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Much More Than Storage: Re-positioning the Repository as a Cornerstone of Campus Collaboration

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MUCH MORE THAN STORAGE:

RE-POSITIONING THE REPOSITORY AS A
CORNERSTONE OF CAMPUS
COLLABORATION

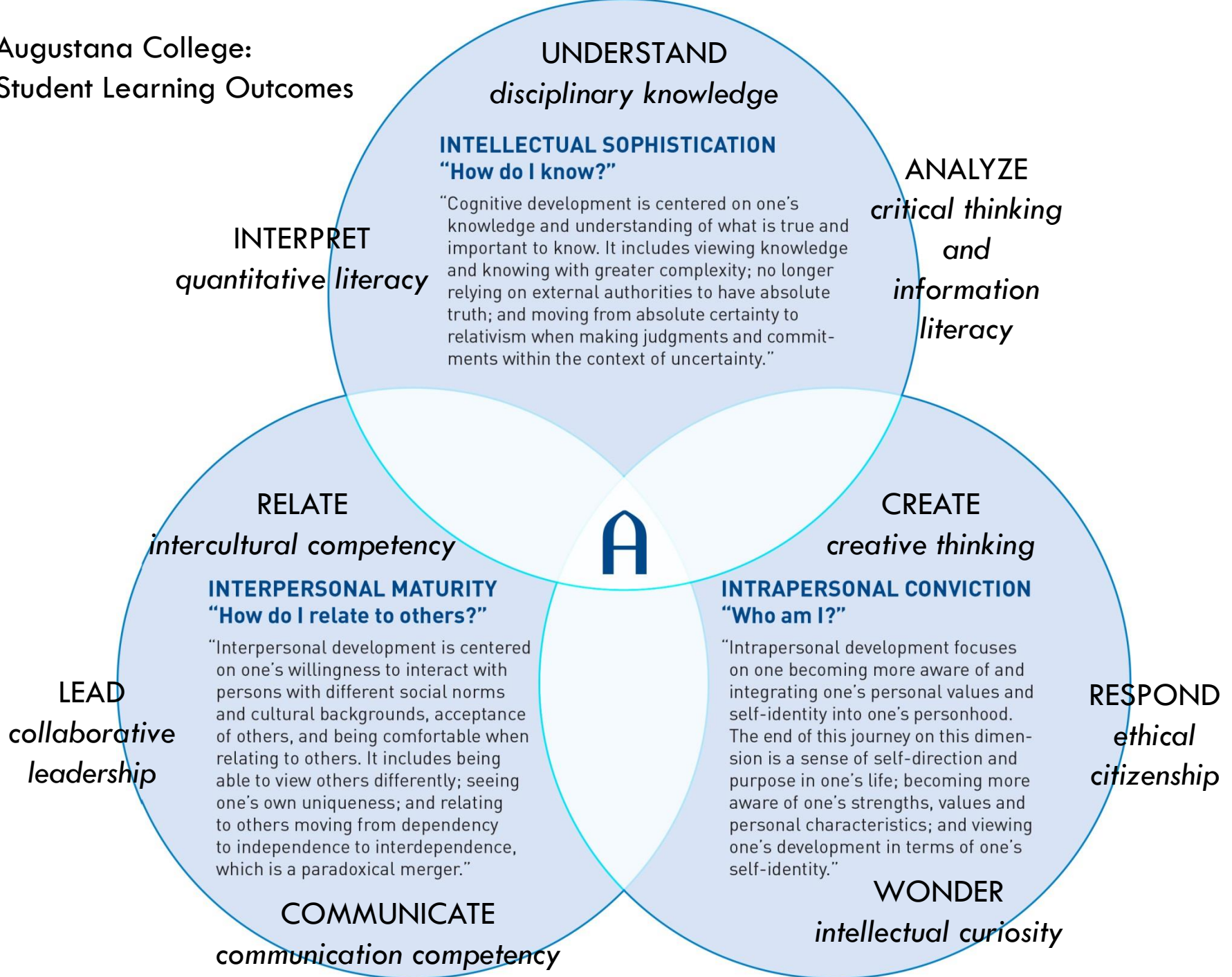
Amanda Makula & Connie Ghinazzi
Augustana College

Setting the Stage

- The setting: Augustana College
- Brief history: Augustana Digital Commons
- Mission statement of the IR:

Augustana Digital Commons showcases outstanding scholarly and creative works of the students, faculty, and staff of Augustana College. By providing free and open access to these unique materials, Augustana Digital Commons connects the intellectual output of the college with scholarship worldwide, thus contributing to the formation of new knowledge. In addition, Augustana Digital Commons preserves the college's history and facilitates campus communication.

Augustana College:
Student Learning Outcomes



Part I: Identify

Identify key collaborators and unique collections across campus in order to build an IR that reflects the institution's mission and culture.



Theatre department productions

Augustana

Augustana College Magazine | Winter 2007



Oh, the places you can go! (page 15)

Augustana Magazine



Campus governance documents



Teaching Museum of Art



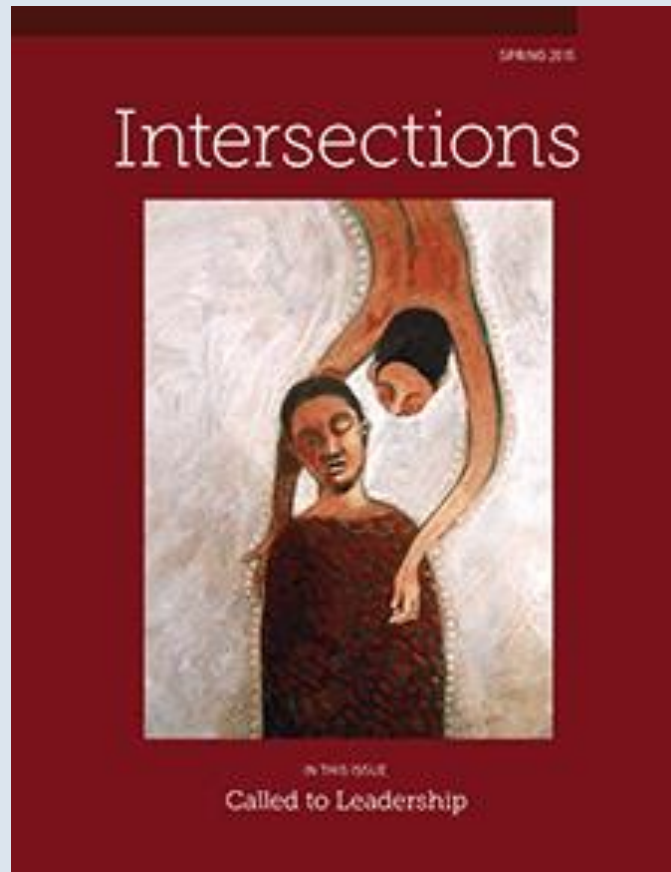
Biology: *M. ruber* Genome Analysis project



Upper Mississippi Center for Sustainable Communities



Prizewinning student papers



Intersections journal

Discuss



What part of your institutional mission and/or culture can you tap into to help build/strengthen your IR?

What are the unique/special endeavors that are happening on your campus that the IR can capture? Who on your campus tend to be “early adopters”?

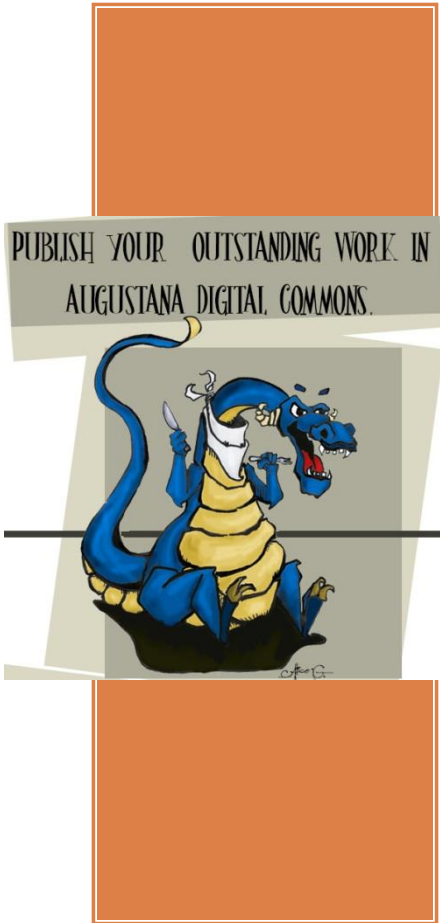
Who is involved in those projects, and how can you capture their attention?

How can you prioritize among the many worthwhile projects?

Part II: Act

Activate librarians and key collaborators as ambassadors of the IR in order to coordinate and expand outreach efforts.

Examples from Augustana



- Outreach and Technical Coordinator roles
- Outreach to Admissions, Development, and CORE
- Liaison librarians deployed
- Class upload workshops
- Registration for Celebration of Learning
- Friday Conversation for faculty
- Faculty retreat, Tech Fair, Viking Points
- Flyers, posters, bookmarks, “how to” guides – and a mascot!

Discuss



What special “outlets” do you have where you can target a specific group?

(Faculty retreat, new student orientation, workshop series, grad school fair, information lunch series, etc.)

Who can help you convey the message and create energy around the IR?

(Liaison librarians? Academic Affairs? Student employment/internships/careers office? Individual faculty members? Communication & Marketing? Students who have published their work? Other?)

What are some creative or unusual ways to communicate the IR that will catch people’s attention?

Part III: Celebrate & Reflect

Celebrate evidence of success in order to foster campus pride in – and ownership of – the IR.



Testimonials from students

“With Augustana Digital Commons, the students completed their research papers and in one day all the relevant work was uploaded. These student authors and I get a report each month with the number of downloads and where they came from.

Compared to previous years, students took the project a lot more seriously because they knew it would be published upon completion. They produced amazing drafts right from the start.”

--Dr. Lori Scott, Biology

Testimonials from faculty



Birthday Party Celebration

Wow! Take a look at these numbers!

In November 2015 alone, Augustana Digital Commons had:

148 new submissions

949 full-text downloads

The most popular paper was:

The Representation of Women and Gender in Warner Bros.
Cartoons: A Performance of Satire (**113** downloads)

When you publish your work in Augustana Digital Commons, the whole world is your audience! Get in touch with a librarian today and find out how to make it happen.

Statistics and Stories

Discuss

What are aspects of your IR that are noteworthy and should be publicized?

How can you best communicate the successes of the IR to faculty and staff? To students? To upper administration?

Who are your biggest “champions” on campus, and how can they help communicate your success? (Or, who has enjoyed success as a result of participation with the IR, and how can you harvest that positive experience to build more interest in the IR?)

Moving Forward

- Reflect after each year:
 - Priorities/Goals
 - Team members
 - Workflow
 - Existing projects
 - New opportunities