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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