

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.

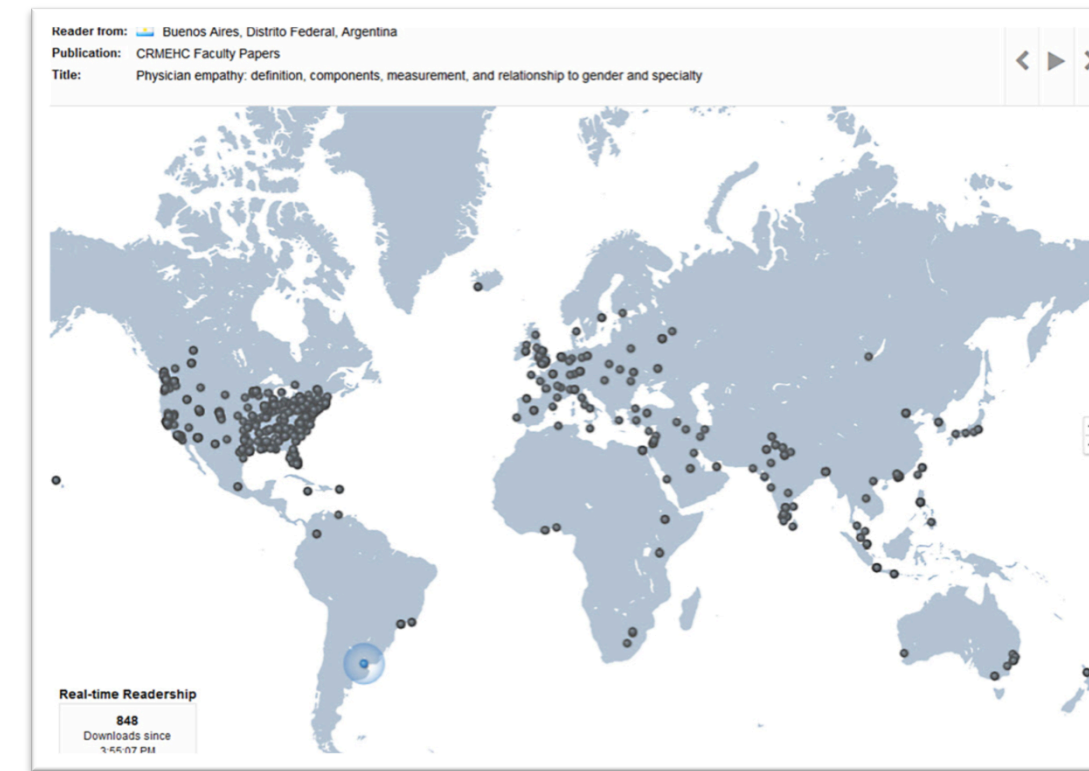
LESSONS LEARNED

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

IMAGES & QUOTES FROM USERS

Global impact of repositories



WHAT USERS ARE SAYING ABOUT CONTENT:

Name: David Moore

Country: AU (Australia)

Role: Faculty

Comments: "I'm researching different ideas in yoga teaching about head stands, inversions & glaucoma for a book which I am writing. Thanks for posting this really useful article."

Name: Colonel Jeffrey A. Bailey, MD, FACS

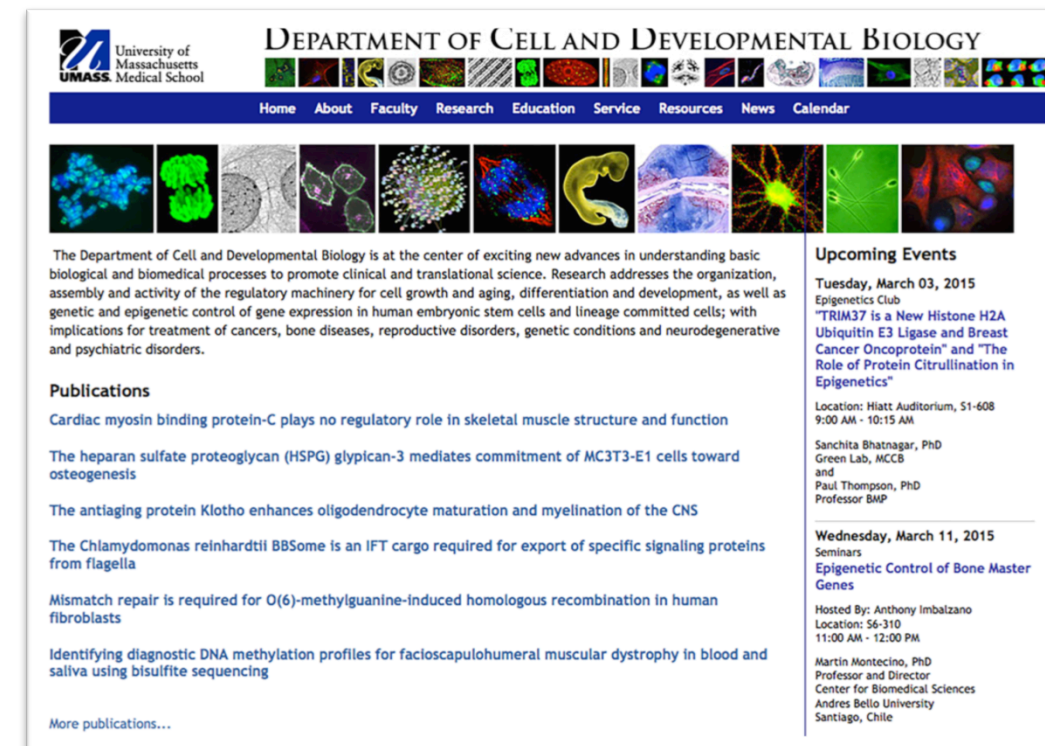
Country: US

Role: Military Surgeon in War

Comments: "Thank you for making this manual available by open access. The responsibilities and attributes of a military surgeon that Dr. Gross "hastily" characterized in this manual are as relevant and poignant today as they were in the opening days of The American Civil War. These words have inspired a new generation of military surgeons and resolve us to our purpose, service, and calling."

Referring Page: [A Manual of Military Surgery, Samuel D. Gross, MD](#)

One method of crosslinking content: Embed RSS feeds from the IR in departmental home pages



Publications list is from an eScholarship@UMMS RSS feed!

Faculty author of highly downloaded poster:

"Without the tremendous response of our tiny pilot study, we would not have undertaken such a risk in forging forward with our current study. We greatly appreciate the exposure eScholarship@UMMS has provided for us in pursuing this groundbreaking and important research."

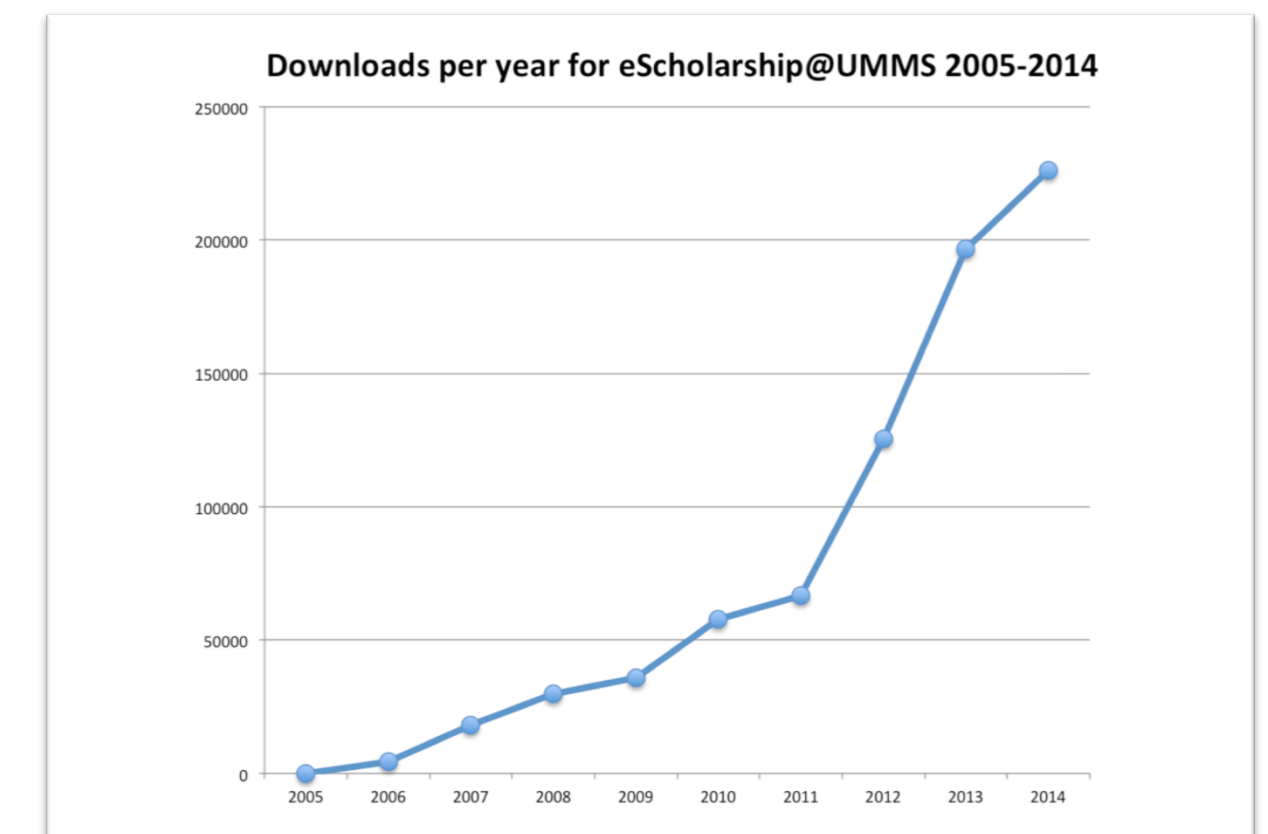
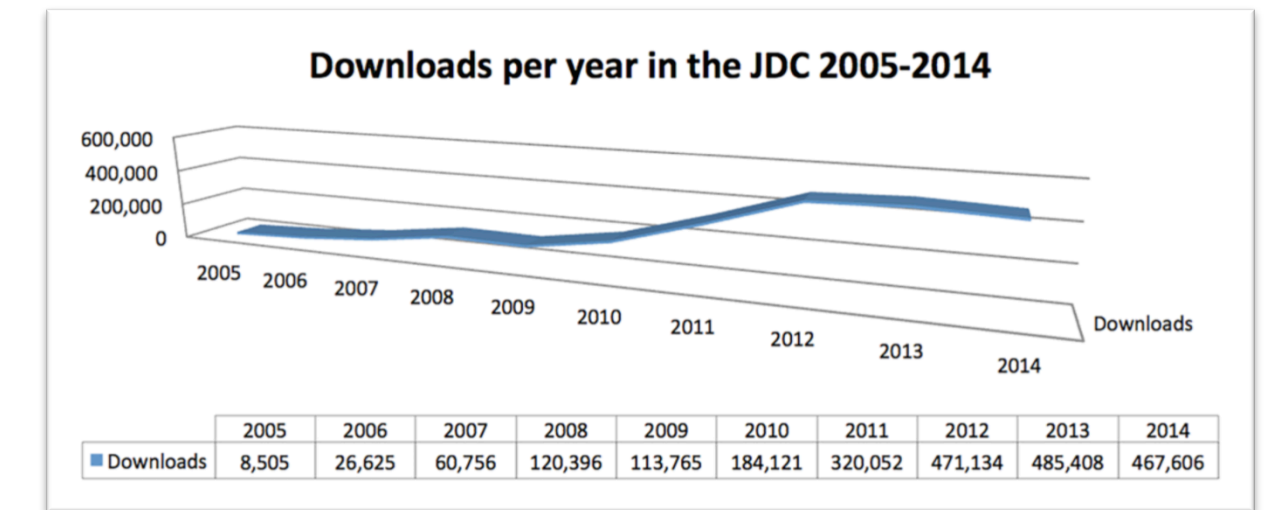
Barbara Olendzki, RD, MPH, LDN, Assistant Professor of Medicine, UMass Medical School

Grant-funded research impact:

"One of the ways we measure impact is to track how UMass scholarship is disseminated out into the community. The eScholarship@UMMS repository is an excellent way we can showcase our work and follow usage metrics. It's exciting to see that our events from years past are still generating interest and contributing to the scientific process."

Nate Hafer, PhD, Director of Operations, UMass Center for Clinical and Translational Science

DOWNLOADS



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