OBJECTIVES

Institutional repositories (IRs) provide their institutions with services for managing and disseminating digital materials created by members of the institution, especially scholarly works of a research institution. In this poster, two institutional repository managers working at different academic health science centers share lessons learned from 13 combined years of managing their respective IRs. The two IR managers reviewed emails, phone conversations and in-person conversations to compile tips for marketing and developing a successful institutional repository.

LESSONS LEARNED

Sixteen lessons learned:
1. Avoid jargon
2. Do the deposits for faculty
3. Educate about post-prints
4. Be creative about staffing
5. Prepare talking points
6. Attend faculty meetings
7. Make it a grassroots effort
8. Generate reports
9. Cross link content
10. Do not stop marketing
11. Seek grey materials
12. Focus on your community’s needs and concerns
13. Remember the low-hanging fruit
14. Utilize embargoes
15. Propose the IR for grant support
16. Provide visible feedback links

CONCLUSIONS

- Make connections with all departments on campus. Every department has material that can benefit from being in an IR.
- Tell stories that reflect impact either with statistics or a narrative.
- Prestige, recruitment of faculty and students, and increased dissemination and impact of research products motivate faculty and departments.
- IRs are a core component of scholarly communication services offered by academic and research libraries. A strong IR supports open access initiatives, broadens library presence in the research enterprise on campus, serves as a portfolio for institutional successes, and increases the library’s holdings of unique, local collections.

Twitter hashtags for online conversation: #IRLessons #acrl2015