The University Advancement Office wanted a way to use the archive to identify and promote USFSP faculty to the local community and to the news media. Working with faculty who agree to take part, we obtain a brief biographical statement from them along with their areas of expertise. Using contact and educational information already available on their personal collection pages, we create a file that we add as an item to their personal collections. We then link that new item to the Faculty Experts collection.

The Faculty Experts page has links to the list of experts, as well as to their stated areas of expertise. These two lists are dynamically updated every time we add a new Experts profile. This helps promote the faculty and also supports the efforts of the University Advancement Office.
Leading up to Open Access Week in 2013, we asked several faculty members to write a brief testimonial about the value of the USFSP Digital Archive to them. We created a file using a standardized format that we added to the individual’s digital portfolio. By adding the subject of “Testimonial” to each item, we are able to pull them all together in a single search. Subject searches in DSpace can also be embedded as links in other pages or websites, helping to promote the items still further.

The following page is an example of a faculty testimonial created about the USFSP Digital Archive. All testimonials are retrievable through the following link:

http://dspace.nelson.usf.edu/xmlui/browse?value=Testimonial&type=subject
Testimonial about the USFSP Digital Archive
By Dr. Martina Schmidt
College of Business, USF St. Petersburg
September 12, 2013

The online portfolio of my work that the Library has made available through the USFSP Digital Archive has been tremendously helpful in making my work more visible. Through the Digital Archive my research is being much more widely viewed around the world than would have been possible previously. For example, I have been contacted numerous times by researchers who found my research on the Digital Archive. The Library has also been very supportive during my negotiations with my publishers to get a more open licensing agreement. I believe that posting my research in the Digital Archive is a win-win situation for me, for my publishers, and for scholars and other people around the world who are interested in my area of research.
Every year, as part of the University’s Research Month in April, the Library hosts an event to celebrate faculty research and scholarship. We have transformed this from being a reception only for faculty who had published books in the previous year to a more inclusive event where ten to twelve faculty have an opportunity to share a brief overview of their current research in the form of a five-minute lightning talk. For the past two years we have videotaped the talks, digitized them, and added them to the Digital Archive. We created a separate collection within the archive to showcase these talks, as well as making sure that each talk is also part of the individual faculty member’s personal collection. The talks are very popular with faculty, well attended, and have proven to be an effective way to demonstrate the versatility of the archive for creating comprehensive digital portfolios of a faculty member’s body of work.