitch:

• Access to back issues?
• Problematic peer-review process?
• Website maintenance?
• Institutional Brand?
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?
Conference Sales Pitch:

• Online Registration?

• Conference Proceedings Online?

• Schedule Online?

• Distance Attendees?
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
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
Thank You!

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