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

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INTRODUCTION
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 research. The IR, e-Publications@Marquette, was established in 2008. Faculty participation in e-Publications is voluntary; Marquette does not have mandated open access research.

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
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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 colleges at Marquette University were represented, as were most departments within the colleges.

RESULTS OF SURVEY

IMPLICATIONS FOR e-PUBLICATIONS@MARQUETTE SERVICES

GOALS
STRAATEGY
TACTICS
ASSESSMENT

IMPLICATIONS FOR e-PUBLICATIONS@MARQUETTE

Motivation For Depositing Work in e-Publications
- To increase the dispersal of my work for the furtherance of my career
- To contribute to my discipline
- To contribute to Marquette’s research profile

Deposit student work
- Coordinate with faculty the deposit of students’ work
E-mail department heads soliciting student research awards
E-mail faculty for class research papers/projects (all sent via liaison)

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