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Forging a New Path: Faculty Buy-In for the Institutional Repository and Open Access Publishing

Carol G. Hixson
hixson@fau.edu

Tina M. Neville
neville@mail.usf.edu

Deborah Boran Henry
henry@mail.usf.edu

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Forging a New Path
Faculty Buy-In for the Institutional Repository and Open Access Publishing
by Carol Hixson, Deborah Henry, and Tina Neville
Nelson Poynter Memorial Library
University of South Florida St. Petersburg
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What is USFSP?
• Master’s level comprehensive, separately accredited (SACS) institution within the University of South Florida System
• 3 Colleges (Arts & Sciences, Business and Education) offer 35 degree programs to 6,000 students, including 2 fully online degree programs
• 142 full-time faculty and 149 adjunct faculty

Nelson Poynter Memorial Library
• Separate from the USF Libraries and reporting to Regional Vice-Chancellor for Academic Affairs of USF St. Petersburg
• ADA-compliant 81,000 square foot building open 79 hours a week
• 21 permanent positions with another 8-10 temporary positions and several FTE of student assistants
• Full range of standard library services plus centralized campus support for distance/online learning and classroom technology support
• On-site collections of 300,000 items plus access to millions+ electronic resources through the USF System
• Library-run institutional repository with 7300+ items and counting

USFSP Digital Archive
• Grounded in strategic plan
• Digital Collections Team established spring 2010
• Brought up archive March 2011
• More than 7700 items in the archive overall – and growing

How We Achieved Faculty Buy-In
• Faculty Steering Committee to set policies
• Lead by example and follow-through
• Active marketing
How We Achieved Faculty Buy-In

- Active marketing
  - Presentations to College Faculty Councils and academic departments
  - Reaching out to individual faculty
  - Open access events and presentations showcasing the archive
  - High profile collections
  - Faculty testimonials
  - Use of social media & blogging

Lifetime support to faculty
- Part of community of scholars
- Personalized collections page
- Comprehensive digital portfolios
- Library handles all the work of submitting
- Robust services and supporting materials
- Place to collect their students’ work
- Informational materials

Informational Materials

- SPARC Authors’ Addendum
- What’s In It For Me
- Step-by-Step Guide on Submission
- Links to presentations about the archive
- How to Search the Digital Archive

Challenges

- Software has some limitations and we don’t have in-house expertise to modify it
- Some of the more senior faculty see no need as their careers are at the peak – Trying to sell them on the “legacy” aspect
- Having the time to go as far as we would like to go with our services
- Getting new faculty to submit their own work

Next Steps

- Continue to develop contextual materials and innovative marketing
- Develop or hire expertise to pull out more useful and user-friendly statistics from the database
- Find funding to provide focused staffing
- Work into the statewide context for archives which uses a different platform

Thank you!

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