Leading the Horses to Water They'll Want to Drink: Strategies for promoting your Institutional Repository on and off campus

Dan Kipnis
Senior Education Services Librarian
Manager of Jefferson Digital Commons
Twitter: #MDIRday2011
DIGESTIVE TRACT

Absorption takes place in the stomach, small intestinal tract and the large colon. You can see the absorption veins leading from the tracts and back to the liver. These veins are blue on this diagram.

After food has been filtered by the liver, it moves into the hepatic portal which takes it to the heart to feed your blood cells.

After absorption, the food is taken directly to the liver, via the portal vein, to be cleansed.

The waste product from the liver is sent to the gall bladder for disposal by being stored as bile until new food passes from the stomach to the duodenum.

Once food is detected in the duodenum, bile is added to break food down into a liquid, ready for absorption.

The pancreas also secretes enzymes into the duodenum at the same time that bile is added to help break down food.

Soluble fibre absorbs the waste from the liver as well as cholesterol from new food therefore preventing these undesirables from being re-absorbed in the intestinal tracts.

Insoluble fibre does not break down into a paste until it reaches the large intestinal tract. Here is where it encourages the growth of the colon’s natural flora.

Diagram provided by Know Your Body,
And scene
Breakdown of audience

- George Mason University Law Library-SSRN
  http://www.law.gmu.edu/pubs/papers
- George Washington University Libraries-Scholarly Exchange
  http://www.gelman.gwu.edu/collections/scholarly-communication
- Georgetown Law Library-Bepress http://scholarship.law.georgetown.edu/
- Howard University
  http://www.howard.edu/library/Scholarship@Howard/Default.htm
- Howard University School of Law
  http://library.law.howard.edu/archives/archives_collections.html
- Humane Society University
- Jessup Correctional Institution  http://www.dllr.state.md.us/ce/lib/index.shtml
- Johns Hopkins University  https://jscholarship.library.jhu.edu/
- Loyola Notre Dame Library  http://www.loyola.edu/library/FacPublications.htm
- Morgan State University
  http://www.morgan.edu/University_Library/Collections.html
Breakdown of audience

- Salisbury University http://www.salisbury.edu/library/facscholar/
- St. John's College http://www.joh.cam.ac.uk/library/special_collections/
- Towson University http://cooklibrary.towson.edu/spcoll/
- U. of Md., C.E.S http://www.umces.edu/people/faculty
- UMBC http://contentdm.ad.umbc.edu/collections.php
- Univ. of Baltimore http://archives.ubalt.edu/
- University of Maryland School of Law http://digitalcommons.law.umd.edu/
- Washington & Lee University http://library.wlu.edu/specialcollections/
- Washington College of Law, American University http://digitalcommons.wcl.american.edu/
Titles

- Associate Director
- Finance Director
- Digital Collections Librarian
- Coordinator of Reference & Instruction
- Assistant Director for Technical Services
- Director
- Library Assistant Director, Public Services
- Reference Librarian
- University Librarian
- Acquisitions Librarian
- Associate Director for Research Services
- Research and Instructional Technology Librarian
- Special Collections Archivist
- Metadata Librarian
Titles

- Mgr. of Scholarly Digital Initiatives
- Head Digital Services
- Director of Library Services
- Digital Collections/Metadata Specialist
- Associate Dean/Head of Technical Services
- Serials/Electronic Services Librarian
- Library Director
- Emerging Technologies Librarian
- Assistant University Librarian for Content Management
- University Archivist & Digital Collections Librarian
- Director of Information Technology
- Aquatic Sciences Librarian
Agenda

• Take away statements
• A little background on Jefferson
• Methods of promotion
• Elevator speech
• SEO
• Workflows!
• Toot your horn
• Questions
Take away statements
You will be in perpetual beta
What problem can you solve?
You will stumble

• "It's easier to ask forgiveness than it is to get permission"
Use all avenues of promotion
Rinse, lather and repeat
Keep on truckin’
Jefferson Background
Thomas Jefferson University and Hospitals

• Founded in 1824
• One of the largest medical schools in US
• 900+ bed teaching facility
• Philadelphia PA urban campus
• 3,509 students and 5,680 full-time employees
• Medical School enrolls 265 students per year

Degrees offered by Thomas Jefferson University

- Medicine
- Nursing
- Pharmacy
- Jefferson School of Health Professions
  - Occupational Therapy
  - Physical Therapy
  - Couple and Family Therapy
  - Radiologic Sciences
  - Biosciences Technology
- Jefferson School of Population Health (Health Policy)
- Jefferson College of Graduate Studies (PhD, Postdoctoral, MS)
Jefferson Digital Commons (http://jdc.jefferson.edu)
• Started December 2005
• To date: (5.19.11) 3,525 objects with 580,993+ full-text downloads
• Open Access/Full-Text IR
• IR rank in Registry of Open Access Repositories (ROAR)
  As of March 2011
    76th out of 221 ("Research Institutional or Departmental" in US)
    38th largest among bepress repositories
    633rd among all repositories (2226)
Source: http://roar.eprints.org/
Browse Research and Scholarship

all authors
dissertations
historical collections
journals and newsletters
personal researcher pages
research unit, center, or department
student materials
teaching tools

"...let us save what remains; not by vaults and locks which fence them from the public eye and use in consigning them to the waste of time, but by such a multiplication of copies, as shall place them beyond the reach of accident."


AISR News & What's New on JEFLINE

New Systematic Reviews Journal Now Accepting Submissions
by Ann Koopman - May 16, 2011
Open access publisher Biomed Central has announced it is now accepting submissions for its latest initiative, Systematic...
Service & Solutions
Define your goal

• What are you after?
• Develop your message
• It is about your community—not you
• Solve a problem
• Look for need
• Create a brand
• Commit yourself and more forward
We want to start an IR, but...

- We have no staff
- We lack technology skill set
- We have no time
Solutions

- Use student workers for scanning and loading
- Use your technicians and paraprofessional staff (new skills)
- Outsource technology (servers, design etc.)
- Many libraries are hiring scholarly communication and data librarians
How is your IR different from what already exists?

Social Science Research Network (SSRN) or (Legal Scholarship Network)

Levels of promotion—SSRN favors individual to institution

Note: Author Affiliations are not searchable on this page.
Permanency of links and identity


vs.

http://jdc.jefferson.edu/cardiologyfp/9/
What solutions are you providing?

- Increased exposure to a global audience
- Branding flexibility
- No ads
- SEO
- Monthly statistics
- Free to users
- File flexibility, version control, editorial control
- Stability (permanent URL)
- University Press (Jefferson Journal of Psychiatry)
Methods of Promotion
Methods of promotion

• Workshops:

  Take Advantage of the Jefferson Digital Commons for *Shameless Self-Promotion* Increasing Your Research Impact with the Jefferson Digital Commons

• Email outreach (Scopus search to gather faculty citations)

• Seek out invitations to speak at departmental staff meetings

• Elevator speeches-develop your talking points

• Social Media (Facebook, Twitter etc.)

• You must offensively advocate

• Toot your horn
Facebook and Twitter posts

Scott Memorial Library

"Principles of Neurotheology" by Andrew B. Newberg, MD
jdc.jefferson.edu

Overall goals and objectives: 1. Identify recent advances in integrative medical care and discuss their application to clinical practice. 2. Describe the latest data on complementary and alternative medical therapies that could improve patient outcomes. 3. Discuss core integrative medicine topics.

3 hours ago · Like · Comment · Share

SMLibrary_TJU Scott Mem. Library
Andrew B. Newberg MD "Principles of Neurotheology" grand round presentation: http://jdc.jefferson.edu/jmbcim_lectures/37/ in the JDC.

3 hours ago
Facebook and Twitter

Impressions: Raw number of times story has been seen on your wall and in the News Feed of your fans

Feedback: Number of Comments and Likes per impression
Facebook insights

**Users** See Details

- New Likes: 1
- Lifetime Likes: 76
- Monthly Active Users: 49 (44%)

**Active Users**
- Daily Active Users
- Weekly Active Users
- Monthly Active Users

**Interactions** See Details

- Post Views: 2,423 (121%)
- Post Feedback: 12

**Page Content Feedback**
- Likes
- Comments
Bitly stats (http://bit.ly/fA0W72+)


Campus Art at Thomas Jefferson University | Historical Collections | Thomas Jefferson University

4 Clicks
All clicks on the aggregate bit.ly link bit.ly/fA0W72

Long Link: http://jdc.jefferson.edu/campus_art_TJU/
Conversations: 🔍 Tweets 0, 🔍 Shares 0, Likes 0, Comments 0; 🔍 Comments on Page 0
Share / Copy Link: Share Copy

4 Click(s) on this link

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Students managing social media?

The Ubiquitous Librarian (Brian Mathews)
In the pursuit of user-sensitive librarianship

May 10, 2011

Using Students to Manage the Social Streams; or How to Use Social Media to Engage Students; or What We’re Trying Next w/ SoMe

Ah yes, social media. It’s been awhile since I’ve posted on this topic—a favorite one of regular readers. So what’s new? Well, I’m trying a different approach this upcoming fiscal year. The story goes like this:

A few librarians and myself oversee our social media presence, but honestly, it has not been a priority and minimal effort at best. The main reason is that there are simply too many other things going on—but a secondary reason might be our questions on impact and return on investment (in terms of effort).

I decided to punt the rest of this year and to start fresh in the summer. Meanwhile, I noticed that the UCSB Recreational Center is very active, particularly with Facebook. They were extremely organized and consistently pushing out a variety of content. I dug into it and found that they hired a...
How to use Social Media to Engage Students

By Kelsey Gagliardi
UCSB Student & Digital Outreach Coordinator, UCSB Recreational Sports

Prepared for Brian Mathews, Assistant University Librarian, UCSB

5/03/2011

The easiest way to communicate with students is via social media because it surrounds students' lives. Social media marketing needs to be interactive. It cannot just be one sided by the company/business, you need to engage the audience. Students mainly communicate via texting and Facebook. These are two mediums in which students take value to the content they receive. Email is a current source, but from experience, a large number of students tend to disregard emails and use it primarily for professional contacts. Students pay the most attention to visual media, whether it is photos or videos. Facebook is the most used social media platform by college students. Other popular ones include: YouTube, Twitter, Flickr, wordpress/blogs, and foursquare.
Tips for social media from a student

- Update frequently
- Favors fan pages (see updates) over group pages (clubs)
- Urges interactions
- Great workflow timeline leading up to event
- Core concept: Have student engage with other students
Blog posts-
http://jeffline.jefferson.edu/aisrnews/?p=1639

Jefferson Digital Commons Posts 1/2 Million Downloads

The Jefferson Digital Commons has just passed the 500,000 download milestone as campus participation continues to grow.

The Commons now offers over 3,300 articles, presentations, historical works and other documents, with participation by over 50 Jefferson units. Services include:

1. Management of local conferences
2. Publication of departmental journals and newsletters
3. Archiving of scholarly articles
4. Archiving of presentations and lectures (images, posters, audio files, video files)
5. Data curation and preservation to meet NIH requirements
6. Preservation of departmental historical documents
7. Personal researcher pages
8. Inclusion of documents into Google and other search engines
Reddit-What is new and popular on web

Presentation on Principles of Neurotheology from the Jefferson-Myrna Brind Center of Integrative Medicine, Thomas Jefferson University (jdc.jefferson.edu)

submitted 8 days ago by JeffersonDigitalCom to science
comment share save hide delete
Additional methods of promotion

• Emailed all 840 residents and fellows
• Outreach to postdocs (presentations and emails)
• Presentations at faculty retreats
• Flyers with paychecks
• Wine and Cheese (food always works)
• New faculty orientation presentations *
• Posters in library and out in high traffic areas
• Events (Open Access Week-Oct 24-30, 2011)
• Brochures
• Articles in campus publications
Train your staff!

- They will help with outreach and recruitment
- Example: Our Medical Media Services department (create posters, videos, etc. on campus)
  They send me conference posters that they produce for loading into the JDC
- Anyone on the front lines can help promote your IR
- Teach them your talking points
Work with your public affairs/PR office

- They send out press releases
- Can your links appear in their press release?
Some Numbers
International Survey of Institutional Digital Repositories 2010

- 56 institutions surveyed from 11 countries (USA, Canada, Australia, Germany, South Africa, India, Turkey etc.)
- Published by Primary Research Groups (http://bit.ly/f70juo)
- 73% of IRs linked to college website
- Only 1.69% had link to iTunes
- None had link to YouTube site or channel
- Only 8.47% had blog for IR
- 39% had brochure
- Only 13.56% published an annual report
International Survey of Institutional Digital Repositories 2011

- 15.79% of repositories have an E-publishing program through which they publish monographs or books in either a print or digital format that might not have been initially published elsewhere
- Nearly 58% archived digital images, a practice most common in the USA, especially among research universities.
- A mean of 32.3% of visitors to the repositories are from the repository's own institution
@mire NV
Amgen, Inc.
Arius3d
Ashesi University College
Aston University
The British Library
Charles Darwin University
CSIC (Spanish National Research Council)
CSIR South Africa
Delhi Technological University
Duke University
Edge Hill University
Ferris State University
Florida Atlantic University
Forschungszentrum Julich
Johnson & Wales University, Providence
Kansas State University
Keene State College
La Trobe University
Library of Congress
Marriott Library, University of Utah
McGill University Library
National Research Council, Canada
Natural Resources Canada Library
Northeastern University
Northern Illinois University
Ohio State University Libraries
The Open University
Oregon State University
Pakistan Petroleum Limited
Rice University
Simon Fraser University
Tata Institute of Social Sciences
Texas A&M University
Thomas Jefferson University
U Of Wisconsin-Eau Claire
Universitat Oberta de Catalunya (Open University of Catalonia)
University College Dublin
University Corporation for Atmospheric Research
University Library "Svetozar Markovic"
University of Connecticut Health Center
University of Guelph
University of Illinois at Chicago
University of Massachusetts Amherst
University of Minnesota
University of Nebraska – Lincoln
University of New South Wales
University of North Carolina at Greensboro
University of North Florida
University of Patras
University of Rhode Island Libraries
University of Salford, UK
University of Sofia, "St. Kliment Ohridski"
University of Sydney Library
University of the West of England (UWE), Bristol
Ville de Montréal
Virginia Tech
Wichita State University
International Survey of Institutional Digital Repositories

• Mean number of press releases sent out by IRs in sample was less than 2 and the median was 0. Range was 0-20. (Press releases seen as popular method for raising profile in developing world)

• Confusion about marketing IRs (to own faculty vs. other scholars and worldwide parties)

• Cost of report $89.50

Source: Primary Research Group, ISBN 1-57440-161-0
Questions from the survey

• Who contributes to the repositories and on what terms?
• Who uses the repositories?
• What do they contain and how fast are they growing, in terms of content and end use?
• What measures have repositories used to gain faculty and other researcher participation?
• How successful have these methods been?
• How has the repository been marketed and cataloged?
• What has been the financial impact?
• Data is broken out by size and type of institution for easier benchmarking.
Elevator Speech
Your elevator speech

• What you need:
  – Grabber
  – Name
  – Value Proposition
  – Unique Elements
  – Call to Action

Method from Michaelhschaefer.com
Grabber

- Consultant:
  - I keep your company out of Dilbert’s comic strip
- Librarian
  - I am the original search engine
  - You talk, we listen
  - I’m your secret weapon to impress your supervisor
Value Proposition

• Do you solve a problem or need?
• Are your benefits unique?

Volvo:
  safety
McDonalds:
  consistency
FedEx:
  On time delivery
IRs:
  Research ubiquity and Preservation
Unique Elements

- Librarians help save time by loading content
- Researchers save lives by dispersing research
- Help find grant money and collaborators by sharing your research
Call to Action

- Is there something you are requesting from your listener?
- What is in it for the listener?
- Make your elevator speech your own
- Seek a connection
Putting it together (30 seconds to 2 mins)

Grabber: Dr X, Let me distribute your research to the world.

Name: Hi I’m Dan Kipnis and I manage the Jefferson Digital Commons the digital archive of the University.

Value Proposition: Let me archive your published articles, videos, PowerPoints, conference posters in the JDC.

Unique elements: Email me your content and I’ll load it for you, provide you with monthly email statistics and make your work findable on the web.

Call to action: Let’s get all your research and scholarly works out to a global audience. Here’s my card, email me.
Search Engine Optimization
SEO = Search Engine Optimization

- Create inbound links
  - (Facebook, library blog, wikipedia, twitter)
- Use rich descriptive text when adding content
  - Try to use logical descriptive prose
- Update regularly
An SEO copywriter walks into a bar, grill, pub, public house, Irish, bartender, drinks, beer, wine, liquor...
Google results

"sports hernia" "thomas jefferson"

Dr. Adam Zoga
Thomas Jefferson University
Hospital, Philadelphia, PA...
Athletic pubalgia and "sports hernia": Optimal MR imaging technique and findings...

Understanding "sports hernia" (athletic pubalgia) - The anatomic...
by WC Meyers - 2008 - Cited by 5 - Related articles
Adam Zoga, Thomas Jefferson University...
increasing success in treating an...

jdc.jefferson.edu/radiologyfp/5/
Selected Works-Faculty

Swan, PhD, CRNP, Beth Ann - Jefferson School of Nursing
Oct 17, 2010 ... The Jefferson College of Health Professions offers fully accredited programs leading to the bachelor of science degree and ... Mailing Address - Qualifications - Research Interests - Other Expertise
www.jefferson.edu/jchp/nursing/faculty_profile.cfm?key... - Cached - Similar

The Selected Works of Beth Ann Swan
Ksenia Zukowsky, Beth Ann Swan, Mary Powell, Lori S. Lauver, Margaret Mary ...

jdc.jefferson.edu/beth_ann_swan/ - Cached - Similar
# Total referrals for full-text

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<td>Search.jefferson.edu</td>
<td>11018</td>
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<tr>
<td>Google.uk (United Kingdom)</td>
<td>9893</td>
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<td>Yahoo.com</td>
<td>7212</td>
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<tr>
<td>Google.ca (Canada)</td>
<td>6732</td>
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<tr>
<td>Google.co.in (India)</td>
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<td>Google.au (Australia)</td>
<td>3925</td>
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<td>Bing.com</td>
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**Google Total:**

251,390
Content Farms

“Term content farm is used to describe a company that employs large numbers of often freelance writers to generate large amounts of textual content which is specifically designed to satisfy algorithms for maximal retrieval by automated search engines. Their main goal is to generate advertising revenue through attracting reader page views[1] as first exposed in the context of social spam”

Source: http://en.wikipedia.org/wiki/Content_farm
Those evil content farms

Tips To Writing A Good Resume

Tips for Crafting an Excellent Resume

If you want to succeed in your job search, you will need to have a great resume. No, not a 'good' resume, although that is certainly helpful. What you always want is a resume that looks absolutely as best as can be. The reason for this is fairly obvious. The better your resume is, the greater the chance it will catch the eye of the person reviewing it.

A weak or poorly composed resume could be the proverbial kiss of death for your job search. This does beg the question of what is needed to make a
Popular tags in content farms

The following graph gives 30 of the most popular tags used by one of the biggest content farms.

Content Yawn
What content farms tell us about what we're interested in.

By Annie Lowrey and Angela Tchou
Posted Friday, March 25, 2011, at 6:23 PM ET

Content farms are to online media what tabloids are to print journalism. Advertising, they are a trashy and addictive product that we use in order to give us something we don't really need, but that we think is important about ourselves.
Americans are expected to spend $1.9 billion on flowers for Mother’s Day.

By DAVID SEGAL
Published: May 6, 2011
The Dirty Little Secrets of Search

By DAVID SEGAL
Published: February 12, 2011

Photo illustration by The New York Times
More persuasion
Incentive?
Vanity?
Faculty want

- Visibility
- Citations
- Respect
- Funding
Use statistics for persuasion

• Over 30% of surveyed faculty in the United States now use a “general-purpose search engine” as the starting point for their research. Over 70% of faculty responded that they use Google or Google Scholar often or occasionally to find information in academic journals. The Jefferson Digital Commons will index your scholarship increasing visibility to a global community that relies on Google, Google Scholar and other search engines for their research.

If you received a 10% increase in your library's budget next year in addition to the funds you already expect to receive, in which of the following areas would you allocate the money? Please check up to three areas in the following list that you would invest in.

- Online or digital journals
- Tools for discovery (OPACs, indices, federated...)
- Staff for reference and user services/ teaching and...
- Facilities expansions and renovations
- Other digital resources
- Electronic versions of scholarly monographs
- Staff in management/administration of digital...
- Institutional Repository
- Digital Preservation
- Staff in technology /systems
- Print monographs
- Rare materials and non-digital special collections
- Outsourced services
- Other
- Staff in Technical services
- Print Preservation
- Administrative staff
- Print journal subscriptions
- Other non-digital resources
Library Directors see key functions for IR

- Directors with an IR, 53% see providing open access to materials as the key function of their repository.
- Much higher from institutions with doctoral institutions (66%)
Where do you start your search for information?

- 87% google, 10% other search engines, 3% wikipedia
- 0% library portals

Source: http://www.davidleeking.com/2011/03/31/no-one-starts-at-your-website/

King references: OCLC *Perceptions of Libraries, 2010: Context and Community*
Increased citation rates = tenure

- Relative increase of citation rate for open access vs. toll articles has been measured:
  - Biology 49%
  - Political science 86%
  - Electrical & electronic engineering 51%
  - Clinical medicine 193%
  - Mathematics 91%


and Brody, Tim. Citation Impact of Open Access Articles vs. Articles available only through subscription ("Toll-Access") http://www.citebase.org/static/isi_study/

Citation Advantage of Open Access Articles Eysenbach G PLoS Biology Vol. 4, No. 5, e157, May 2006 doi:10.1371/journal.pbio.0040157
Where are users finding information?

• Digital repositories now account for **17%** of the journal articles obtained when libraries need an article that is not in their own collection.

Source: Primary Research Group has published The Survey of Library Database Licensing Practices, ISBN 157440-160-2. The 115-page report looks closely at how 70 academic, special and public libraries in the United States, the UK, continental Europe, Canada, and Australia plan their database licensing practices. The report also covers the impact of digital repositories and open access publishing on database licensing.
Monthly emails with personal statistics

"Educating Generation X and Generation Y: Teaching Tips for Librarians."
136 full-text downloads between 2011-03-02 and 2011-05-03
1915 full-text downloads since date of posting (2005-09-21)
http://jdc.jefferson.edu/aisrpubs/7

"Bibliographic Instruction: The Need to Edutain"
6 full-text downloads between 2011-03-02 and 2011-05-03
115 full-text downloads since date of posting (2006-04-12)
http://jdc.jefferson.edu/aisrpubs/11

"Multi-disciplinary medical case study development for first year medical students"
7 full-text downloads between 2011-03-02 and 2011-05-03
221 full-text downloads since date of posting (2006-04-12)
http://jdc.jefferson.edu/aisrpubs/12

"Has the Internet improved medical student information literacy skills? A retrospective case study: 1995-2005"
39 full-text downloads between 2011-03-02 and 2011-05-03
514 full-text downloads since date of posting (2006-04-18) Congratulations! This paper has now been downloaded over 500 times!
http://jdc.jefferson.edu/aisrpubs/13

"Librarians in the Woods Hole Biomedical Informatics Course"
14 full-text downloads between 2011-03-02 and 2011-05-03
398 full-text downloads since date of posting (2006-06-08)
http://jdc.jefferson.edu/aisrpubs/14
New Faculty cards

- Send them welcome email and invitation to deposit their scholarship
Email from faculty

“Here you go. Is this the service* that lets me know if others download the paper?”

Email received on March 28, 2011 from faculty member in Psychiatry department.

*Presenter has highlighted word
The power of word of mouth

- “great..thanks Dan..I'll try to send other colleagues..***”

Response from faculty member after asking them to contribute additional scholarship and helping to spread the word with colleagues

*Presenter has highlighted word*
Tell stories to help promote your IR

• 2011, Neonatologist from Harvard wanted to link to video from JDC for her teaching resource workshop on teaching others how to design a teaching session for MedEd PORTAL.

• 2008, a request came from Dr. Stephen Whitney at Rice University to include an article he found in the JDC in a print CoursePack for approximately 40 students enrolled in his MBA management course.

• 2006, Oxford University has linked to our Resident as teacher: developing skills for bedside teaching on ward rounds videos.
Dear Mr. Angelo,

We were able to pull up the entire 1900 yearbook to my computer and found the information which mentions Dr. Jones. We will download and copy the book for our personal use. My husband is the grandson of Dr. X X and is thrilled to have that information. Thank you very much for your help and prompt reply. Also a special thank you to X X who was so very helpful.

Most sincerely, X X
Reach out to your top authors

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<td>Multiple Pregnancies: Determining Chorionicity and Amnioncicity</td>
<td>6/9/2006</td>
<td>14,157</td>
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<td>Photo quiz - pruritic rash after ocean swim</td>
<td>8/25/2006</td>
<td>12,163</td>
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<tr>
<td>Understanding &quot;sports hernia&quot; (athletic pubalgia) - The anatomic and pathophysiologic basis for abdominal and groin pain in athletes</td>
<td>5/2/2008</td>
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Objects in the JDC
Tap into all types of scholarship

- **Podcasts** produced by Health Policy monthly lecture series
- **Capstone presentations** from MPH students
- **Teaching videos** for residents
- **Photonovels**
- **Conference posters**
- **Grand round presentations**
- **Conferences and symposia** on campus
- **Art** on campus
- **Journals and newsletters**
- **Historical collections** (big success)
Videos: Teaching tools
http://jdc.jefferson.edu/teachingtools/

As of April 14, 2011 = 22,761 hits.

Resident as Teacher videos-referrals

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Photonovels: Patient Education materials
http://jdc.jefferson.edu/photonovels/

Regular Breast Examinations
Can Prolong Your Life
Khám Nguyệt Đẻ Đản Có Thể
Làm Tăng Tuổi Thọ Của Bạn

236 hits as of April 14, 2011
Photonovel: Diabetes - It’s more than a little sugar

Diabetes

It’s more than a little sugar

I was worried that I might have it. I have so many questions. I don’t know where to start! I eat a lot of starches, and that causes diabetes, right?

Well, not exactly. Let me tell you some things about diabetes. You can ask me any questions you have as we go along. Does that sound all right?
Sample MPH capstone topics
http://jdc.jefferson.edu/mphcapstone_presentation/

• The Impact of the Closing of a Local Maternity Ward on Pregnant Women in North Philadelphia
• The Convergence of Law and Medicine: Program Planning and Evaluation of a Medical-Legal Partnership
• Barriers to Medication Adherence in Patients Undergoing Recovery
• 66 hits as of April 14, 2011

Recorded using Panopto (http://www.panopto.com/)
Podcasts from JSPH
http://jdc.jefferson.edu/hpforum/

• Breaking the Language Barrier: Health Care Quality, Efficiency and Savings Through Professional Medical Interpretation
• Transformative Technology Applications in Healthcare
• Innovative Approaches to Medical Education
• The Impact of Serious Medication Errors for Health Care Providers
• As of April 14, 2011- 1,474 total hits
• Most popular: Patient Friendly Billing: Increasing Transparency (85)
Grand Round presentations
http://jdc.jefferson.edu/pulmcritcaregrandrounds/
http://jdc.jefferson.edu/jmbcim_lectures/

• Jefferson Myrna Brind Center of Integrative Medicine
• Pulmonary and Critical Care Medicine

• Topics presented:
  – Principles of Neurotheology
  – Integrative Approaches in the Treatment of Autism
  – Practical Emergency Airway Management
  – Vocal Cord Dysfunction
Conference posters

Comparison of Side Effects with Extended Release Epidural Morphine and Other Analgesic Modalities


1Thomas Jefferson University Hospital, Philadelphia, PA; 2Thomas Jefferson University, Philadelphia, PA

ABSTRACT

Introduction
- Pain control following total joint arthroplasty (TJA) remains challenging and often requires complex analgesia.
- Opioids have side effects that may affect patient safety.
- Use of Extended Release Epidural Morphine (EREM) has been shown to reduce average supplemental oral/IV opioid consumption compared to controls.
- EREM has also been shown to have superior analgesic efficacy over other modes of post-operative pain management.

Method
- Study consists of 200 randomly selected patients undergoing total hip arthroplasty from January to July 2007.
- Patients were randomized to one of the following groups: controls (oral and IV morphine) or one of the three study groups: EREM, patient-controlled epidural analgesia (PCA), or transdermal fentanyl (FTN).
- EREM was administered through a CADD pump system.
- Control patients received oral and IV morphine every 4 hours.
- Study groups were compared to controls using a Student t-test.

Results:
- EREM was associated with a statistically significant decrease in post-operative pain compared to controls and other groups.
- EREM was associated with a statistically significant decrease in opioid consumption compared to controls and other groups.

Discussion:
- The use of EREM as a primary means of pain control following total joint arthroplasty provides superior pain control and decreased opioid consumption.

Conclusion:
- EREM is an effective and safe means of pain control following total joint arthroplasty.
- EREM is associated with decreased opioid consumption and improved patient satisfaction.

References:
Conferences on campus

FALL 2010 SYMPOSIUM AND USER GROUP MEETING

Schedule

Oct 29th - Jefferson Alumni Hall, Thomas Jefferson University
1020 Locust Street, Philadelphia, PA 19107

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<td>Peter Hanley, Temple University</td>
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<td>Sois-Cohen Auditorium</td>
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<tr>
<td>9:30 AM -</td>
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<tr>
<td>10:45 AM</td>
<td>Use of Interactive Technologies to Enhance Critical Thinking in Undergraduate Nursing Education</td>
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<td></td>
<td>David Perlman, University of Pennsylvania</td>
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<td>Room 207 Jefferson Alumni Hall</td>
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Diabetes Symposium

Diabetes: Seeking Patient-Centered Solutions to a National Epidemic

THOMAS JEFFERSON UNIVERSITY

Home > Jefferson School of Population Health > Conferences and Symposia > Diabetes: Seeking Patient-Centered Solutions to a National Epidemic > 2010

DIABETES SYMPOSIUM

Schedule
2010

Sep 29th - The Hub - Chemical Heritage Foundation, 315 Chestnut Street, Philadelphia PA.

<table>
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| 9:30 AM - 8:45 AM | Introductory Remarks and Review of the Issues  
David B. Nash, MD, MBA (moderator), Jefferson School of Population Health |      |         |
| 8:45 AM - 9:15 AM | Keynote Address: Keeping the Focus on Patients  
Lana Vukovljak, MA, MS, Chief Executive Officer American Association of Diabetes Educators |      |         |
| 9:15 AM - 9:45 AM | Re-Inventing Your Practice into a Patient-Centered Medical Home  
Richard C. Wender, MD, Chairman, Department of Family and Community Medicine, Thomas Jefferson University |      |         |
Art on Campus

Ars Medendi (cylinder)
Art on Campus

CAMPUS ART AT THOMAS JEFFERSON UNIVERSITY
“Pubrarians and Liblishers”

• John Unsworth- 2005 talk at Society for Scholarly Publishing
• Dean and Professor, Graduate School of Library and Information Science, University of Illinois, Urbana-Champaign
Journals-JSS and Bodine

About the Surgeon

Officers of the Gibbon Surgical Society stand in front of the portrait of John H. Gibbon Jr., MD hanging in G20 Curtis. Pictured are Jordan Bloom, President; Rachel Chorin, Vice President; Florida; and Bodine.

Current Issue: Volume 3, Issue 1 (2010)
Fall 2010

Accepted Abstracts

- Bodine Journal, Table of Contents, Volume 3, Issue 1, Fall 2010
- Functional Antagonism Between VEGF and TGFalpha when Combined with Labeled Radiation (RT) in D815a Melanoma.
  Y. R. Lawrence, J. Liu, B. Anderson, Y. Xia, A. D. Dicker, and P. Wachtstocker
- Effects of EOGF on Tumor Efficacy of VEGF and TGFalpha Combined with Recombinant Tumor (RT). In U251 Human Oligodendroglia (HOG) Tumor Xenografts.
  M. Wachtstocker, Y. R. Lawrence, J. Liu, and A. D. Dicker
- Control of Glycolysis Flux by MAPK and p53-Mediated Signaling Pathways in Tumor Cells Adapted to Growth at Low pH.
  E. E. Mendes, J. Caro, D. J. Leeper, and P. Jurd
Russell: the Journal of Bertrand Russell Studies
The Bertrand Russell Research Centre, McMaster University

Home About FAQ My Account

Home > Russell/journal

Russell is devoted to the study of all aspects of Bertrand Russell's thought as well as his life, times and influence. In addition to original research and reviews of new books, Russell publishes new texts and textual studies, discussions, bibliographies, indexes, and archival lists. Scholarly articles submitted to the journal are peer-reviewed twice anonymously. Russell is not the organ of any association or institution.

Russell is published by McMaster University's Bertrand Russell Research Centre with the assistance of grants from the Aid to Scholarly Journals programme of the Social Sciences and Humanities Research Council of Canada and from McMaster's Faculty of Humanities.

Note: Access to issues from 2008 to date is by subscription. Russell (ISSN 1913-8032) was founded by McMaster Library in 1971 as a quarterly, and until 1990 it was numbered by cumulative issue number. A new series was begun as Vol. 1, no. 1, in Summer 1981. Here the old series is assigned (for technical reasons) to Vols. 91-100.
### BACK ISSUES OF **RUSSELL**

→ **LESS THAN 1/2-PRICE SALE FOR INDIVIDUALS**

<table>
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Value-Based Purchasing

An electronic journal from the College for Advanced Management of Health Benefits

Value-Based Purchasing is a quarterly newsletter intended to help employers become more effective purchasers of health benefits on behalf of their employees. Contents include tools and practical strategies for employers, as well as evaluative findings and opportunities for readers to share their experiences.

Current Issue: Volume 3, Issue 1 (2009)

Editorials

PDF Editor's Update from the College
Noff J. Goldfarb

Featured Articles

PDF Consumer Health Websites accelerate consumer-driven health care
Richard Toner

PDF The Patient Centered Medical Home—What Employers Need to Know
Richard Jacoby MD

PDF Governance and value-based purchasing: What employers need to know
Protocols

Jefferson – Myrna Brind Center of Integrative Medicine
Thomas Jefferson University Hospital
111 South 11th Street; Suite 6215; Philadelphia, PA 19107
Fax: (215) 955-2509; Tel: (215) 955-2221

Name: ___________________________ Date: ______________

Peri-operative Protocol

Before surgery:

1. Stop all herbs one week prior except those specifically indicated by your physician.

2. Stop all vitamin E supplements one week prior.

3. Zinc. 20-40 mg daily.

4. Vitamin A: 10,000 IU daily.

5. Vitamin C. 500 mg twice daily.

6. Omega-3 phospholipids 2 g daily.
Historic collections

• University yearbooks from 1886 to 1923
• Entire collection of Alumni magazines from Jefferson Medical College (1922 to present)
• Books from University Archives and Special Collections
• Photographic collections
• Work with development office to promote collection
• Development of in-house scanning shop
Ever wonder what went on at Jefferson before you arrived? Need to jog your memory about your years there? Want to look up a story you saw a few years back? A few key strokes now will give you online access to every issue of the Jefferson Alumni Bulletin, thanks to staff from the Scott Memorial Library.

Issues from 1922 to 2009 can be found at http://jdc.jefferson.edu/alumni_bulletin. The more recent issues are at http://www.jefferson.edu/jmc/alumni.

Volume 1, Issue 1 of the Bulletin was published in December 1922, highlighting growth across curricula and campus. For nearly a century, the magazine has continued to chronicle clinical and research progress as well as student, faculty and alumni achievements.

Headlines offer a snapshot of the decades:

1930: Curtis and College buildings constructed at 10th and Walnut streets
1940: Jefferson expands bedside teaching
On the Anatomy of the Breast
By Sir Astley Paston Cooper, 1840
Gemrig’s illustrated catalogue of surgical instruments, ca. 1868
Photographic collection from Chair of Family Medicine
Future scanning projects

• Collection of brochures, pamphlets, lectures, speeches, histories, manifestos and other grey literature from 19th and 20th century that are used by scholars

• Yearbooks (legal concerns) So far we have yearbooks from 1878-1936

• Seek out unique content not duplicated anywhere else
  – Use new First Search tool (WorldCat Collection Analysis Snapshot Program) for locating unique items catalogued in your collection (www.stats.oclc.org/cusp/login)
### Limiting options

#### Publication Date
- Pre-1500
- 1500-1599
- 1600-1699
- 1700-1799
- 1800-1849
- 1850-1899
- 1900-1909
- 1910-1919
- 1920-1929
- 1930-1939
- 1940-1949
- 1950-1959
- 1960-1969
- 1970-1979
- 1980-1989
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- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- Other

#### Language
- Arabic
- Chinese
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- Dutch
- English
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- German
- Hebrew
- Italian
- Japanese
- Latin
- Portuguese
- Russian
- Spanish
- Swedish
- Other

#### Format
- Archival Materials
- Archival Materials, Electronic
- Archival Materials, Microform
- Articles
- Articles, Electronic
- Articles, Microform
- Books
- Books, Microform
- Computer Files
- Continually Updated Resources
- Continually Updated Resources, Electronic
- Continually Updated Resources, Microform
- eBooks
- Maps
- Maps, Electronic
- Maps, Microform
- Musical Scores
- Musical Scores, Electronic
- Musical Scores, Microform
- Serial Publications
- Serial Publications, Electronic
- Serial Publications, Microform
- Sound Recordings
- Sound Recordings, Electronic
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- Visual Materials
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- Visual Materials, Microform

#### Audience
- Adult
- Juvenile
How unique is your collection?

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Item we scanned for the JDC

A manual of military surgery prepared for the use of the Confederate States army /
http://jdc.jefferson.edu/milsurgcsa/1/

Corp Author: Confederate States of America., Surgeon-General's Office. Publication: Richmond : Ayres & Wade, Illustrated news steam presses, 1863

Document: English : Internet Resource

Libraries Worldwide: 1 | Regional Holdings | State Holdings

Group Holdings

Accession No: OCLC: 70669420
In-house scanning shop

• 2 circulation technicians scan materials
• New skills for technicians and projects for them to work on
• We use Microtek Artixscan DI 2020 (~$550)
Workflows
Library workflow!!!

1. We run a weekly Scopus search. (Learn publications and help with collection development)
2. Export citations to RefWorks database to manage citations (over 6,400 citations)
3. 2 technicians in circulation sherpa(dize) the citations – New skills for technicians (http://www.sherpa.ac.uk/romeo/)
4. I approve the citations to send out emails
5. Technicians send out email to faculty (see sample handout)
6. Return rate of 10-20%
7. We do all the loading of data (metadata etc.)
8. Also use Facebook, Twitter and blackboard emails to promote and send out invitations
Toot your horn
Toot your horn

• Surpassed ½ million full-text downloads in Feb 2011.
• Over 3,525 unique records
• Over 100 countries have visited the JDC
• (More on metrics in the afternoon session-Hooray!)
The Jefferson Digital Commons extends your research to a global community.

Researchers from 98 unique countries have found items in the Jefferson Digital Commons. In addition, all major search engines including Google, Yahoo and Bing have indexed JDC records making your research easily accessible. The JDC currently includes over 3,300 records and continues to grow.

The Jefferson Digital Commons (JDC) is the FREE digital archive for articles published by Jefferson authors, as well as:

- Podcasts
- Videos
- Conference recordings
- Historical collections from the University Archives
- Jefferson created peer-reviewed journals
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dan.kipnis@jefferson.edu
JEFFERSON DIGITAL COMMONS EXCEEDS HALF A MILLION FULL-TEXT DOWNLOADS!

Extends Jefferson publications to a global community

FREE DIGITAL ARCHIVE FOR JEFFERSON AUTHORS

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The Jefferson Digital Commons has helped your colleagues find your publications over 500,000 times. Researchers from 98 unique counties have found your items in the JDC, extending your research to a global community. In addition, all major search engines including Google, Yahoo and Bing have indexed JDC records, making your research easily accessible.

JEFFERSON DIGITAL COMMONS CONTINUES TO GROW

Includes 3,300+ records

Among the more than 3,300 records are:

- Podcasts
- Articles
- Videos
- Conference recordings
- Historical collections from Scott Memorial Library University Archives including the entire archive of the JMC Alumni Bulletins
- Jefferson created peer-reviewed journals
- Campus newsletters

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If you would like to contribute content to the Jefferson Digital Commons, please contact: dan.bpnis@jefferson.edu
Wordle.net
http://www.tagxedo.com/
Jefferson Digital Commons: Digital Archive

http://dc.jefferson.edu

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10. Nobel Prize winners: Yes, even Nobel Prize winners are enthusiastic about the Jefferson Digital Commons.

For more information about the Jefferson Digital Commons, contact Dan Kaptis, Senior Education Services Librarian, at:

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215.301.3825


The Future
Future efforts

• Retired faculty or soon to be retired (legacy)
• Working with development office to promote historical collections
• Working with PR to help embed IR links in press releases
• Increasing links in Wikipedia
• Contacting top downloaded authors for additional content
When does promotion stop?

• Never, but…

Positive signs of growth:
• When your community can talk about it in their own words
• When you start receiving referrals
• Your marketing will gain momentum
Six degrees-creating access points

Elvis Presley was in *Change of Habit* (1969) with Ed Asner

Ed Asner was in *JFK* (1991) with Kevin Bacon
Questions?

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