Marketing an Established Institutional Repository: Marquette Libraries' Research Stewardship Survey [poster presentation]

Rose Fortier
Marquette University, rose.fortier@marquette.edu

Emily J. Zegers
Marquette University, emily.zegers@marquette.edu

Follow this and additional works at: https://epublications.marquette.edu/lib_fac

Recommended Citation
https://epublications.marquette.edu/lib_fac/45
Marketing an Established Institutional Repository

To create a marketing plan for Marquette University's Institutional Repository (IR), e-Publications@Marquette, a survey was sent to university faculty to determine their attitudes toward the IR. Their answers would shape new directions for e-Publications, and target marketing areas of opportunity.

Research questions
- Reasons why Marquette faculty use the IR
- Reasons faculty don't use the IR
- New IR features faculty would like to see offered

BACKGROUND

The IR was established in 2008. Faculty participation in e-Publications is voluntary; Marquette does not have mandated open access. The top departments for participation in e-Publications are: Philosophy, Theology, Education, and Chemistry. Respectively, the top departments for downloads are Education, Nursing, Marketing, and Philosophy. e-Publications includes over 7,700 works. On May 11th, the IR reached 1,000,000 downloads, with over half of those downloads coming in the previous year.

RESEARCH METHODS

A survey was sent out to 369 randomly selected Marquette University faculty members. This number is one-third of all faculty at Marquette, excluding the faculty of the Marquette Law School. As the Law School has its own IR, their faculty were not consulted. All faculty types were included in the survey group: full time, part time, adjunct, and participating.

FACULTY PARTICIPATION

Out of the 369 potential respondents, 60 chose to participate. This is about 16% of potential faculty participants and only 5% of total faculty. Of the 56 who provided information on the department in which they work, the majority identified with a science discipline – 23 of 56 respondents. Although more science departments were represented, many respondents came from the humanities as well – 20 of 56 respondents. All 56 were Marquette University faculty, as were most departments within the colleges.

DEPARTMENTS REPRESENTED IN SURVEY

- Biology
- Chemistry
- Mathematics
- Philosophy
- Theology
- History
- Political Science
- Economics
- Psychology
- Communication

DEPARTMENTS REPRESENTED IN SURVEY

- Biology
- Chemistry
- Mathematics
- Philosophy
- Theology
- History
- Political Science
- Economics
- Psychology
- Communication

RESULTS OF SURVEY

Motivation For Depositing Work in e-Publications

- To increase the dispersal of my work for the benefit of my career
- To contribute to my discipline
- To contribute to Marquette's research profile

Greatest Value Perceived from the Deposit of Work in e-Publications

- My work is findable with a stable URL that will not change
- Great way to promote my research
- I don’t have to hold onto copies of the work that I’ve deposited to the IR
- My work is more widely available on the internet
- I can track how my work is being used through statistics providing hits and download numbers

IMPLICATIONS FOR e-PUBLICATIONS@MARQUETTE SERVICES

Service (as indicated by faculty in survey)

- Preserve and disseminate data
- Archive conference materials
- Digital humanities projects
- Provide access to course materials (lecture slides, video of lectures, etc.)
- Preserve course materials (syllabi, etc.)
- Host conferences

Interest (based on survey response)

- 23%
- 23%
- 21%
- 17%
- 15%
- 11%

Folds into existing workflow

- Yes
- No

Can be done with current equipment

- Yes
- No

Can be done with current software

- Depends on project
- Depends on project

GOALS

- Increase faculty participation
- Increase faculty awareness of services and convenience
- Meet faculty service needs
- Implement most requested and flexible services: open data, digital humanities, conference archiving
- Provide info. at new faculty library orientation
- Pilot for open data services
- CMO partner w/ OMC & liaisons to publicize
- DPI partner with ORSP
- Record # of conferences archived
- Record # of digital humanities projects (grants met)
- Coordinate with faculty the deposit of students work
- Coordinate with library digitization/scan projects
- E-mail department heads soliciting student research awards
- E-mail faculty for class research papers/projects (all sent via liaisons)

IMPLICATIONS FOR e-PUBLICATIONS@MARQUETTE

- Preserve and disseminate data

- Archive conference materials

- Digital humanities projects

- Provide access to course materials (lecture slides, video of lectures, etc.)

- Preserve course materials (syllabi, etc.)

- Host conferences

ASSESSMENT

- Record participation numbers
- Survey pilot participants
- Record # of conferences archived
- Record # of digital humanities projects (grants met)
- E-mail department heads soliciting student research awards
- E-mail faculty for class research papers/projects (all sent via liaisons)
- Record pre and post student contribution %