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Adapting the Repository Annual Report into a Promotional Tool

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Adapting the Repository Annual Report into a Promotional Tool

August 3, 2012
Digital Commons Great Lakes User Group

Doug Way

Head of Collections and Scholarly Communications
Grand Valley State University Libraries



GVSU's ScholarWorks Annual Report

ScholarWorks@GVSU Annual Report 2011



Overview

ScholarWorks@GVSU is an open-access repository maintained by the GVSU Libraries that showcases and maintains works by GVSU scholars. The mission of ScholarWorks@GVSU is to collect and preserve scholarly and creative works by GVSU faculty, staff and students. It helps move the Libraries toward achieving goal two of its strategic plan (Build sustainable collections, responding to emerging models that strengthen and support the University's educational and scholarly endeavors).

The repository, which uses bepress' Digital Commons platform, was established in 2008 in response to needs articulated to the University Libraries by the university community. Up until the summer of 2010 the Associate Dean for Research and Instruction and the Head of Collections and Scholarly Communications were the primary point persons for the repository. During that time the repository experienced great interest from across the University community, but modest growth due to staffing constraints. In 2010, faculty and staff openings presented the Libraries with the opportunity to create the faculty librarian position that is today the Scholarly Communications Outreach Coordinator, as well as a full time clerical position that spends the majority of its time on repository and scholarly communications activities. The establishment of these two positions allowed for the creation of a Scholarly Communications Team that also includes the Head of Collections and Scholarly Communications. This team allowed for better coordination, collaboration and support of the liaison librarians and allowed the Libraries to better meet the demand for repository services at the University, leading to a rapid growth in repository content.

In 2011 the repository added 3328 items, 7 journals, and 3 conferences. At the end of 2011 the repository had a total of 23 communities and 39 series. Use of the repository increased in 2011, with a total of 140,301 items downloaded by visitors. Visitors came to the repository from all 50 states and from 145 countries around the world. Recruitment of new content slowed during the 4th quarter of 2011 as the Scholarly Communications Outreach Coordinator took a different position at the University. That position was filled during the fall of 2011 with a new librarian taking on that role at the start of the Winter, 2012, semester, and it is expected that recruitment of content will return to previous levels.

Top Downloaded Items in 2011	
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From Soldadera to Adelita: The Depiction of Women in the Mexican Revolution	874
The US Nursing Shortage and Nonprofits	839
Nonprofit Organizations and the Emerging Potential of Social Media and Internet Resources	796

Major Accomplishments

- ScholarWorks site redesign
 - As part of an effort by the Libraries' Web Services Librarian to refine the Libraries' web presence, a redesign of the ScholarWorks site was undertaken. Working with bepress, the site was refined to serve as an advertisement for how the repository can meet the needs of constituencies across campus.
- GVSU hosted a user group meeting for current Digital Commons users in Michigan, as well as libraries interested in learning more about Digital Commons. Attendees included librarians and staff from GVSU, Hope College, Wayne State University, Western Michigan University, Grand Rapids Community College, Baker College, and Eastern Michigan University. Topics covered included Search Engine Optimization and the use of SelectedWorks sites.
- New Journals
 - Society Publications
 - *Language Arts Journal of Michigan*
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 - *West Michigan Business Review*
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- New Collections and Communities
 - Hauenstein Center for Presidential Studies
 - ORPC: Online Readings in Psychology and Culture
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Opportunities for 2012

- Further develop liaison professional development opportunities in support of Scholarly Communications activities.
- Promote hosting and providing access to open education resources in the ScholarWorks repository.
- Develop and refine guidelines and procedures for the ScholarWorks repository.

Campus Partners

• Annis Water Resources Institute	• Johnson Center for Philanthropy
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• School of Public, Nonprofit, and Health Administration	• Office of Grants Development and Administration
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Mission



Background



Statistics

GVSU's ScholarWorks Annual Report

Accomplishments

- Site redesign
- Meetings
- Growth details

Opportunities

Partnerships

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The Transformation



The Transformation

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Faculty Research

ScholarWorks makes GVSU faculty publications available to researchers around the world.



Student Research

ScholarWorks hosts a wide range of student scholarship and creative works.



Conferences

ScholarWorks can manage conference workflows and materials.

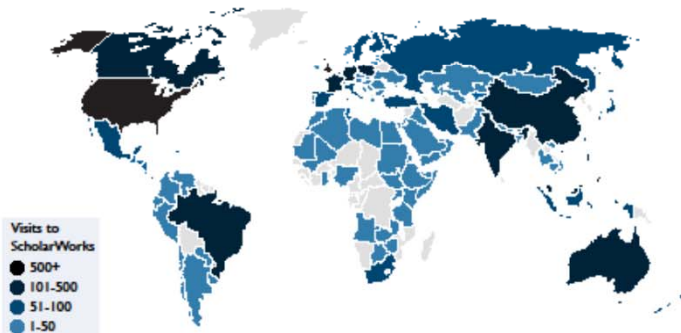
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3,328 new items
7 new journals
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GLOBAL REACH in 2011

In 2011, visitors from all 50 states and 145 countries downloaded content from the repository, including Canada, the United Kingdom, India, China, France, Poland, Malaysia and the Philippines.



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ScholarWorks partners with many colleges, departments, and research centers across campus, including:

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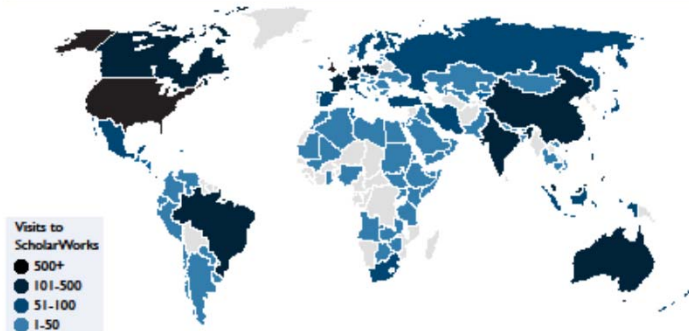


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Mission

- Referral to website

Areas of Emphasis

- Mirrors ScholarWorks homepage

Opening Eyes

- Potential partners have no context for our reach
- Data pulled from Google Analytics
 - Uploaded to geocommons.org
 - Map created with Adobe Illustrator

The Transformation

Basic Statistics

- Designed to impress
- Designed to show vitality

Highlighting Specific Pubs and Events

- Society Publications
- High-profile campus pubs and events

Campus Partnerships

- Take advantage of competition
- Reassure

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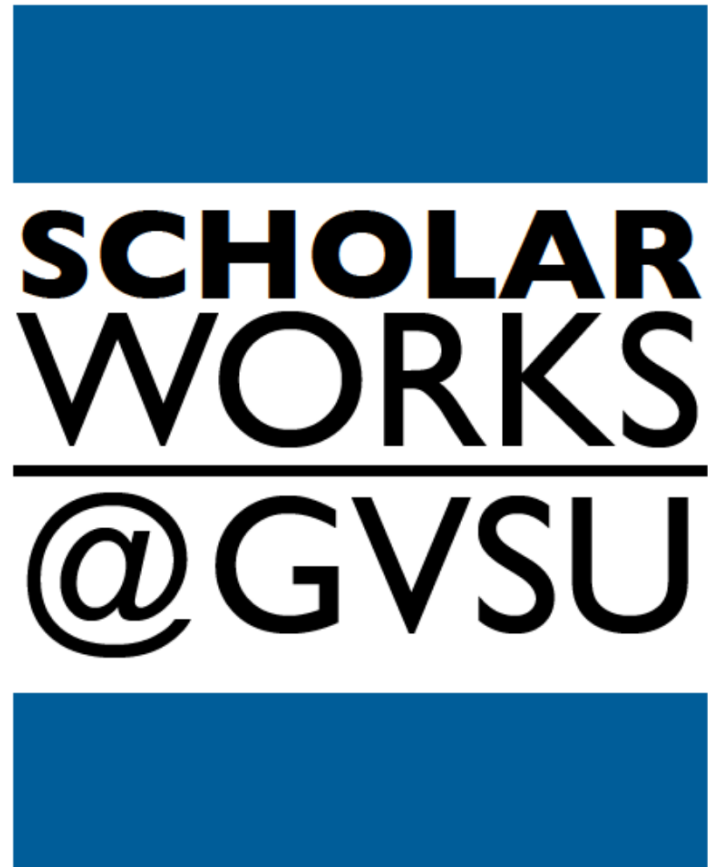
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Going Forward

- Brochure is available in print and electronically
- Target Audiences
 - New faculty
 - Dean's council
 - Recruited faculty and programs
- Make available to liaisons
- Will update content annually



Thank You

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http://works.bepress.com/doug_way/