

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

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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.

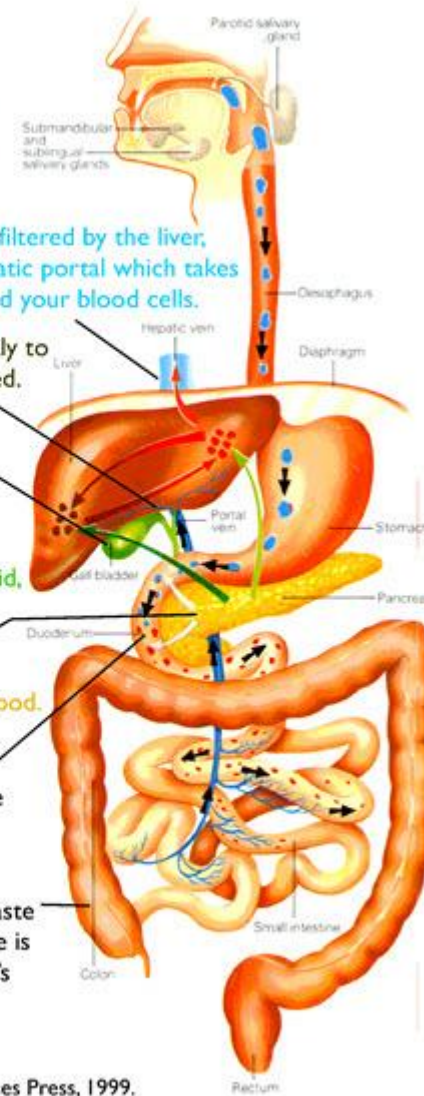


Diagram provided by Know Your Body, The Atlas of Anatomy, Published by Ulysses Press, 1999.

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**
<http://www.humanesocietyuniversity.org/library/index.html>
- **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

- **NASA/GSFC Library--Colloquia-<http://ecolloq.gsfc.nasa.gov/>**
- **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.umaryland.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

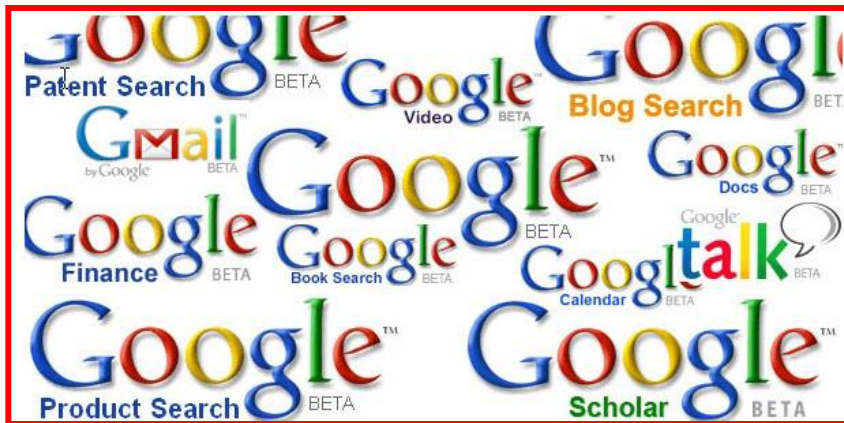
- Mgr. of Scholarly Digital Initiatives
- Head Digital Services
- Director of Library Services
- Digital Collections/Metadata Specialist
- Associate Dean/Head of Technical Services
- Serials/Electronic Services Librarian
- Library Director
- Emerging Technologies Librarian
- Assistant University Librarian 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



Introducing Yahoo! Mail Beta

Eudora Email Beta

[Download the Ubuntu 10.10 beta >](#)

Swype Beta for Android™



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



Dorrance H. Hamilton simulation bld.
Opened Oct 19, 2007

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/>

JDC homepage



The screenshot shows the Jefferson Digital Commons homepage. The header features the Jefferson University logo and the text "Jefferson Digital Commons" and "THOMAS JEFFERSON UNIVERSITY". A navigation bar includes links for "Home", "About", "Help", and "My Account". The main content area is divided into a left sidebar and a main body. The sidebar contains a search box, advanced search options, and navigation links. The main body features a "Browse Research and Scholarship" section with a list of categories and a quote from Thomas Jefferson. Below this is a section for "AISR News & What's New on JEFFLINE" with a link to a new journal.

Jefferson. Jefferson Digital Commons

THOMAS JEFFERSON UNIVERSITY

Home About Help My Account

Enter search terms:

In this Commons
Advanced Search
Help on using Search

Notify me via email or [RSS](#)

Links

Thomas Jefferson University
[JEFFLINE: Library](#)

Browse

[Collections](#)
[Authors](#)

Author Corner

[Author FAQ](#)
[Submit Research](#)

Scott Library Twitter feed

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."

--Thomas Jefferson to Ebenezer Hazard, Philadelphia, February 18, 1791. In Thomas Jefferson: Writings: Autobiography, Notes on the State of Virginia, Public and Private Papers, Addresses, Letters, edited by Merrill D. Peterson. New York: Library of America

AISR News & What's New on JEFFLINE

[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

SSRN eLibrary Database Search

Search Term(s):

Options: Title Only Title, Abstract & Keywords

Author(s):

To Search Papers by:

Title, Abstract or Keywords	Enter one or more words in the Search Term field and click Search.
Exact Phrase	Enclose the Search Terms in quotes.
Title Only	Check the Title Only option.
Author	Enter the Last Name and/or First Name fields.
Multiple Authors	Separate Last Names and/or First Names by commas.

Note: Author Affiliations are not searchable on this page.

Permanency of links and identity

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=172215
5

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

JEFFLINE

brought to you by Academic & Instructional Support & Resources (AISR)

Login to JEFFLINE

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Home | Alumni | Clinicians | Faculty | Nurses | Patients or Public Guests | Researchers | Students | Volunteer Faculty

Home > JEFFLINE

font size

Collections

Services

Technology

Publishing

Ask Us

Journal Titles | Catalog | JEFFLINE | PubMed | Google Scholar | Scopus | All

Journal Titles: Find journals by title, e.g., JAMA.

Quick Links

- [JeffLinked: PubMed ?](#)
- [JeffLinked: Google Scholar ?](#)
- [CINAHL ?](#)
- [Cochrane & OvidSP ?](#)
- [Community Health Data Base?](#)
- [OT Search ?](#)
- [Scopus ?](#)
- [UpToDate ?](#)

- [AccessMedicine ? | EM ? | Surgery ?](#)
- [Community of Science \(COS\)?](#)
- [Journal Citation Reports \(JCR\) ?](#)
- [Lexicomp ? | Drug Resources](#)
- [MD Consult ?](#)
- [Natural Standard ?](#)
- [Psychiatry Online ?](#)
- [Stat!Ref ? | ACP Pier ?](#)

Collections

- E-books | Library catalog | What's new
- Databases A-Z
- Historical
- Images & multimedia
- Journals A-Z

Services

- Borrow materials | Renew | Register
- Curriculum support
- Graphics, video, photography
- Order books & articles (ILLiad)
- Reference | Consulting | Chat

Have you tried MedCalc 3000?

Upcoming Workshops

Take Advantage of the Jefferson Digital Commons for Shameless Self-Promotion
 Wednesday, April 13
 12:15 - 1:00 p.m.
 Register now!

[View all workshops](#)

Facebook and Twitter posts



Scott Memorial Library

Andrew B. Newberg MD "Principles of Neurotheology" grand round presentation: http://jdc.jefferson.edu/jmbcim_lectures/37/ in the Jefferson Digital Commons (<http://jdc.jefferson.edu/>).

"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 t

 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



Scott Memorial Library
Hungover? Learn the scientific cure discovered by a team of Jeffersonians:
<http://jdc.jefferson.edu/neurologyfp/35/> in the JDC

"Acetate Causes Alcohol Hangover Headache in Rats" by Christina R. Maxwell, Rebecca Jay Spangenberg.
jdc.jefferson.edu

BackgroundThe mechanism of veisalgia cephalgia or hangover headache is unknown. Despite a lack of mechanistic studies, there are a number of theories positing congeners, dehydration, or the ethanol metabolite acetaldehyde as causes of hangover headache.MethodsWe used a chronic headache model to exam

573 Impressions · 0% Feedback

March 18 at 9:26am · Like · Comment · Share

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

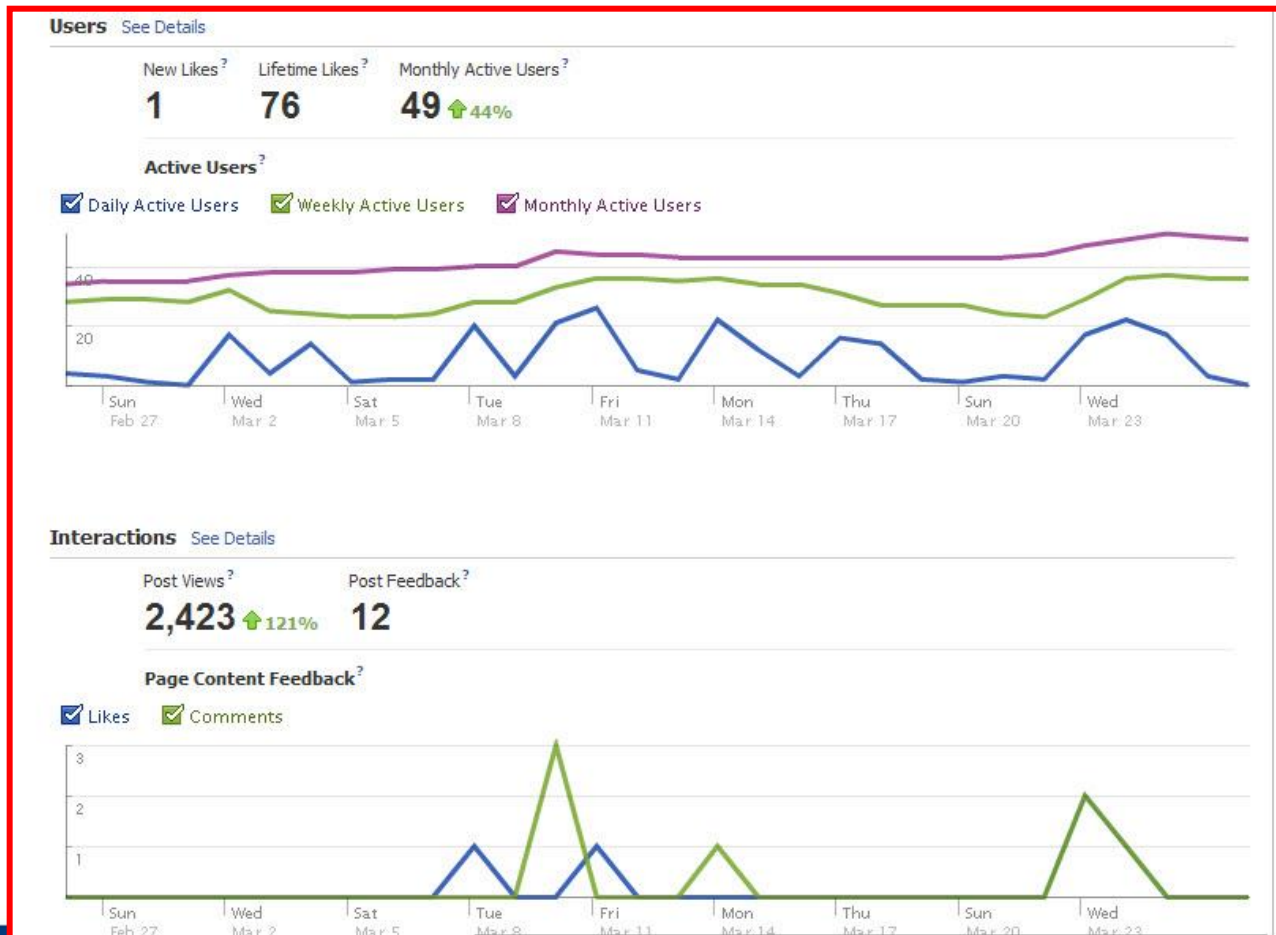
Feedback: Number of Comments and Likes per impression



SMLibrary_TJU Scott Mem. Library
Hungover? Learn the scientific cure discovered by a team of Jeffersonians: <http://jdc.jefferson.edu/neurologyfp/35/> in the JDC

18 Mar

Facebook insights



Bitly stats (http://bit.ly/fA0W72+)

bitly Shorten & Share Analyze Sign In Sign Up

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:



<http://bit.ly/fA0W72.qrcode>

4 Click(s) on this link Total ▾



Click Count	Frequency
4	1

Students managing social media?

The Ubiquitous Librarian (Brian Mathews)

In the pursuit of user-sensitive librarianship

[Home](#) [Archives](#) [Profile](#) [Subscribe](#)

Search

Search

Recent Comments

[Dianne White](#) on [5 Library Website Designs Worth Talking About](#)

[business listing](#) on [5 Library Website Designs Worth Talking About](#)

[Nicole](#) on [Using Students to Manage the Social Streams; or How to Use Social Media to Engage Students; or What We're Trying Next w/ SoMe](#)

[joan](#) on [Using Students to Manage the Social Streams; or How to Use Social Media to Engage Students; or What We're Trying Next w/ SoMe](#)

[Regan Marye](#) on [5 Library Website Designs Worth Talking About](#)

[brian](#) on [Using Students to Manage](#)

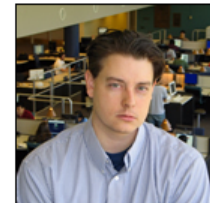
May 10, 2011

→ 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



About

Updates

new column up over at <http://americanlibrariesmagazine.org/columns/next-steps/we-never-close> featuring [@emilvalling](#) 3 days ago

[follow me on Twitter](#)

Become a Fan

Like 60

How to use Social Media to Engage Students



The image shows a screenshot of a Google Docs document. The document title is "How to Use Social Media to Engage Students" and it is set to "Public on the web". The document content is as follows:

— 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

5/08/2011

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>

« CINAHL Sports New Features Radiology Adds Video, CME »

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



The screenshot shows the Jefferson Digital Commons website. At the top left is the Jefferson logo and the text "Jefferson Digital Commons". At the top right is "THOMAS JEFFERSON UNIVERSITY". Below this is a navigation bar with "Home", "About", "Help", and "My Account". On the left, there is a search box with the text "Enter search terms:" and a "Search" button. Below the search box are links for "Advanced Search" and "Help on using Search". On the right, there is a section titled "Browse Research and Scholarship" with links for "all authors", "dissertations", and "historical collections". At the bottom right, there is a quote: "...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."

Reddit-What is new and popular on web

ALL - RANDOM | PICS - REDDIT.COM - FUNNY - POLITICS - GAMING - ASKREDDIT - WORLDNEWS - VIDEOS - IAMA - FR

 **reddit** JEFFERSONDIGITALCOM [overview](#) [comments](#) [submitted](#) [liked](#) [dis](#)

sorted by: [new](#) ▼

↑ Presentation on Principles of Neurotheology from the Jefferson-Myrna Brind
1 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



@IntelNick


Nick Knupffer

An SEO copywriter walks into a bar, grill,
pub, public house, Irish, bartender,
drinks, beer, wine, liquor...

12 Jan via [TweetDeck](#)

Google results

Web Images Videos Maps News Shopping Gmail more ▾



"sports hernia" "thomas jefferson" × Search

About 630 results (0.16 seconds) [Advanced search](#)

- Everything
- Images
- Videos
- News
- Shopping
- More

Philadelphia, PA
[Change location](#)

▶ [Dr. Adam Zoga](#) ☆ 🔍
Thomas Jefferson University Hospital, Philadelphia, PA ...
Athletic pubalgia and "sports hernia": Optimal MR imaging technique and findings ...
www.jefferson.edu/jmc/radiology/faculty/zoga.cfm -
Cached - Similar

["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/ - Cached - Similar

Selected Works-Faculty

The image shows a Google search interface. At the top, navigation links include Web, Images, Videos, Maps, News, Shopping, Gmail, and more. The user's name, Dan Kipnis, is in the top right. The search bar contains the text "beth ann swan" and a "Search" button. Below the search bar, it indicates "About 1,050,000 results (0.17 seconds)" and provides a link to "Advanced search".

On the left side, there is a vertical menu with icons and labels for "Everything", "Images", "Videos", "News", "Shopping", and "More". A red arrow points from the "More" option to the second search result.

The search results are as follows:

- Swan, PhD, CRNP, Beth Ann - Jefferson School of Nursing** (with star and magnifying glass icons)
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** (with star and magnifying glass icons)
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

Google.com	170430
Scholar.google.com	14610
Search.jefferson.edu	11018
Google.uk (United Kingdom)	9893
Yahoo.com	7212
Google.ca (Canada)	6732
Google.co.in (India)	5533
Google.au (Australia)	3925
Bing.com	3685
Googlesyndicated.com	3185
Aol	2142
Google.ph (Philippines)	2086

**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

The screenshot shows a HubPages article page. At the top, the HubPages logo is on the left, and navigation links for 'sign in', 'start a new Hub', 'my account', 'join', and 'help' are on the right. Below the logo are links for 'Topics', 'Hubs', 'Answers', 'Hubbers', 'Forums', and 'Feed'. A search bar is located to the right of these links. The breadcrumb trail reads: 'All Topics > Business and Employment > Employment and Jobs > Resumes > Tips To Writing A Good Resume'. A 'create your own' button is on the right side of the breadcrumb trail.

Tips To Writing A Good Resume 69

By heresplanb rate or flag this page Tweet 1 Like

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

Slate

BRIEFING NEWS & POLITICS ARTS LIFE BUSINESS & TECH SCIENCE PODCASTS & VIDEO BLOGS

HOME / MOHEYBOX : COMMENTARY ABOUT BUSINESS AND FINANCE.

Content Yawn

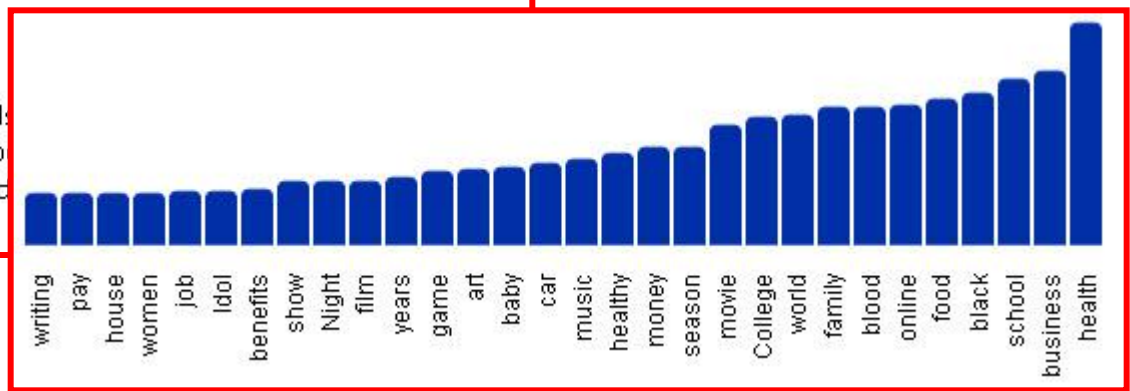
What content farms tell us about what we're interested in.

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 advertising, they are a trashy and addictive product. In order to give us something we don't really need, they focus on what's important about ourselves.

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



Gaming Google—NYT May 6, 2011

Trying to Game Google on 'Mother's Day Flowers'



Joshua Bright for The New York Times

Americans are expected to spend \$1.9 billion on flowers for Mother's Day.

By DAVID SEGAL

Published: May 6, 2011

NYT-Feb 12, 2011

The Dirty Little Secrets of Search



Photo illustration by The New York Times

By DAVID SEGAL
Published: February 12, 2011

More persuasion

Incentive?



Vanity?



Faculty want

- Visibility
- Citations
- Respect
- Funding

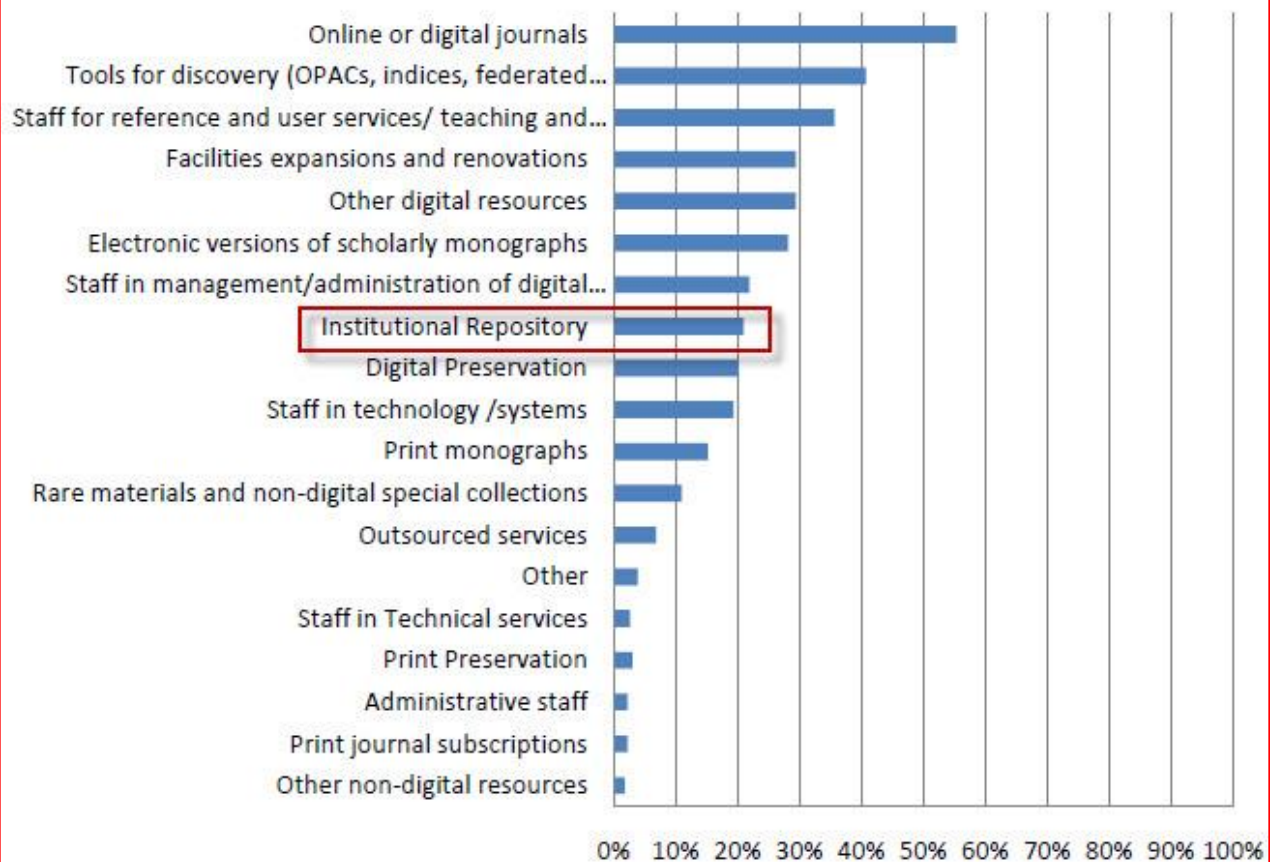
Use statistics for persuasion

- 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.

Read the full report by Roger C. Schonfeld and Ross Housewright at: <http://www.ithaka.org/ithaka-s-r/research/faculty-surveys-2000-2009/>

Ithaka S+R Library Survey 2010-Insights from U.S. Academic Library Directors (n=239)

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.



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%

*Data from: Antelman, Kristen. Do Open-Access Articles Have a Greater Research Impact? *College and Research Libraries*, 65(5), 372-382. September 2004.
http://eprints.rclis.org/bitstream/10760/5463/1/do_open_access_CRL.pdf

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

Charles J. Yeo, MD, FACS
Samuel D. Gross Professor and Chair
Department of Surgery

is pleased to announce
the appointment of

Nicholas C. Cavarocchi, MD, FACS, FCCP
as
Associate Professor
Divison of Cardiothoracic Surgery
and
Director, Surgical Cardiac Care Unit

 **Jefferson.**
University Physicians

1825 Walnut Street
College Bldg., Room 605E
Philadelphia, PA 19107
T 215.955.6996
F 215.955.6010


Nicholas C. Cavarocchi, MD, FACS, FCCP
Associate Professor of Surgery
Division of Cardiothoracic Surgery and
Director, Surgical Cardiac Care Unit
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THOMAS JEFFERSON UNIVERSITY

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Fax: 215.955.6010
Email: nicholas.cavarocchi@jefferson.edu



Background

MEDICAL DEGREE
Temple University School of Medicine, Philadelphia, PA: MD, 1974-1978

POSTGRADUATE TRAINING
Temple University Hospital, Philadelphia, PA: Intern, Surgery, 1978-1979;
Residency, Surgery, 1979-1983; Chief Resident, Surgery, 1982-1983
Mayo Clinic and Foundation for Medical Education and Research, Rochester, MN:
Residency, Cardiothoracic Surgery, 1983-1985; Chief Resident, Cardiothoracic Surgery,
1984-1985
Papworth Hospital, Papworth Everard, Cambridge, England: Residency, Transplantation,
1985-1986

CERTIFICATIONS
National Board of Medical Examiners (1979); American Board of Surgery (1984);
American Board of Thoracic Surgery (1986; re-certification, 2006); UNOS (United
Network for Organ Sharing)-Approved Transplant Surgeon (1987)

MOST RECENT APPOINTMENTS
Faculty: Penn State Milton S. Hershey Medical Center: Associate Professor of Surgery
and Medicine, 2006-2010
Hospital: Penn State Milton S. Hershey Medical Center, Hershey, PA:
Heart & Vascular ICU Intensivist, 2006-2009; Director of Heart Transplant Program,
2008-2009; Heart & Vascular ICU Co-Director and Intensivist, 2009-2010

PROFESSIONAL PUBLICATIONS
The Annals of Thoracic Surgery; reviewer, *The Journal of Heart-Lung Transplantation*;
reviewer, *Chest*; senior reviewer

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

Patrons love finding info

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

Topic	Date loaded	Total Downloads
Multiple Pregnancies: Determining Chorionicity and Amnionicity	6/9/2006	14,157
Photo quiz - pruritic rash after ocean swim	8/25/2006	12,163
Understanding "sports hernia" (athletic pubalgia) - The anatomic and pathophysiologic basis for abdominal and groin pain in athletes	5/2/2008	11,494

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.

Top video: Abdomen: Left kidney [kidney structure] with 1,028 hits.

Resident as Teacher videos-referrals

Domain	Count
www.google.com	344
search.yahoo.com	113
consc.net	104
search.jefferson.edu	60
philpapers.org	48
search.msn.com	22
biblioteca.universia.net	16
search.live.com	14
www.bing.com	11

Photonovels: Patient Education materials

<http://jdc.jefferson.edu/photonovels/>

Regular Breast Examinations
Can Prolong Your Life

Khám Ngực Đều Đặn 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

K. Cofer, M.S.N., R.N.-B.C.1, K. Gandhi, M.D., M.P.H.1, R. F. Olszewski, Jr., B.S.2, D. A. Colli, B.S.N., RN-B.C.1, E. R. Viscusi, M.D.2

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



ABSTRACT

Introduction:

Opioids are the mainstay of post-operative pain management and their adverse effects that impact patient recovery. Use of Extended Release Epidural Morphine (EREM) has been shown to result in significantly less average morphine usage and to have superior analgesic effects than other modalities of postoperative pain management. The purpose of this retrospective review was to compare the incidence and onset of side effects of EREM and other post-operative analgesic regimens.

Methods:

This was a retrospective, IRB approved analysis of 206 randomly selected patients meeting inclusion by (TJA) or total knee arthroplasty (TKA) between January 2007 and July 2007. 109 patients received lower than recommended doses of EREM. 97 received one of the following analgesic regimens: patient controlled analgesia (PCA) with fentanyl, no-release (NTR) morphine and fentanyl PCA, including epidural catheter with 0.2 to 0.3 mcg/ml morphine and fentanyl PCA, or fentanyl nerve block (PNB) and fentanyl PCA. The incidence of opioid side effects on post-operative day (POD) 0, 1, & 2 was recorded. Hours, vomiting, and pruritus were identified by the administration of treatment modalities. Data were analyzed between opioid, NTR, or EREM administration and the onset of side effect treatment was also noted. Statistical tests of the rates (ERM) and non-rare ANOVA with with SE was performed on average time to first dose of treatment between groups of analgesic modalities.

Results are Tables 1 and 2.

Discussion:

All analgesic modalities produced peak side effects on day zero which then declined over the next 24 hours. The occurrence of side effects was reported by a request for treatment. The intensity of side effects was not graded. Hence the occurrence of side effects may appear higher than reported. Although EREM showed more side effects than most other modalities and a similar profile to the IT morphine with fentanyl PCA group. The majority of patients responded to a single rescue dose for nausea and pruritus. No patients in any group experienced respiratory depression requiring an opioid antagonist. ANOVA analysis demonstrated statistical significance in the time to receive rescue analgesic groups. Overall, TJA had higher incidence of side effects than TKA.

Conclusion:

Analgesic effects must be considered when evaluating side effects. Other modalities have demonstrated superior analgesic effects with EREM. Other EREM may have a higher side effect profile than some treatments, the impact may be minimal compared to the benefits of lower analgesic and a reduction in side effects to other most common modalities. Overall, the side effects of EREM responded to one rescue dose, supporting minimal patient discomfort and use of healthcare resources.

Introduction

- Pain control following total joint arthroplasty (TJA) remains challenging and often requires opioid analgesics.
- Opioids have side effects that may affect patient recovery.
- Use of Extended Release Epidural Morphine (EREM) has been shown to reduce average supplemental oral/IV opioid morphine equivalent usage.
- EREM has also been shown to have superior analgesic efficacy over other modes of post-operative pain management.¹⁻⁵

Method

- Study consists of 206 randomly selected patients receiving total hip arthroplasty or total knee arthroplasty between January and July of 2007.
- Patients were chosen based on different postoperative analgesic modalities.
- Patient information was extracted from medical records and gathered in a database.

High opioid	Low opioid
1. ERM 10 mg	1. ERM 2 mg
2. ERM 10mg	2. ERM 2mg
3. Patient controlled analgesia with fentanyl PCA	3. Patient controlled analgesia with 0.2% fentanyl and bupivacaine PCA
4. Single PCA	4. Single epidural fentanyl PCA

- Incidence of side effects was recorded on post-operative day zero, one, and two.
- Side effects were determined by administration of treatment modalities.
- Time interval from opioid, combined opioid epidural, or EREM to first dose of side effect treatment was recorded.
- Side effects recorded include:
 - Pruritus
 - Nausea/vomiting
 - Respiratory depression

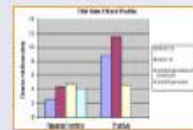


Table 1: Post-Operative Side Effect Profiles of Different Analgesic Modalities Following Total Hip Arthroplasty

Total Hip Arthroplasty	Percentage		
	0	1	2
EREM 10mg 10L			
Respiratory Depression	0%	0%	0%
Nausea/Vomiting	10%	5%	20%
Time to 1st Side Effect	2.0	1.0	1.0
EREM 2mg 10L			
Respiratory Depression	0%	0%	0%
Nausea/Vomiting	10%	10%	10%
Time to 1st Side Effect	2.0	1.0	1.0
PCA			
Respiratory Depression	0%	0%	0%
Nausea/Vomiting	10%	10%	10%
Time to 1st Side Effect	2.0	1.0	1.0
Single PCA			
Respiratory Depression	0%	0%	0%
Nausea/Vomiting	10%	10%	10%
Time to 1st Side Effect	2.0	1.0	1.0

Figure 1: Post-Operative Side Effect Profiles of Different Analgesic Modalities Following Total Hip Arthroplasty

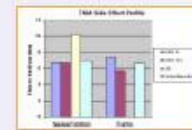


Table 2: Post-Operative Side Effect Profiles of Different Analgesic Modalities Following Total Knee Arthroplasty

Total Knee Arthroplasty	Percentage		
	0	1	2
EREM 10mg 10L			
Respiratory Depression	0%	0%	0%
Nausea/Vomiting	10%	10%	10%
Time to 1st Side Effect	2.0	1.0	1.0
EREM 2mg 10L			
Respiratory Depression	0%	0%	0%
Nausea/Vomiting	10%	10%	10%
Time to 1st Side Effect	2.0	1.0	1.0
PCA			
Respiratory Depression	0%	0%	0%
Nausea/Vomiting	10%	10%	10%
Time to 1st Side Effect	2.0	1.0	1.0
Single PCA			
Respiratory Depression	0%	0%	0%
Nausea/Vomiting	10%	10%	10%
Time to 1st Side Effect	2.0	1.0	1.0

Figure 2: Post-Operative Side Effect Profiles of Different Analgesic Modalities Following Total Knee Arthroplasty

Discussion:

- All modalities produced peak side effects on day zero, which declined over the next 24 hours.
- Intensity of side effects was not graded, hence the incidence of side effects may appear greater than expected.
- EREM had a similar side effect profile to IT morphine with PCA.
- Majority of patients responded to a single rescue dose for pruritus and nausea.
- No patient in any group experienced respiratory depression requiring pharmacologic intervention in this study.
- Opioid related side effects associated with EREM was similar to other analgesic modalities and generally responded to single-dose treatment.

Conclusion:

- Given the previously demonstrated efficacy of EREM and a side effect profile similar to other modalities, EREM may offer greater patient comfort and reduce utilization of healthcare resources.

References:

1. Goolbsy et al. *Anesthesiology*, 2008, 109, A111
2. Goolbsy et al. *Anesthesiology and Analgesia*, 2005, 100(4):p. 1065-74.
3. Harick et al. *Journal of Bone and Joint Surgery*, 2006, 88(2): p. 273-82.
4. Viscusi et al. *Anesthesiology*, 2005, 102(2).
5. Carrillo et al. *Anesthesiology and Analgesia*, 2003, 100(4): p. 1150-6.

Conferences on campus



Northeast E-Learning Consortium
**Fall Symposium
& User Group Meeting**
Friday, October 29, 2010 | Thomas Jefferson University



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FALL 2010 SYMPOSIUM AND USER GROUP MEETING

[RSS](#)

Schedule

2010

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

9:30 AM - 10:45 AM	Temple University's Upgrade to Blackboard 9.1 Peter Hanley, <i>Temple University</i> Solis-Cohen Auditorium	View Details
9:30 AM - 10:45 AM	Use of Interactive Technologies to Enhance Critical Thinking in Undergraduate Nursing Education David Perlman, <i>University of Pennsylvania</i> Room 207 Jefferson Alumni Hall	View Details



Diabetes Symposium



Diabetes: Seeking Patient-Centered Solutions to a National Epidemic

THOMAS JEFFERSON UNIVERSITY

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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.

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

Art on Campus

Ars Medendi (cylinder)



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KEYWORDS

Ars Medendi (cylinder), copper granite, Thomas Jefferson University, art on campus, Scott Memorial Library, Jim Sanborn, the Medical Art

IMAGE LOCATION



Art on Campus

CAMPUS ART AT THOMAS JEFFERSON UNIVERSITY

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“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

Jefferson Surgical Solutions

A publication for friends and colleagues of Jefferson's Department of Surgery

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Officers of the Gibbon Surgical Society stand in front of the portrait of John H. Gibbon Jr., MD hanging in 620 Curtis. Pictured are Jordan Bloom, President; Rachel Choron, Vice President; Fiona Chen, Technical Skills Coordinator, and

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

Accepted Abstracts

PDF Bodine Journal, Table of Contents, Volume 3, Issue 1, Fall 2010

PDF Functional Antagonism Between Vorinostat and Temozolomide when Combined with Ionizing Radiation (IR) in Glioblastoma
Y. R. Lawrence, Y. Liu, B. Andersen, X. Xia, A. P. Dicker, and P. Wachsberger

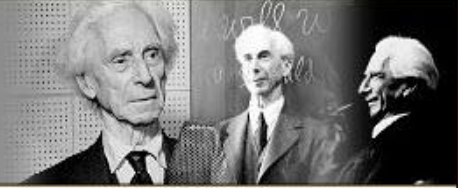
PDF Effects of EGFR Expression on Anti-tumor Efficacy of Vandetanib or Cediranib Combined with Radiotherapy (RT) in U87 Human Glioblastoma (GBM) Xenografts
P. Wachsberger, Y. R. Lawrence, Y. Liu, and A. P. Dicker

PDF Control of Glycolytic Flux by AMPK and p53-Mediated Signaling Pathways in Tumor Cells Adapted to Grow at Low pH
E. E. Mendoza, J. Caro, D. B. Leeper, and R. Burd



russell: the Journal of Bertrand Russell Studies

The Bertrand Russell Research Centre, McMaster University



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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 1980 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

ISSUE	DATE AND LINK TO TABLE OF CONTENTS	PAGES	INSTITUTIONAL (AND INDIVIDUAL) PRICES IN US\$ → SALE PRICE FOR INDIVIDUALS	✓ ORDER
New series. Vol. 31, no. 1	<u>Summer 2011</u> [FORTHCOMING]	96	\$49.00 (\$24.50)	
30,2	<u>Winter 2010-11</u>	96	\$49.00 (\$24.50)	
30,1	<u>Summer 2010</u>	96	\$49.00 (\$24.50)	
29,2	<u>Winter 2009-10</u>	96	\$43.00 (\$22.00)	
29,1	<u>Summer 2009</u>	96	\$43.00 (\$22.00)	
28,2	<u>Winter 2008-09</u>	96	\$43.00 (\$22.00) →\$11.00	
28,1	<u>Summer 2008</u>	96	\$43.00 (\$22.00) →\$11.00	
27,2	<u>Winter 2007-08</u>	96	\$41.50 (\$19.50 →\$9.00)	
27,1	<u>Summer 2007</u> . Also published separately as <i>After "On Denoting": Themes from Russell and Meinong</i> . Edited by Nicholas Griffin, Dale Jacquette and Kenneth Blackwell (Bertrand Russell Research Centre). ISBN 978-1-894088-78-7.	192	\$41.50 (\$19.50 →\$11.00)	
26,2	<u>Winter 2006-07</u>	96	\$34.00 (\$18.00 →\$8.00)	

Newsletters

 **Jefferson**
Jefferson InterProfessional Education Center (JCIPE)
Interprofessional Education and Care e-newsletter
THOMAS JEFFERSON UNIVERSITY

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Value-Based Purchasing


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

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Current Issue: Volume 3, Issue 1 (2009)


Letter from the Editor

 From the Editor
Christine Are...

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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

 Editor's Updates from the College
Neil I. Goldfarb

Featured Articles

 Consumer Health Websites accelerate consumer-driven healthcare
Richard Toner

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

 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

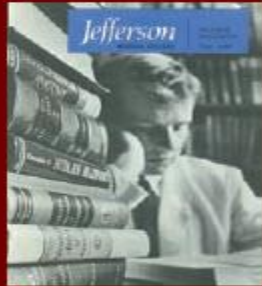
Before surgery:

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.

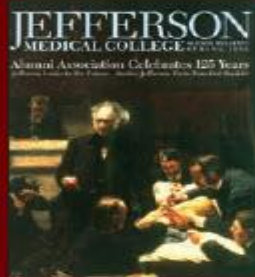
Historic collections

- 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

Development office featured JDC in Summer issue



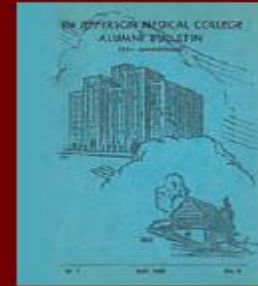
Fall 1967



Spring 1995



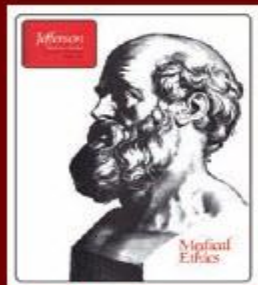
Winter 1976



May 1950



Spring 1972



Winter 1987

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



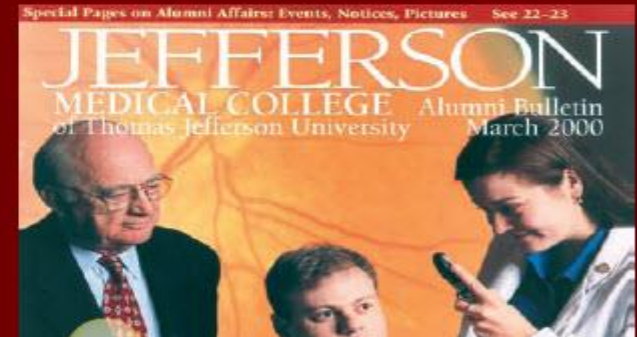
December 1960



Spring 1985

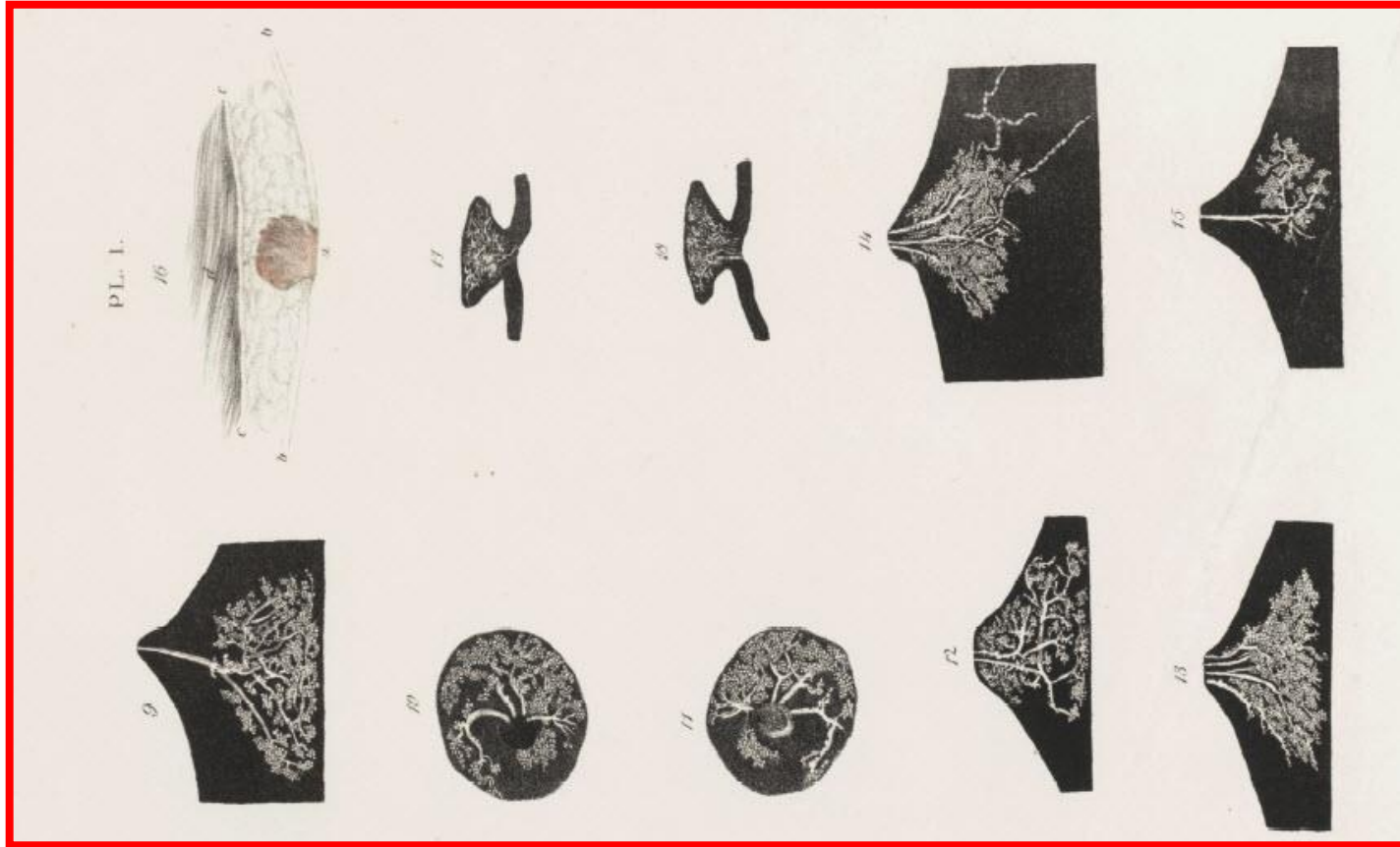


September 1995

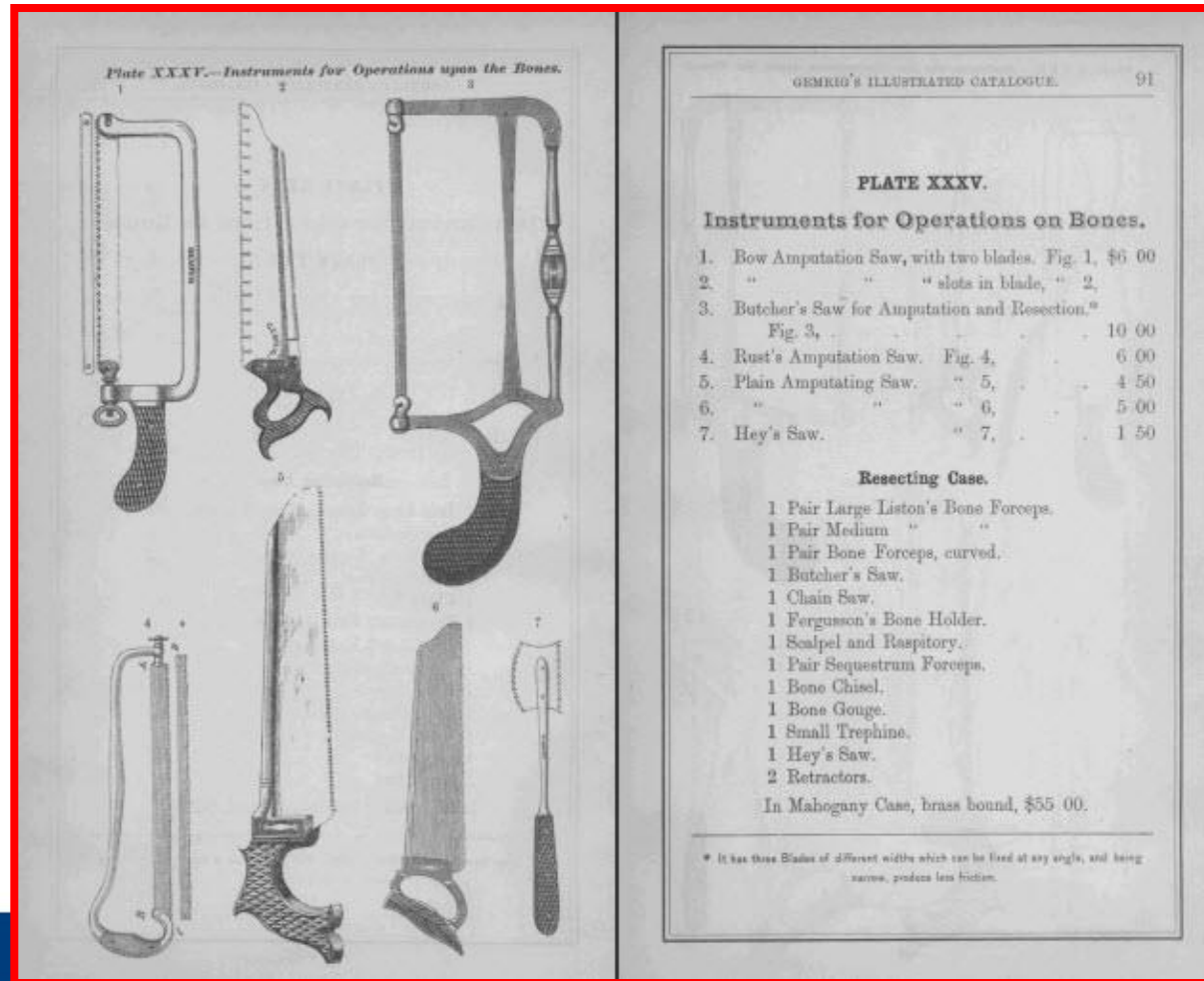


On the Anatomy of the Breast

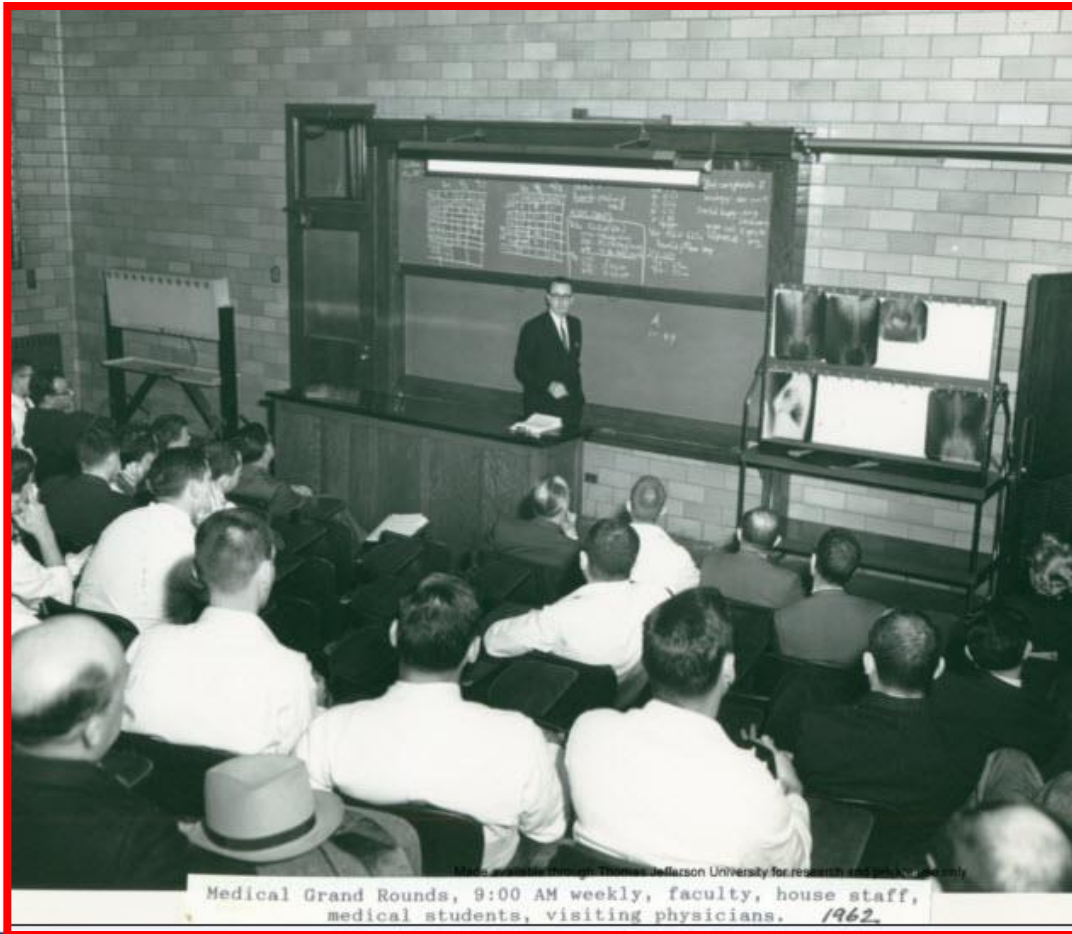
By Sir Astley Paston Cooper, 1840



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 Check All Clear All	<input type="checkbox"/> Pre-1500	<input type="checkbox"/> 1850-1899	<input type="checkbox"/> 1940-1949	<input type="checkbox"/> 1990-1999	<input type="checkbox"/> 2008
	<input type="checkbox"/> 1500-1599	<input type="checkbox"/> 1900-1909	<input type="checkbox"/> 1950-1959	<input type="checkbox"/> 2000-2004	<input type="checkbox"/> 2009
	<input type="checkbox"/> 1600-1699	<input type="checkbox"/> 1910-1919	<input type="checkbox"/> 1960-1969	<input type="checkbox"/> 2005	<input type="checkbox"/> 2010
	<input type="checkbox"/> 1700-1799	<input type="checkbox"/> 1920-1929	<input type="checkbox"/> 1970-1979	<input type="checkbox"/> 2006	<input type="checkbox"/> 2011
	<input type="checkbox"/> 1800-1849	<input type="checkbox"/> 1930-1939	<input type="checkbox"/> 1980-1989	<input type="checkbox"/> 2007	<input type="checkbox"/> Other
Language Check All Clear All	<input type="checkbox"/> Arabic	<input type="checkbox"/> English	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Latin	<input type="checkbox"/> Spanish
	<input type="checkbox"/> Chinese	<input type="checkbox"/> French	<input type="checkbox"/> Italian	<input type="checkbox"/> Portuguese	<input type="checkbox"/> Swedish
	<input type="checkbox"/> Danish	<input type="checkbox"/> German	<input type="checkbox"/> Japanese	<input type="checkbox"/> Russian	<input type="checkbox"/> Other
	<input type="checkbox"/> Dutch				
Format Check All Clear All	<input type="checkbox"/> Archival Materials	<input type="checkbox"/> Continually Updated Resources, Electronic	<input type="checkbox"/> Serial Publications		
	<input type="checkbox"/> Archival Materials, Electronic	<input type="checkbox"/> Continually Updated Resources, Microform	<input type="checkbox"/> Serial Publications, Electronic		
	<input type="checkbox"/> Archival Materials, Microform	<input type="checkbox"/> eBooks	<input type="checkbox"/> Serial Publications, Microform		
	<input type="checkbox"/> Articles	<input type="checkbox"/> Maps	<input type="checkbox"/> Sound Recordings		
	<input type="checkbox"/> Articles, Electronic	<input type="checkbox"/> Maps, Electronic	<input type="checkbox"/> Sound Recordings, Electronic		
	<input type="checkbox"/> Articles, Microform	<input type="checkbox"/> Maps, Microform	<input type="checkbox"/> Sound Recordings, Microform		
	<input type="checkbox"/> Books	<input type="checkbox"/> Musical Scores	<input type="checkbox"/> Visual Materials		
	<input type="checkbox"/> Books, Microform	<input type="checkbox"/> Musical Scores, Electronic	<input type="checkbox"/> Visual Materials, Electronic		
	<input type="checkbox"/> Computer Files	<input type="checkbox"/> Musical Scores, Microform	<input type="checkbox"/> Visual Materials, Microform		
	<input type="checkbox"/> Continually Updated Resources				
Audience Check All Clear All	<input type="checkbox"/> Adult	<input type="checkbox"/> Juvenile			

How unique is your collection?

Databases | **Results** | **Collection Analysis (Snapshot)** | [My Account](#) | [Options](#) | [Comments](#) | [Exit](#) | [Hide tips](#)

Analysis Results | **Limit Analysis** | **Change Analysis** | [Go to page](#) ▼




Export ?
Help

Data to Analyze: **WorldCat Comparison**
 Column Values: **Uniqueness**
 Row Expansion Order: **Division > Category > Subject > Language > Format > Audience > Publication Date**
 Limits: (No Limits Selected)

Uniqueness | Display results as: **Number with percent** ▼

	Totals	Unique	Shared by 2	Shared by 3	Shared by 4	Shared by 5	Shared by 6	Shared by 7	Shared by 8	Shared by 9	Shared by 10	Shared by > 10
Divisions Totals by "Division":	94750 100.00%	910 0.96%	435 0.46%	518 0.55%	505 0.53%	519 0.55%	514 0.54%	560 0.59%	492 0.52%	521 0.55%	469 0.49%	89307 94.26%
Agriculture	249 100.00%						1 0.40%					248 99.60%
Anthropology	213 100.00%											213 100.00%
Art & Architecture	520 100.00%	1 0.19%				2 0.38%			2 0.38%	1 0.19%	2 0.38%	512 98.46%
Biological Sciences	2156 100.00%			1 0.05%	6 0.28%	1 0.05%	4 0.19%	5 0.23%	4 0.19%	2 0.09%	2 0.09%	2131 98.84%
Business & Economics	718 100.00%	2 0.28%	2 0.28%	5 0.70%	2 0.28%		5 0.70%	2 0.28%	2 0.28%	2 0.28%	3 0.42%	693 96.52%
Chemistry	389 100.00%	1 0.26%	1 0.26%	1 0.26%	1 0.26%	1 0.26%	1 0.26%		1 0.26%	3 0.77%	2 0.51%	377 96.92%
Communication & Journalism	1446	1	1	2	2	7	7	4	7	5	6	1404

Unique and shared by X

	▶ Medicine	<u>18580</u> 100.00%	<u>34</u> 0.18%	<u>72</u> 0.39%	<u>114</u> 0.61%	<u>111</u> 0.60%	<u>144</u> 0.77%	<u>131</u> 0.70%	<u>138</u> 0.74%	<u>128</u> 0.69%	<u>145</u> 0.78%	<u>128</u> 0.69%	<u>17435</u> 93.84%
	▶ Medicine By Body System	<u>10204</u> 100.00%	<u>14</u> 0.14%	<u>15</u> 0.15%	<u>15</u> 0.15%	<u>17</u> 0.17%	<u>19</u> 0.19%	<u>22</u> 0.22%	<u>21</u> 0.21%	<u>16</u> 0.16%	<u>22</u> 0.22%	<u>20</u> 0.20%	<u>10023</u> 98.23%
		Totals	Unique	Shared by 2	Shared by 3	Shared by 4	Shared by 5	Shared by 6	Shared by 7	Shared by 8	Shared by 9	Shared by 10	Shared by > 10
	▶ Medicine By Discipline	<u>11516</u> 100.00%	<u>17</u> 0.15%	<u>17</u> 0.15%	<u>22</u> 0.19%	<u>24</u> 0.21%	<u>17</u> 0.15%	<u>18</u> 0.16%	<u>25</u> 0.22%	<u>22</u> 0.19%	<u>20</u> 0.17%	<u>15</u> 0.13%	<u>11319</u> 98.29%

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/)

 <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

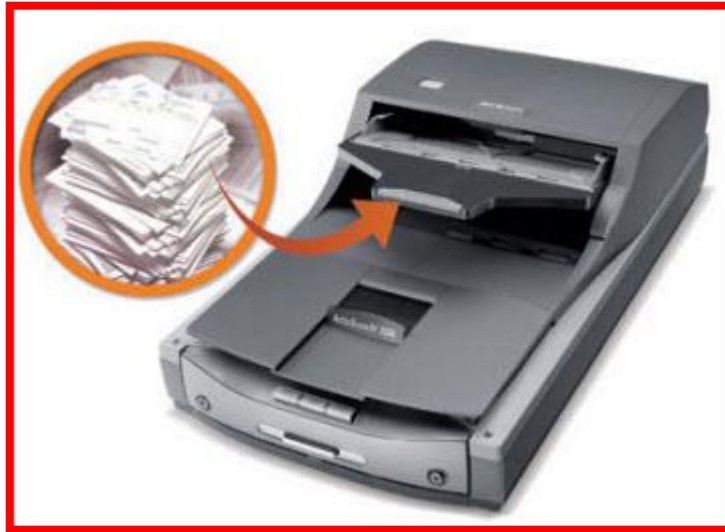
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Group Holdings

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**

Sherpa/Romeo-<http://www.sherpa.ac.uk/romeo/>



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- [Norsk arbeidsrettslig forening \(Norwegian Society for Labour Law\)](#) - 02-Mar-2011
- [Norges optikerforbund \(Norwegian Association of Optometry\)](#)

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
- Campus-wide newsletters



Educational Materials



Newsletters



University Archives
Collections



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VOLUME 1

SCOTT MEMORIAL LIBRARY, PHILADELPHIA PA

FEBRUARY 2011

JEFFERSON DIGITAL COMMONS EXCEEDS HALF A MILLION FULL-TEXT DOWNLOADS!

Extends Jefferson publications to a global community

FREE DIGITAL ARCHIVE FOR JEFFERSON AUTHORS

The Jefferson Digital Commons (JDC) is the free digital archive for articles published by Jefferson authors, Jefferson-sponsored journals, and historical materials from the University Archives and Special Collections. The goal of the Commons is to enhance the visibility of Jefferson scholarship and to promote Jefferson authors.

The Jefferson Digital Commons has helped your colleagues find your publications over 500,000 times. Researchers from 98 unique countries 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.



Personal research page



Historical Collections



Commons Pages and Analytics



Departmental Overviews



Activities for



Tracking Elements

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



Join the growing number of Jefferson authors!

<http://jdc.jefferson.edu>

If you would like to contribute content to the Jefferson Digital Commons, please contact:
dan.kipnis@jefferson.edu



aisr Connections

Orientation Issue
Academic Year 2009-2010

Your connection to knowledge resources and educational technology at Jefferson

The mission of Academic & Instructional Support & Resources (AISR) is to strengthen the educational, research and clinical activities of the Jefferson community by providing knowledge-based information, developing and managing instructional technologies and content, supporting and managing campus classroom technologies, and providing leadership in scholarly communication and publishing.

Jefferson Digital Commons: Digital Archive

<http://jdc.jefferson.edu>

The Jefferson Digital Commons (JDC) is the free digital archive for articles published by Jefferson authors, Jefferson-sponsored journals, and historical materials from the University Archives and Special Collections. Since 2006, the JDC has had over a quarter of a million full-text downloads. The goal of the Commons is to enhance the visibility of Jefferson scholarship and to promote Jefferson authors. Articles deposited in the Commons are indexed by Google, Google Scholar, Yahoo, Scirus and other major search engines, thereby extending the influence of your work and encouraging additional citations. Join the growing number of Jefferson authors who have their work freely available online.

10 reasons to participate in the Jefferson Digital Commons:

- 1. Free:** The Jefferson Digital Commons can help share your research with the world via the World Wide Web. There is no cost in depositing materials.
- 2. Scott Memorial Librarians:** Librarians will help with your copyright questions.
- 3. Exposure on the web:** All files are indexed by common search engines. In 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.
- 4. Statistics:** Receive monthly email alerts indicating the number of times your files have been downloaded. For example, the article "Pathophysiology, diagnosis, and treatment of spinal meningoceles and arachnoid cysts" has been downloaded over 2,400 times since inclusion in the JDC. Increased visibility translates into higher citation rates.¹¹
- 5. University Press:** Create your own online e-journal, such as the *Jefferson Journal of Psychiatry* (<http://jeffjpsychiatry.jefferson.edu/>). Or post your departmental newsletter, annual report, lectures, conference proceedings etc.
- 6. File flexibility:** The Jefferson Digital Commons supports a variety of file types including: Word, PDF, images, video clips, sound segments, data sets and PowerPoint files.
- 7. Version control:** You control what version is archived in the Digital Commons (copyright permitting).

8. Personal pages: Create a personal researcher page to further promote yourself on the web. Readers can receive email alerts when new materials have been posted to your page.

9. Stability: Deposits are given a stable web address, making them easier to find and share without dealing with broken web links. This is an example of a stable web address: <http://jdc.jefferson.edu/rsip/1/>

10. Nobel Prize winners: Yes, even Nobel Prize winners are enthusiastic about the Jefferson Digital Commons.¹²

For more information about the Jefferson Digital Commons, contact Dan Kipnis, Senior Education Services Librarian, at: dan.kipnis@jefferson.edu
215.503.2825

¹¹ Swan, Alan. "Research researchers really care open access." *Optimal Scholarship Blog*, October 31, 2008. <http://optimal scholarship.blogspot.com/2008/10/research-researchers-really-care.html>. Accessed November 18, 2008.

¹² "Push for open access to research." *EBG website*, February 26, 2007. <http://news.berkeley.edu/2007/02/26/technology/070226ebg/>. Accessed November 18, 2008.



ABOVE: JDC Home Page
RIGHT: A Visual Guide to Human
Anatomy: Left Kidney

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

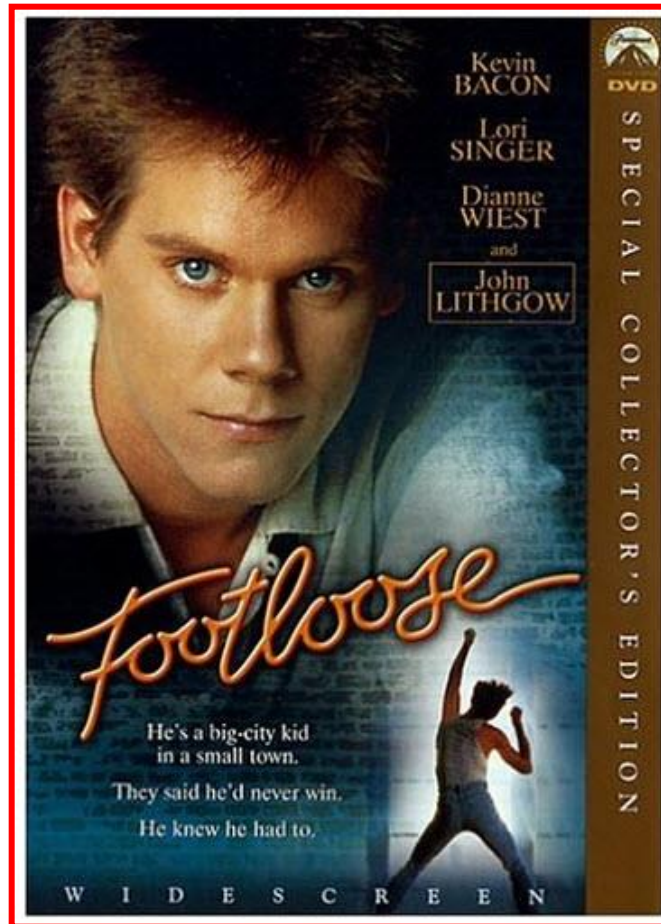
When does promotion stop?

- 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?

dan.kipnis@jefferson.edu