May 2011

# 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

Absorbtion takes place in the stomach, small intestinal tract and the large colon. You can see the absorbtion 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 move into the hapatic 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 gull 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

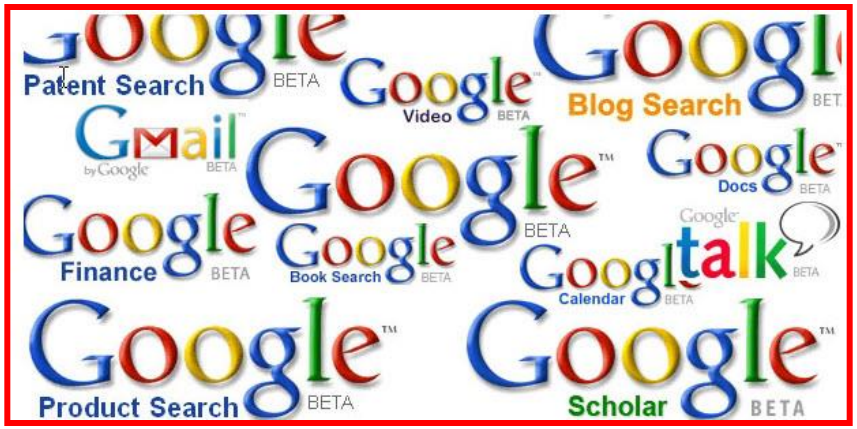
- Mgr. of Scholarly Digital Initiatives
- Head Digital Services
- Director of Library Services
- Digital Collections/Metadata Specialist
- Associate Dean/Head of Technical Services
- Serials/Electronic Services Librarian
- Library Director
- Emerging Technologies Librarian
- Assistant University Librarian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



# 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

# 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

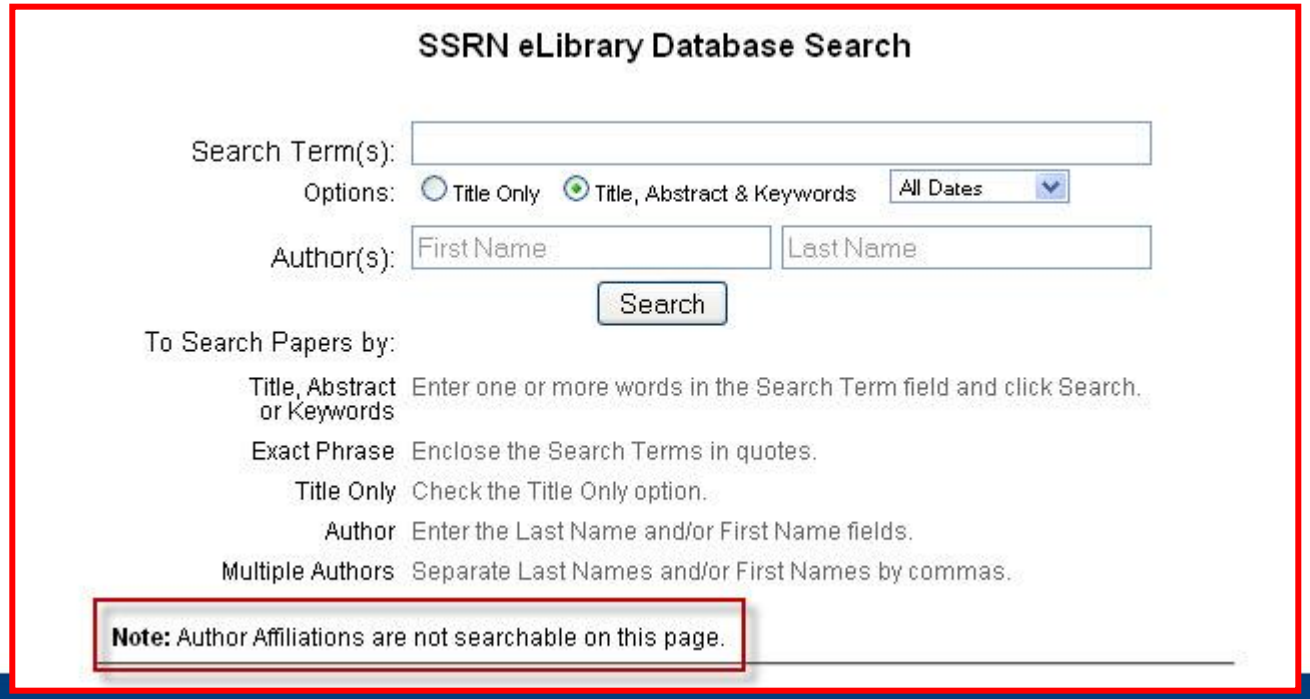
# Solutions

- 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**



# Permanency of links and identity

**http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1722155**

**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)

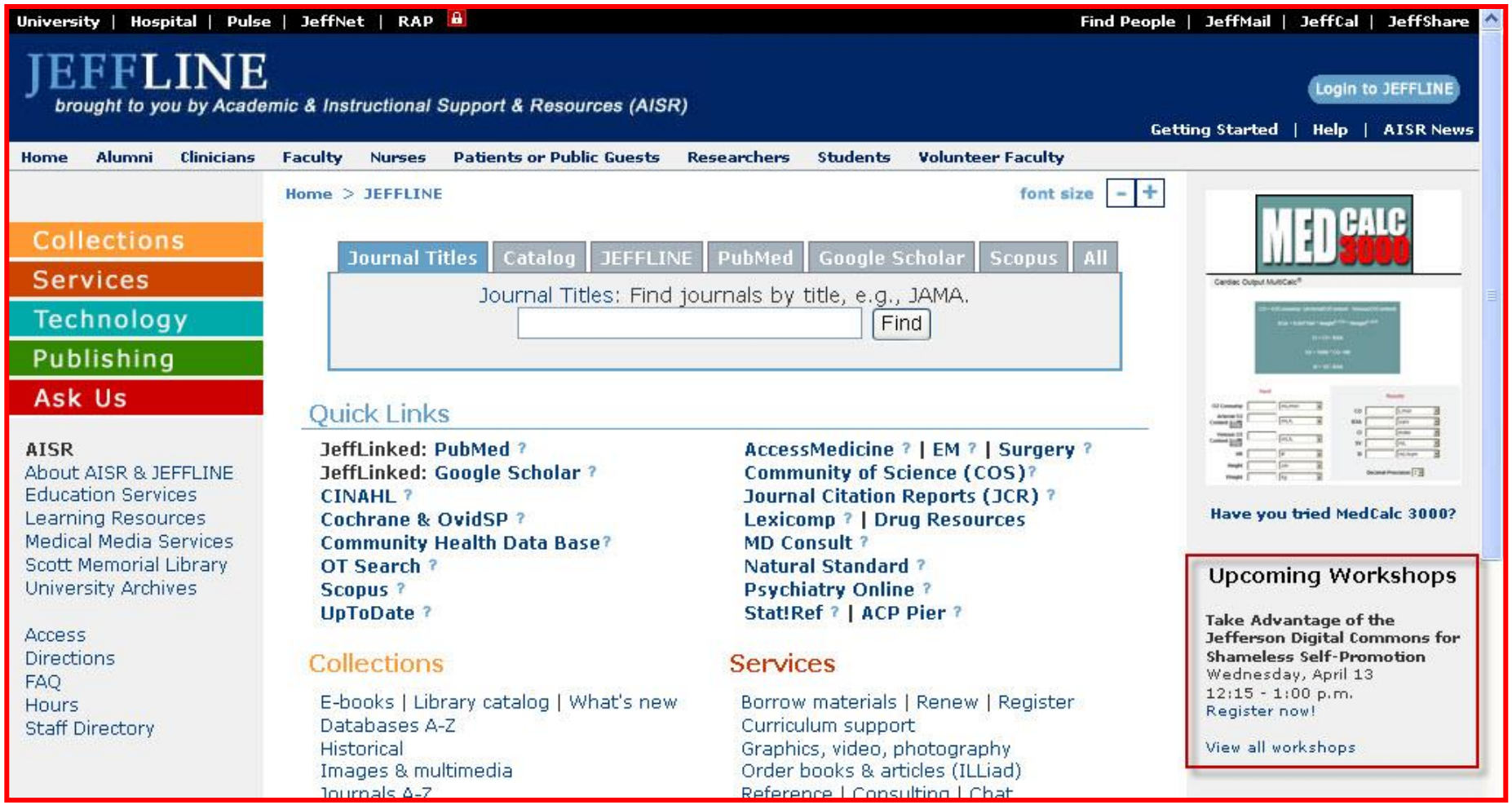
# Methods of Promotion

# 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


University | Hospital | Pulse | JeffNet | RAP
Find People | JeffMail | JeffCal | JeffShare
JEFFLINE
brought to you by Academic & Instructional Support & Resources (AISR)
Login to JEFFLINE
Getting Started | Help | AISR News
Home Alumni Clinicians Faculty Nurses Patients or Public Guests Researchers Students Volunteer Faculty
Home > JEFFLINE
font size
Collections
Services
Technology
Publishing
Ask Us
AISR
About AISR & JEFFLINE
Education Services
Learning Resources
Medical Media Services
Scott Memorial Library
University Archives
Access
Directions
FAQ
Hours
Staff Directory
Journal Titles
Catalog
JEFFLINE
PubMed
Google Scholar
Scopus
All
Journal Titles: Find journals by title, e.g., JAMA.
Find
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
MEDCALC 3000
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

Jefferson

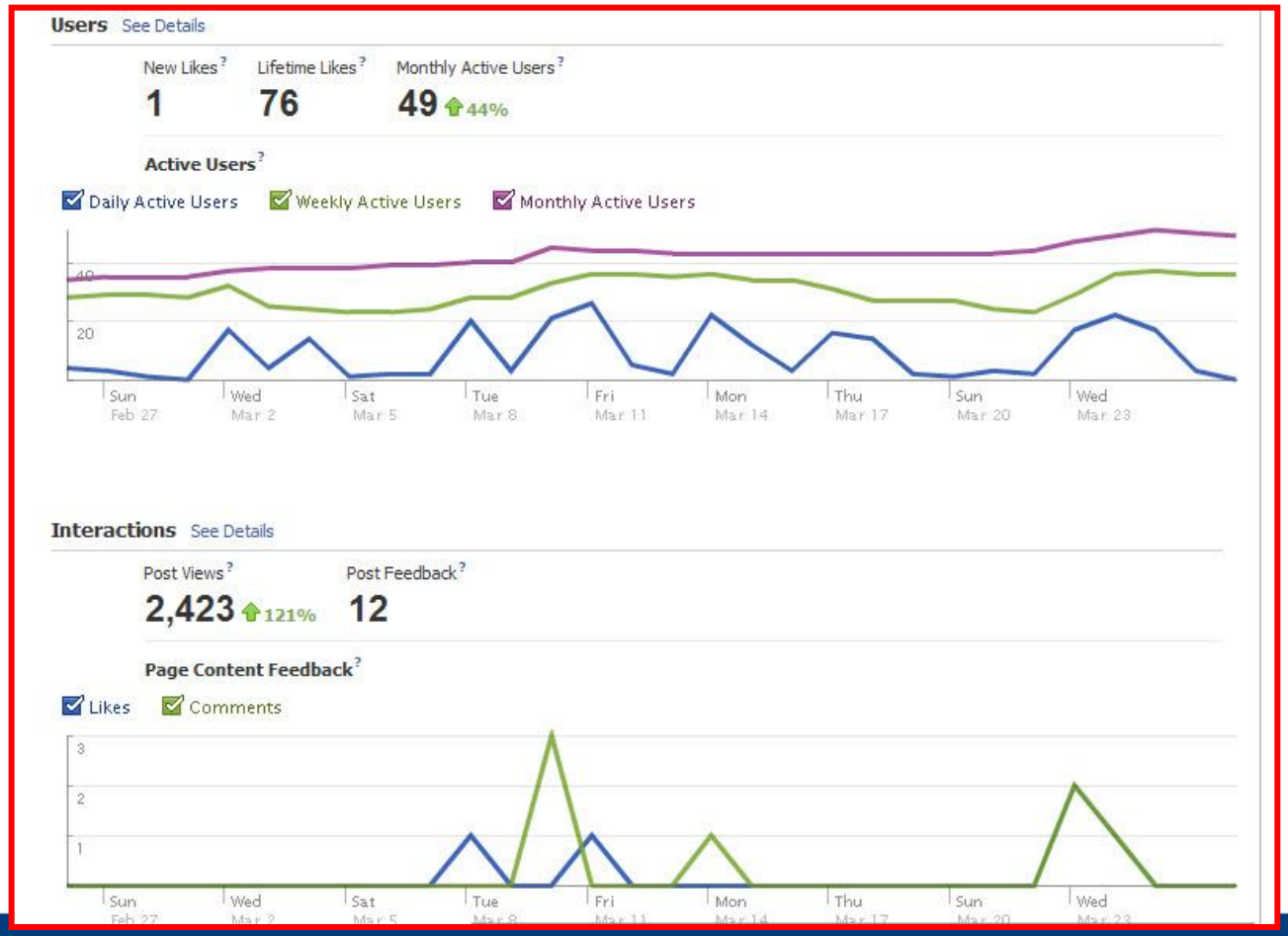
# Facebook and Twitter posts

# Facebook and Twitter

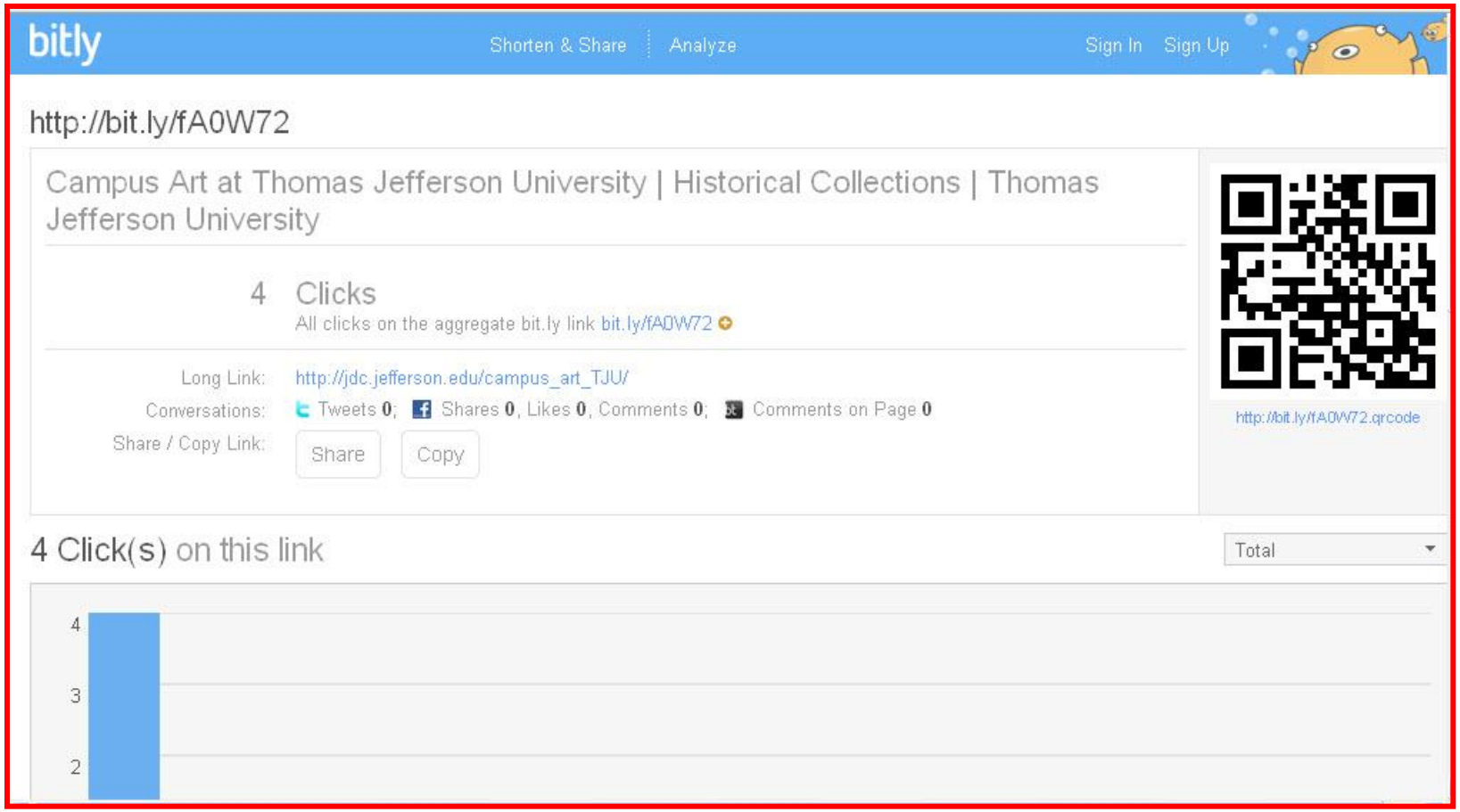
**Impressions:** Raw number of times story has been seen on your wall and in the News Feed of your fans

**Feedback:** Number of Comments and Likes per impression

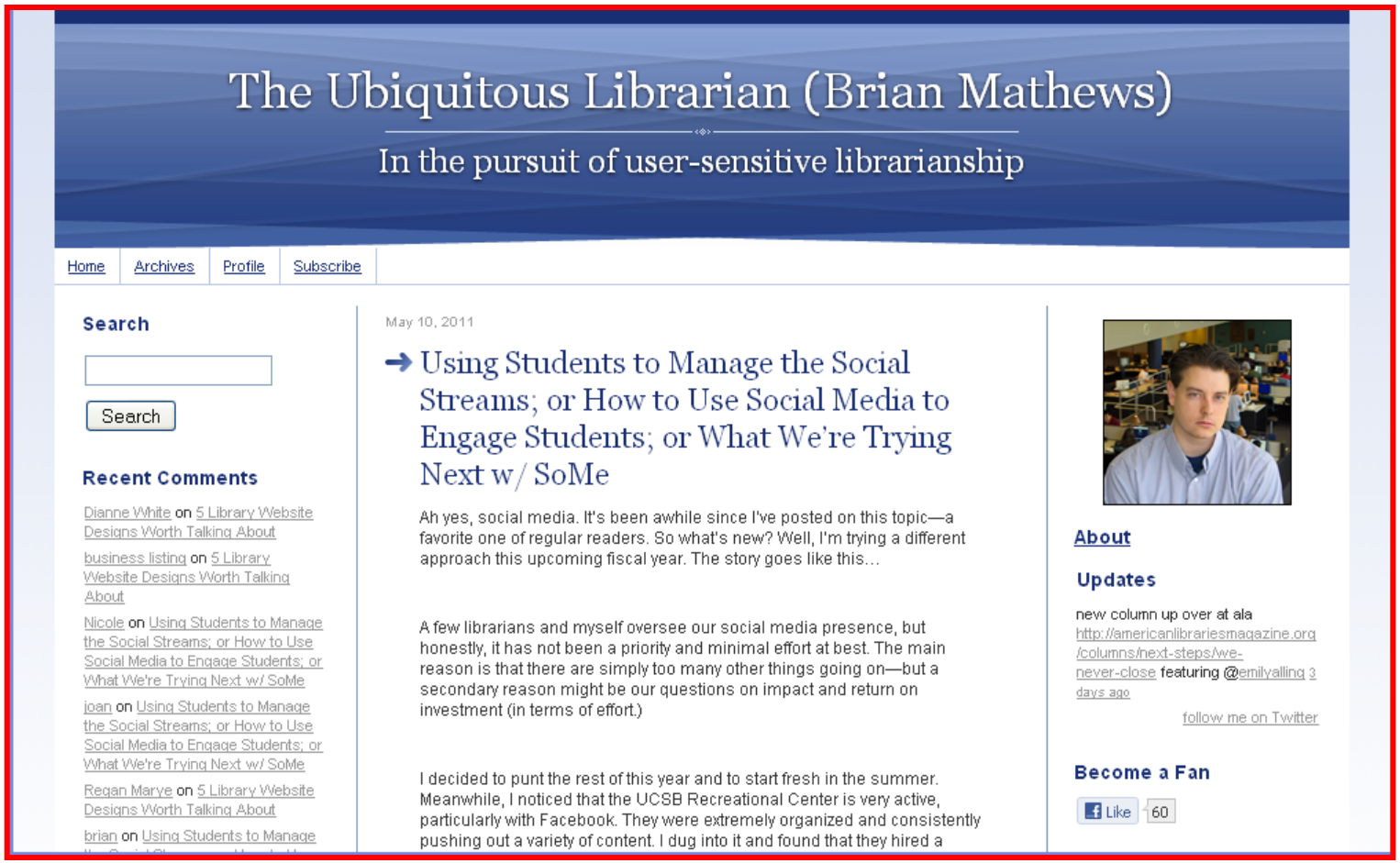
# Facebook insights



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



# Students managing social media?



# How to use Social Media to Engage Students

# 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

# Reddit-What is new and popular on web

# 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.**

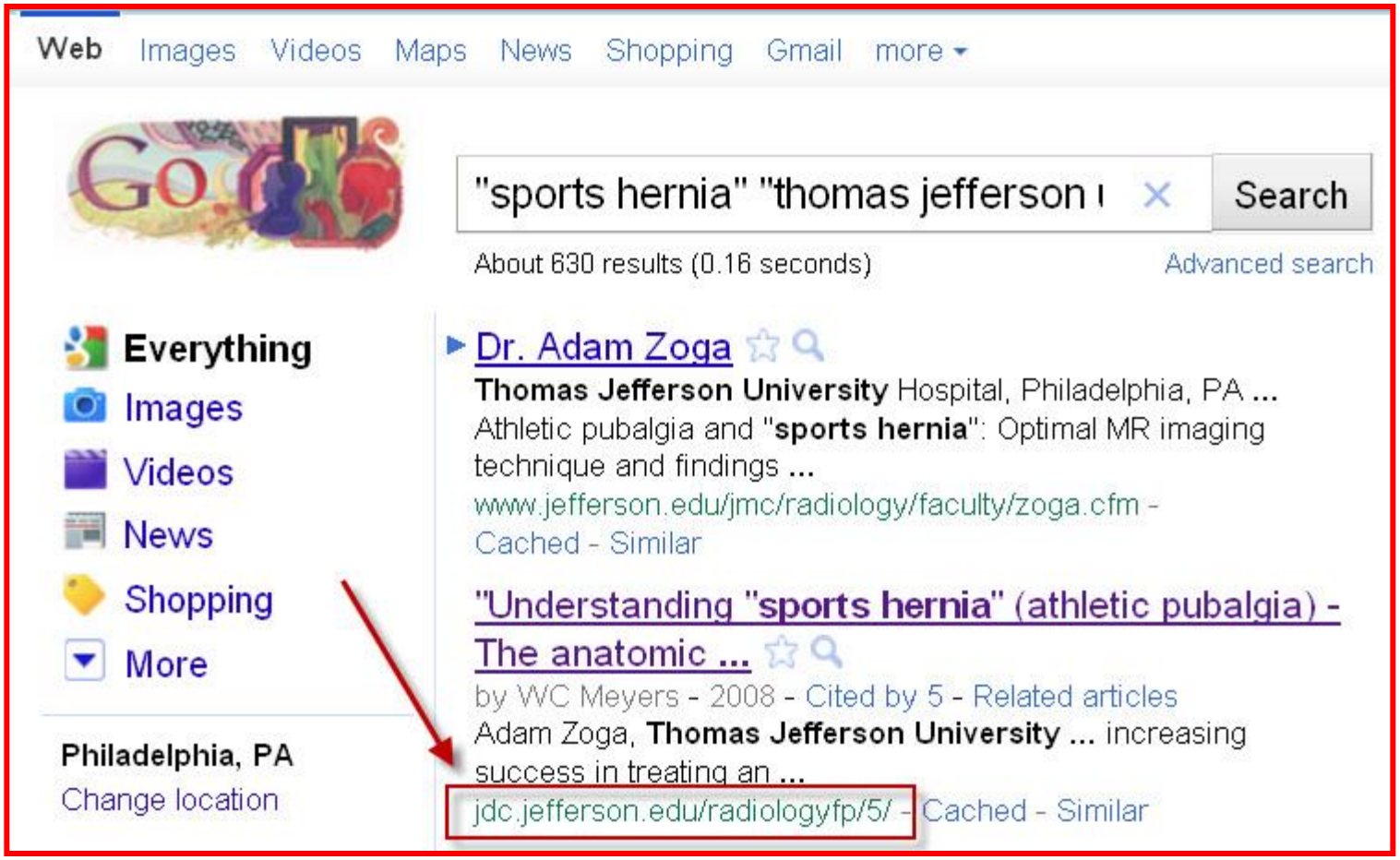
# Search Engine Optimization

# SEO = Search Engine Optimization

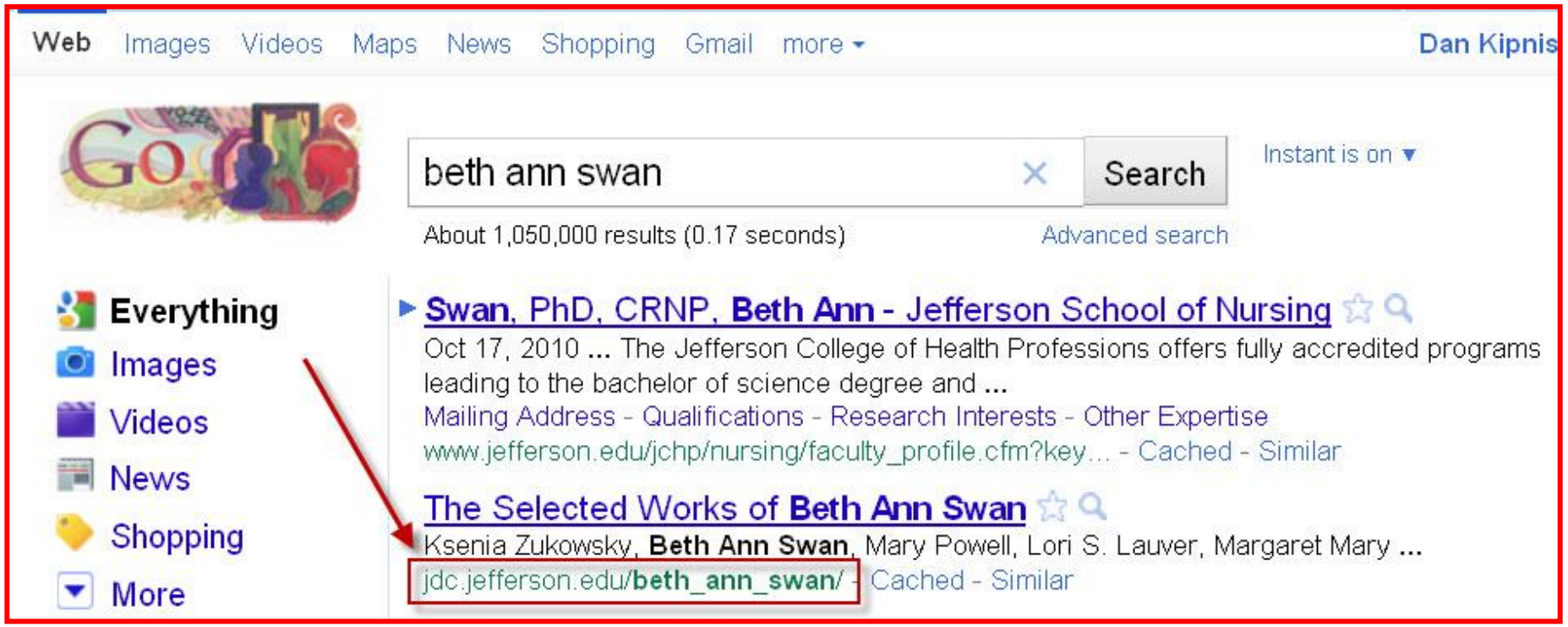
- Create inbound links
  - (Facebook, library blog, wikipedia, twitter)
- Use rich descriptive text when adding content
  - Try to use logical descriptive prose
- Update regularly

twitter
Search
Have an account?
@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



# Selected Works-Faculty



# 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:**

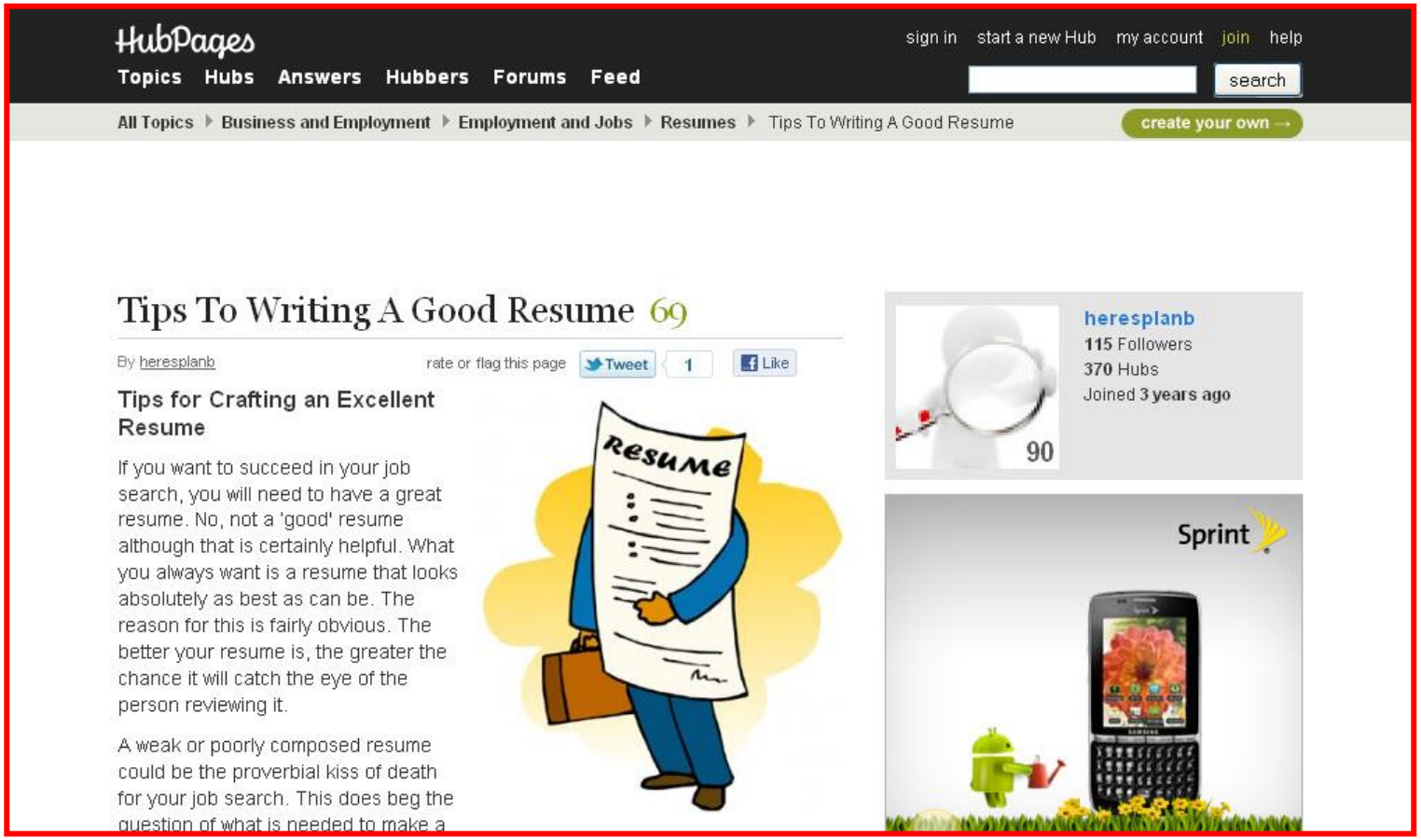
**251,390**

# 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



# Popular tags in content farms

Slate

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

HOME / MONEYBOX : COMMENTARY ABOUT BUSINESS AND FINANCE.

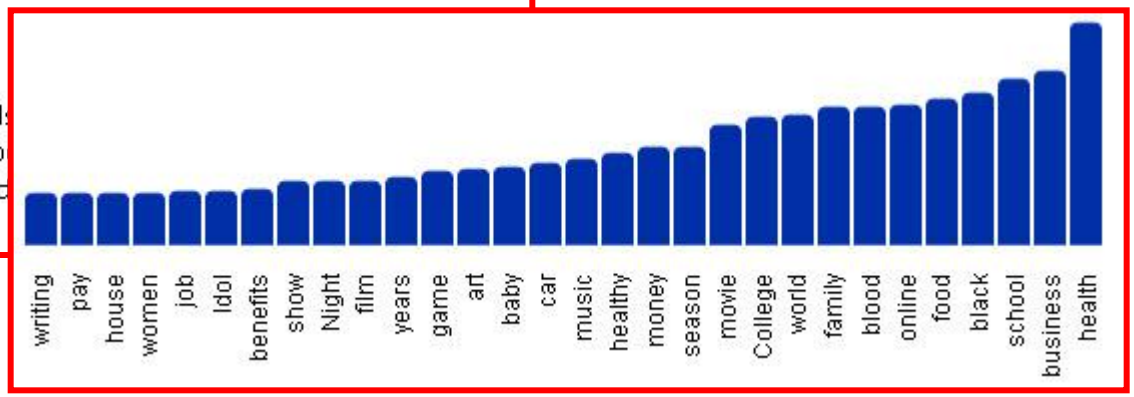
## Content Yawn

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 tabloid
advertising, they are a trashy and addictive pro
order to give us something we don't really nee
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

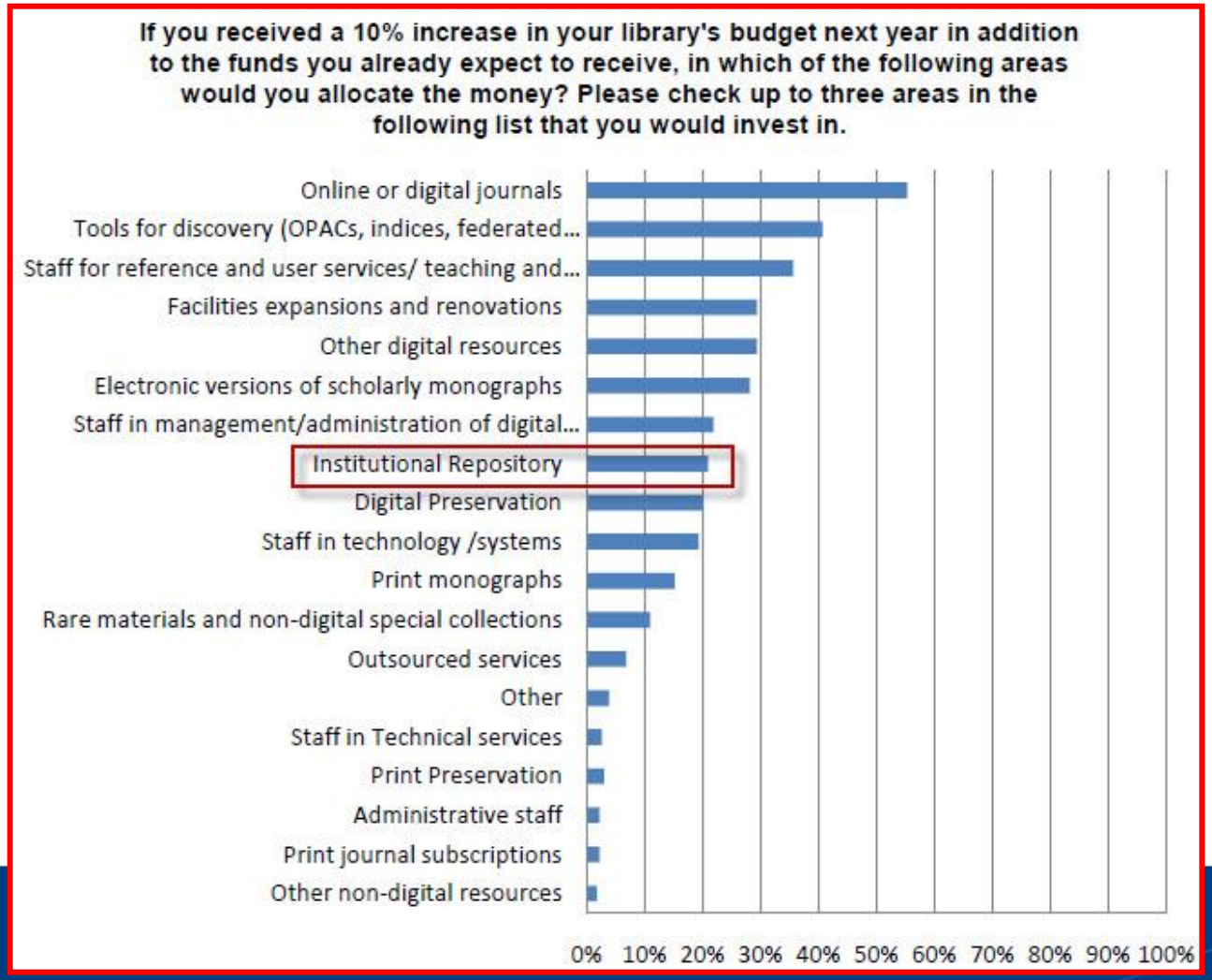
- Visibility
- Citations
- Respect
- Funding

# 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)




Jefferson

# 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

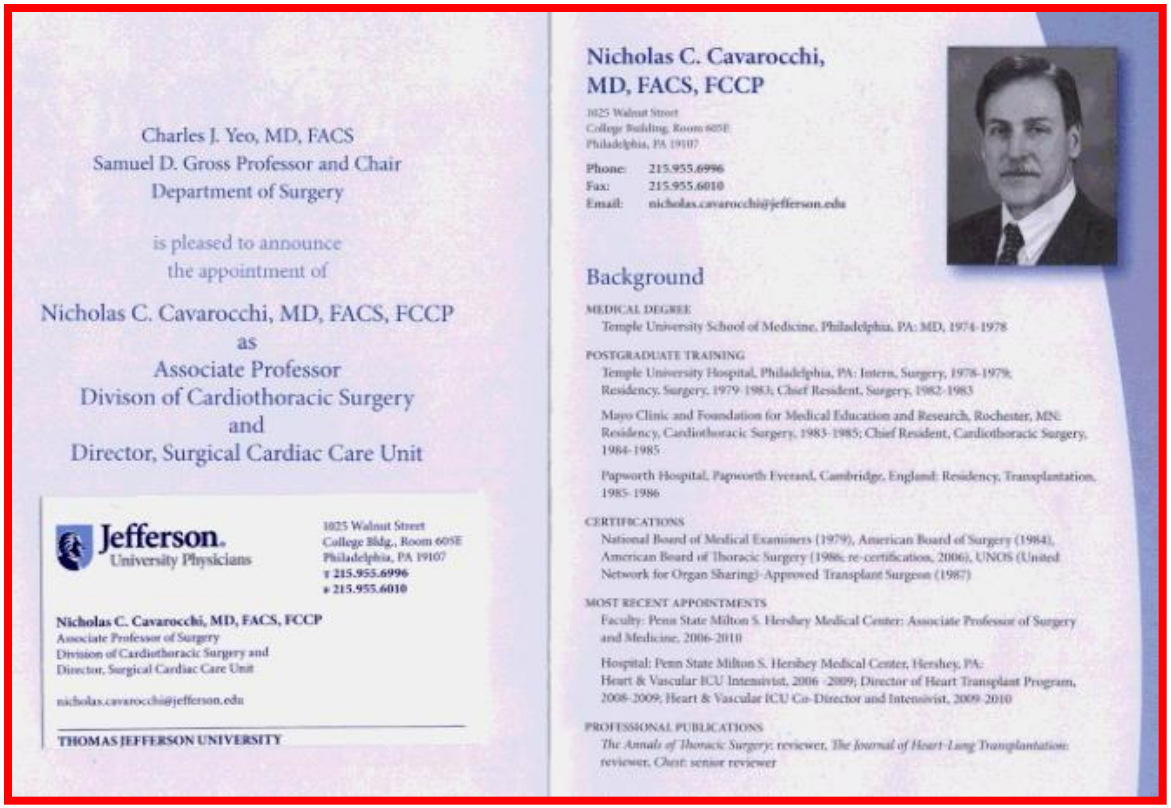
"Multi-disciplinary medical case study development for first year medical students"
7 full-text downloads between 2011-03-02 and 2011-05-03
221 full-text downloads since date of posting (2006-04-12)
http://jdc.jefferson.edu/aisrpubs/12

"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

1025 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

nicholas.cavarocchi@jefferson.edu

THOMAS JEFFERSON UNIVERSITY

**Nicholas C. Cavarocchi, MD, FACS, FCCP**

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## 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

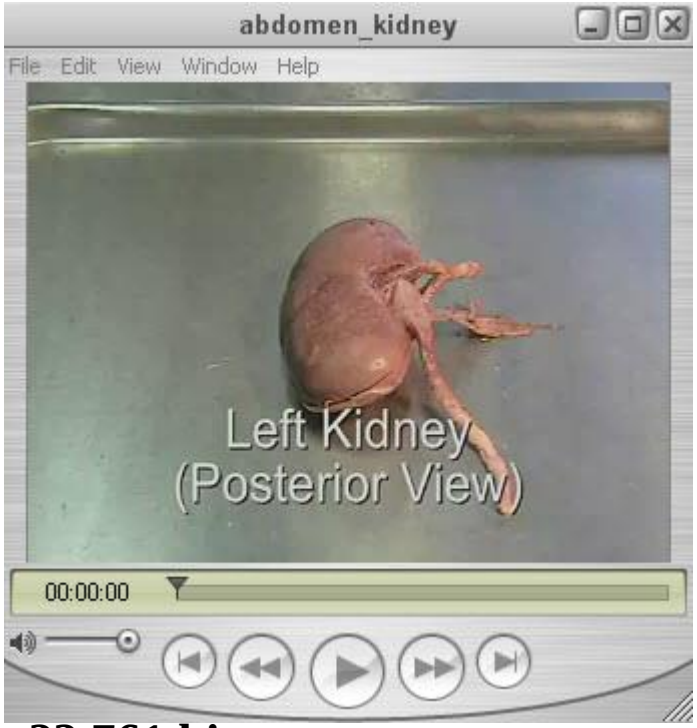
| Topic | Date loaded | Total Downloads |
|---|---|---|
| Multiple Pregnancies: Determining Chorionicity and Amnionicity | 6/9/2006 | 14,157 |
| Photo quiz - pruritic rash after ocean swim | 8/25/2006 | 12,163 |
| Understanding "sports hernia" (athletic pubalgia) - The anatomic and pathophysiologic basis 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/

**236 hits as of April 14, 2011**

# Photonovel: Diabetes-It's more than a little sugar

## 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/

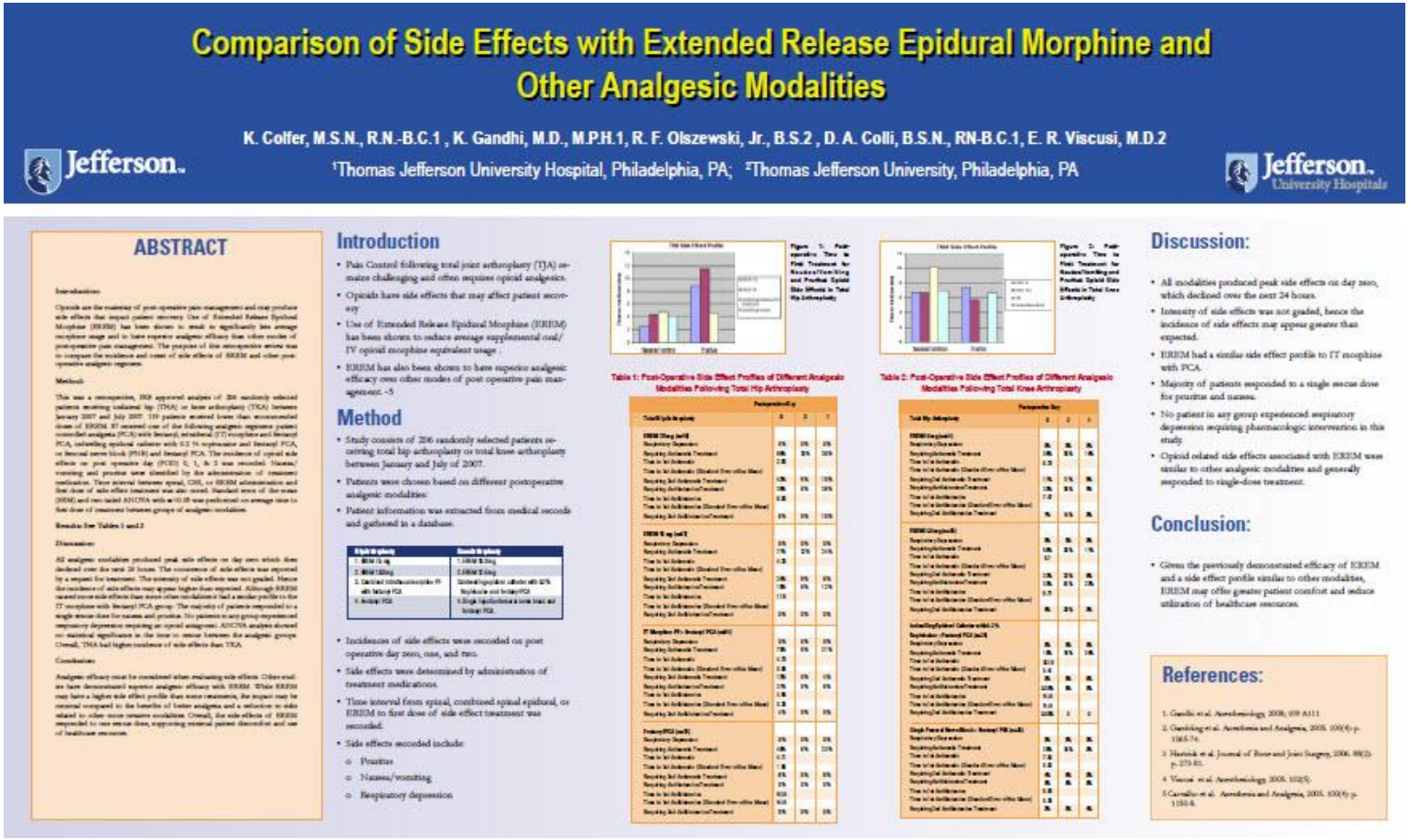
- Breaking the Language Barrier: Health Care Quality, Efficiency and Savings Through Professional Medical Interpretation
- Transformative Technology Applications in Healthcare
- Innovative Approaches to Medical Education
- The Impact of Serious Medication Errors for Health Care Providers
- As of April 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. Colfer, 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

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

### ABSTRACT

Introduction:

Opioids are the mainstay of post-operative pain management and may produce side 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 efficacy than other modes of post-operative 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.

Method:

This was a retrospective, IRB approved analysis of 206 randomly selected patients receiving unilateral hip (THA) or knee arthroplasty (TKA) between January 2007 and July 2007. 139 patients received lower than recommended doses of EREM. 87 received one of the following analgesic regimens: patient controlled analgesia (PCA) with fentanyl, intrathecal (IT) morphine and fentanyl PCA, indwelling epidural catheter with 0.2 % ropivacaine and fentanyl PCA, or femoral nerve block (FNB) and fentanyl PCA. The incidence of opioid side effects on post operative day (POD) 0, 1, & 2 was recorded. Nausea/vomiting and pruritus were identified by the administration of treatment medication. Time interval between spinal, CSE, or EREM administration and first dose of side effect treatment was also noted. Standard error of the mean (SEM) and two tailed ANOVA with $\alpha=0.05$ was performed on average time to first dose of treatment between groups of analgesic modalities.

Results See 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 incidence of side effects may appear higher than reported. Although EREM produced more side effects than some other modalities it had 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 patient in any group experienced respiratory depression requiring an opioid antagonist. ANOVA analysis showed no statistical significance in the time to rescue between the analgesic groups. Overall, THA had higher incidence of side effects than TKA.

Conclusion:

Analgesic efficacy must be considered when evaluating side effects. Other studies have demonstrated superior analgesic efficacy with EREM. While EREM may have a higher side effect profile than some treatments, the impact may be minimal compared to the benefits of better analgesia and a reduction in risks related to other more invasive 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 -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.

| Hip (n=) | Knee (n=) |
|---|---|
| 1. EREM 15 mg | 1. EREM 15 mg |
| 2. EREM 10 mg | 2. EREM 10 mg |
| 3. Epidural Infusion (ropivacaine 0.2% with fentanyl PCA | Epidural Infusion (ropivacaine 0.2% with fentanyl PCA |
| 4. Fentanyl PCA | 3. Single Injection femoral nerve block and fentanyl PCA |

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



Figure 1: Post-operative Time to First Treatment for Nausea/Vomiting and Pruritus Opioid Side Effects in Total Hip Arthroplasty



Figure 2: Post-operative Time to First Treatment for Nausea/Vomiting and Pruritus Opioid Side Effects in Total Knee Arthroplasty

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

| Total Hip Arthroplasty | Postoperative Day 0 | 1 | 2 |
|---|---|---|---|
| EREM 15mg (n=53) | | | |
| Respiratory Depression | 0% | 0% | 0% |
| Requiring Antiemetic Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic Treatment | 0% | 0% | 0% |
| Requiring Antiemetic/Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic/Treatment | 0% | 0% | 0% |
| EREM 10 mg (n=13) | | | |
| Respiratory Depression | 0% | 0% | 0% |
| Requiring Antiemetic Treatment | 17% | 0% | 0% |
| Time to 1st Antiemetic | 0.3 | | |
| Requiring 2nd Antiemetic Treatment | 0% | 0% | 0% |
| Requiring Antiemetic/Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic/Treatment | 0% | 0% | 0% |
| IT Morphine PF+ Fentanyl PCA (n=67) | | | |
| Respiratory Depression | 0% | 0% | 0% |
| Requiring Antiemetic Treatment | 7% | 0% | 0% |
| Time to 1st Antiemetic | 0.3 | | |
| Requiring 2nd Antiemetic Treatment | 0% | 0% | 0% |
| Requiring Antiemetic/Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic/Treatment | 0% | 0% | 0% |
| Fentanyl PCA (n=23) | | | |
| Respiratory Depression | 0% | 0% | 0% |
| Requiring Antiemetic Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.3 | | |
| Requiring 2nd Antiemetic Treatment | 0% | 0% | 0% |
| Requiring Antiemetic/Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic/Treatment | 0% | 0% | 0% |

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

| Total Hip Arthroplasty | Postoperative Day 0 | 1 | 2 |
|---|---|---|---|
| EREM 15mg (n=41) | | | |
| Respiratory Depression | 0% | 0% | 0% |
| Requiring Antiemetic Treatment | 10% | 0% | 0% |
| Time to 1st Antiemetic | 0.3 | | |
| Requiring 2nd Antiemetic Treatment | 0% | 0% | 0% |
| Requiring Antiemetic/Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic/Treatment | 0% | 0% | 0% |
| EREM 10mg (n=8) | | | |
| Respiratory Depression | 0% | 0% | 0% |
| Requiring Antiemetic Treatment | 13% | 0% | 0% |
| Time to 1st Antiemetic | 0.3 | | |
| Requiring 2nd Antiemetic Treatment | 13% | 0% | 0% |
| Requiring Antiemetic/Treatment | 13% | 0% | 0% |
| Time to 1st Antiemetic | 0.5 | | |
| Requiring 2nd Antiemetic Treatment | 0% | 0% | 0% |
| Requiring Antiemetic/Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic/Treatment | 0% | 0% | 0% |
| IT Morphine PF+ Fentanyl PCA (n=53) | | | |
| Respiratory Depression | 0% | 0% | 0% |
| Requiring Antiemetic Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic Treatment | 0% | 0% | 0% |
| Requiring Antiemetic/Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic/Treatment | 0% | 0% | 0% |
| Indwelling Epidural Catheter with 0.2% Ropivacaine + Fentanyl PCA (n=28) | | | |
| Respiratory Depression | 0% | 0% | 0% |
| Requiring Antiemetic Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic Treatment | 0% | 0% | 0% |
| Requiring Antiemetic/Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic/Treatment | 0% | 0% | 0% |
| Single Femoral Nerve Block + Fentanyl PCA (n=12) | | | |
| Respiratory Depression | 0% | 0% | 0% |
| Requiring Antiemetic Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic Treatment | 0% | 0% | 0% |
| Requiring Antiemetic/Treatment | 0% | 0% | 0% |
| Time to 1st Antiemetic | 0.0 | | |
| Requiring 2nd Antiemetic/Treatment | 0% | 0% | 0% |

### 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 were 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:

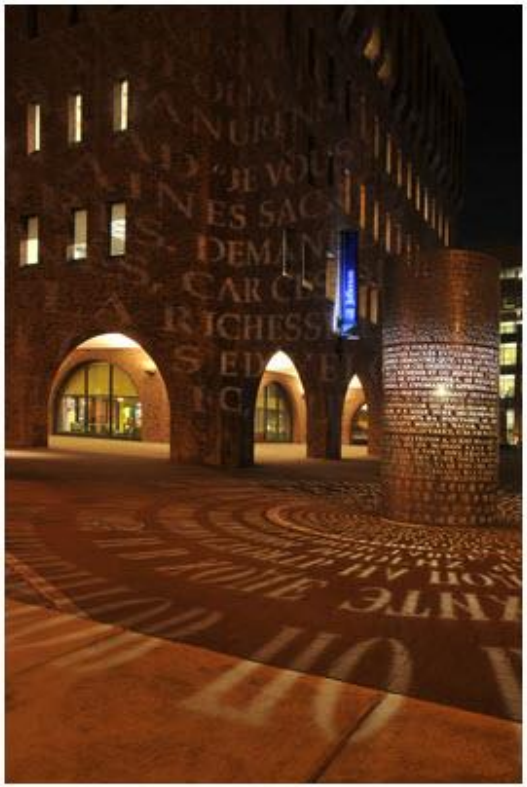
1. Gandhi et al. Anesthesiology, 2008; 109 A111
2. Gwirtz et al. Anesthesia and Analgesia, 2005. 100(6) p. 1065-74.
3. Hartrick et al. Journal of Pain and Joint Surgery, 2006. 9(2) p. 173-83.
4. Viscusi et al. Anesthesiology, 2005. 102(5).
5 Carvalho et al. Anesthesia and Analgesia, 2005. 100(6) p. 1583-8.

# Conferences on campus

# Diabetes Symposium

# Art on Campus

Ars Medendi (cylinder)



**DOWNLOADS**

Original

Medium

Thumbnail

**KEYWORDS**

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

**IMAGE LOCATION**

Jefferson

# Art on Campus

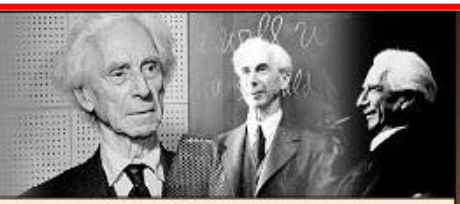
# “Pubrarians and Liblishers”

- 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

# russell: the Journal of Bertrand Russell Studies

The Bertrand Russell Research Centre, McMaster University



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*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.

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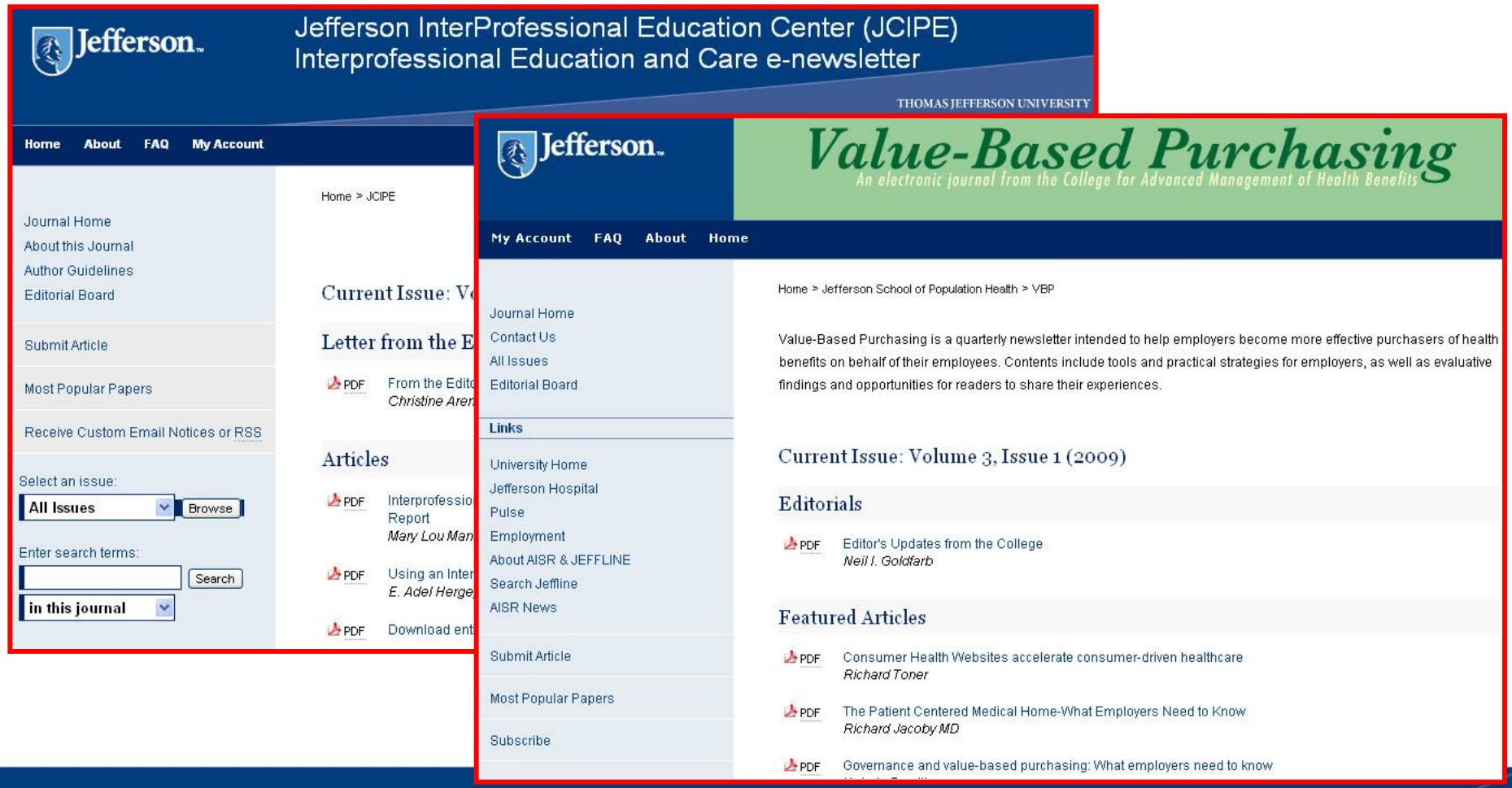
**Note:** Access to issues from 2008 to date is by subscription. *Russell* (ISSN 1913-8032) was founded by McMaster Library in 1971 as a quarterly, and until 1980 it was numbered by cumulative issue number. A new series was begun as Vol. 1, no. 1, in Summer 1981. Here the old series is assigned (for 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 | ***Summer 2011*** [FORTHCOMING] | 96 | $49.00 ($24.50) | |
| 30,2 | ***Winter 2010–11*** | 96 | $49.00 ($24.50) | |
| 30,1 | ***Summer 2010*** | 96 | $49.00 ($24.50) | |
| 29,2 | ***Winter 2009–10*** | 96 | $43.00 ($22.00) | |
| 29,1 | ***Summer 2009*** | 96 | $43.00 ($22.00) | |
| 28,2 | ***Winter 2008–09*** | 96 | $43.00 ($22.00 →$11.00) | |
| 28,1 | ***Summer 2008*** | 96 | $43.00 ($22.00) →$11.00) | |
| 27,2 | ***Winter 2007–08*** | 96 | $41.50 ($19.50 →$9.00) | |
| 27,1 | ***Summer 2007***. Also published separately as *After "On Denoting": Themes from Russell and Meinong*. 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 | ***Winter 2006–07*** | 96 | $34.00 ($18.00 →$8.00) | |

# Newsletters



# 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:**

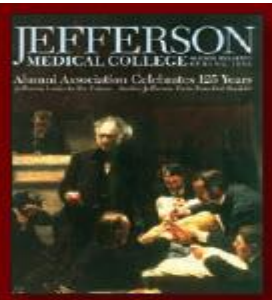
1. Stop **all** herbs one week prior except those specifically indicated by your physician.
2. Stop **all** vitamin E supplements one week prior.
3. Zinc. 20-40 mg daily.
4. Vitamin A: 10,000 IU daily.
5. Vitamin C. 500 mg twice daily.

# 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

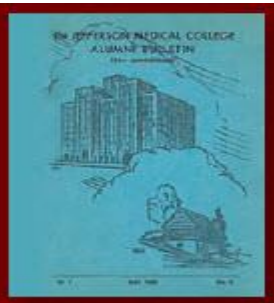
# Development office featured JDC in Summer issue

Fall 1967

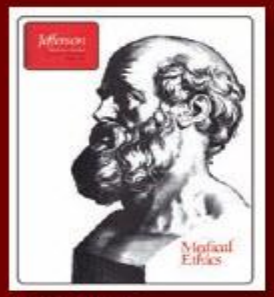


Spring 1995

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

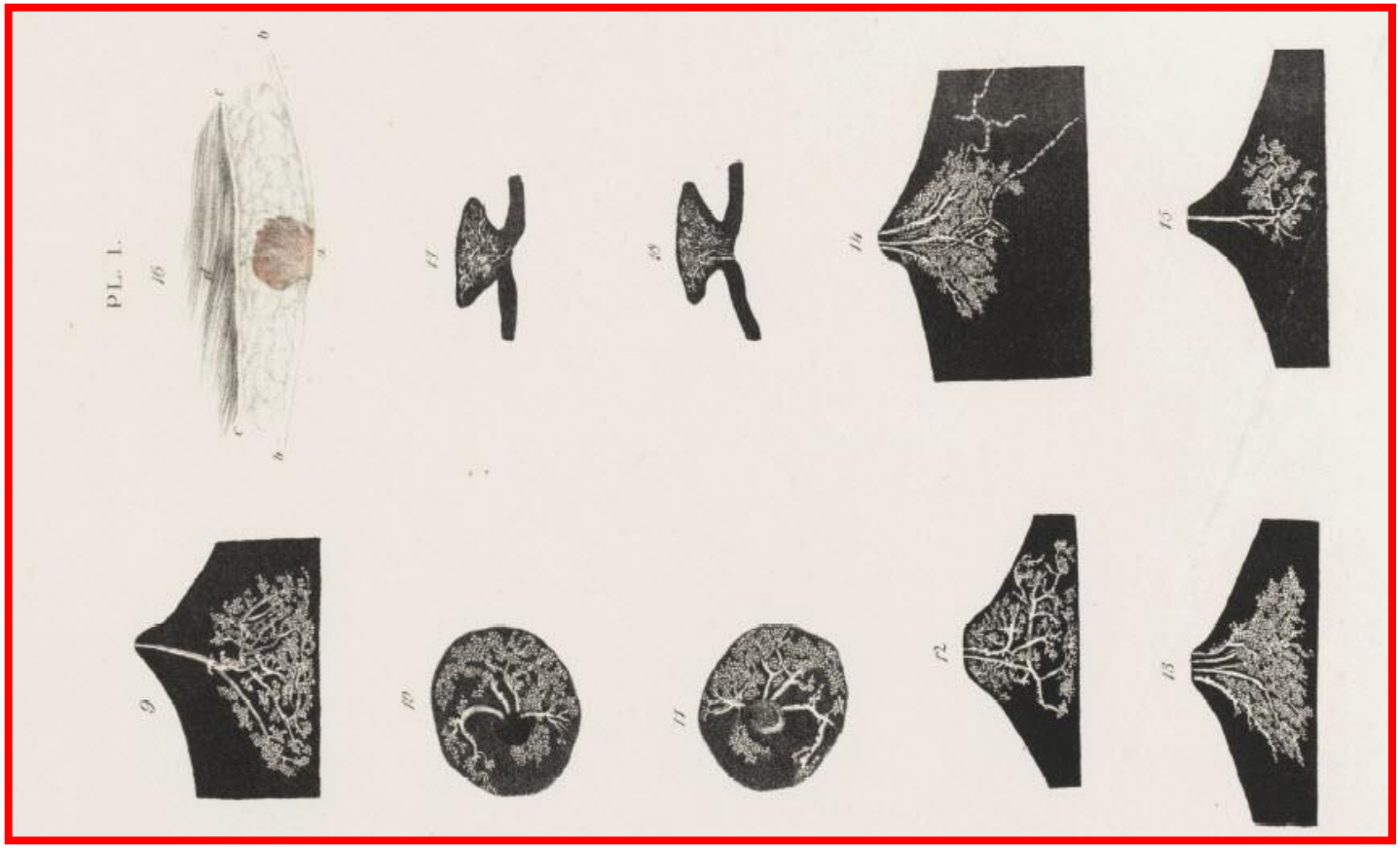
**1940:** Jefferson expands bedside teaching

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

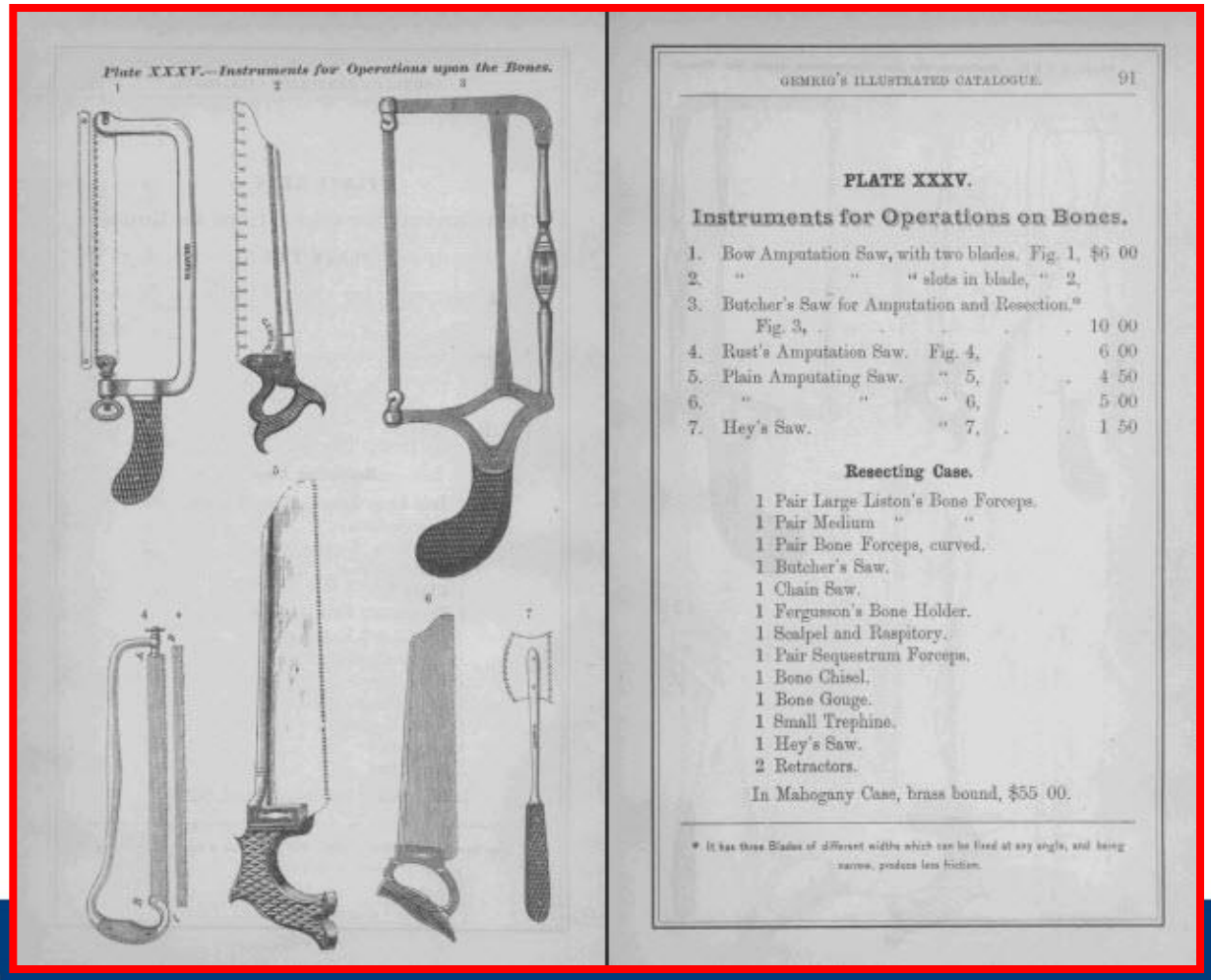


*Plate XXXV.—Instruments for Operations upon the Bones.*



**PLATE XXXV.**

**Instruments for Operations on Bones.**

1. Bow Amputation Saw, with two blades. Fig. 1, $6 00
2. " " " slots in blade, " 2,
3. Butcher's Saw for Amputation and Resection,* Fig. 3, . . . . . 10 00
4. Rust's Amputation Saw. Fig. 4, . . 6 00
5. Plain Amputating Saw. " 5, . . . 4 50
6. " " " 6, . . 5 00
7. Hey's Saw. " 7, . . . 1 50

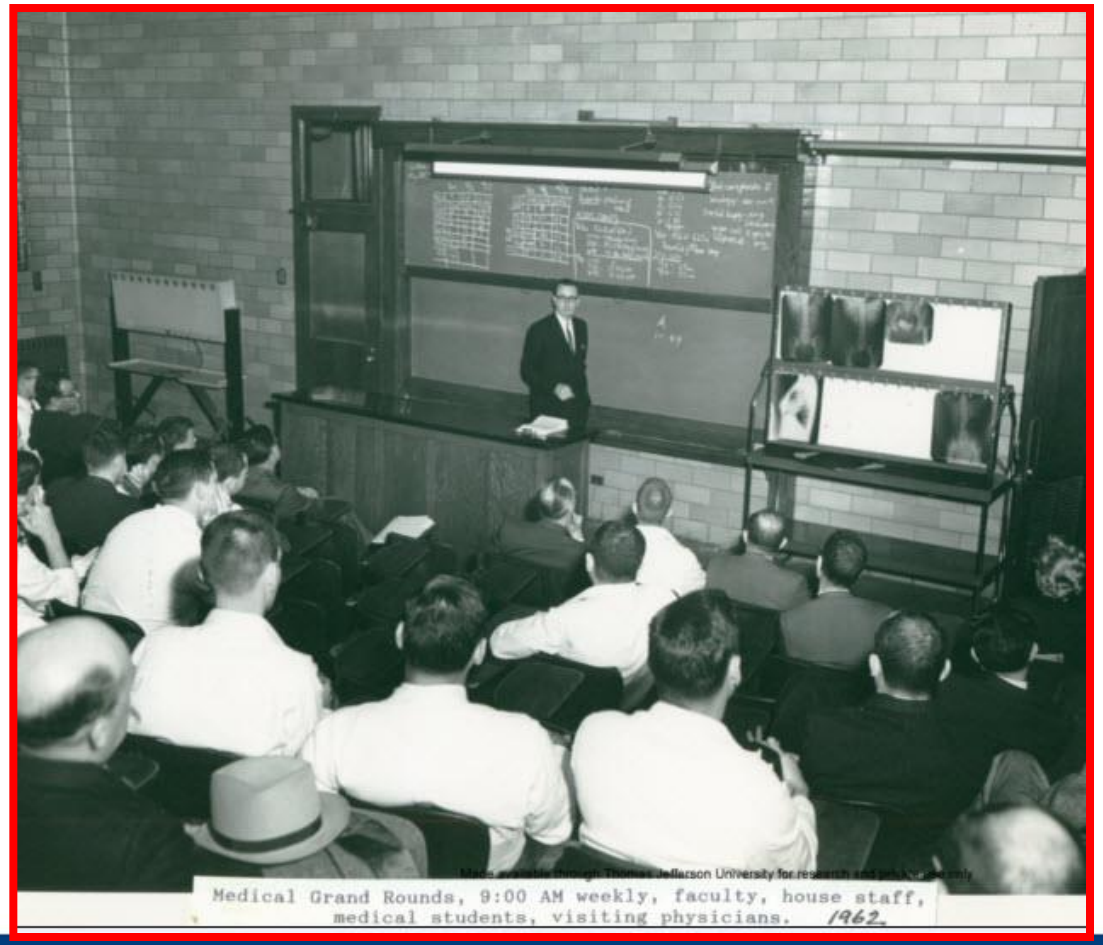
**Resecting Case.**

1 Pair Large Liston's Bone Forceps.
1 Pair Medium " "
1 Pair Bone Forceps, curved.
1 Butcher's Saw.
1 Chain Saw.
1 Fergusson's Bone Holder.
1 Scalpel and Raspitory.
1 Pair Sequestrum Forceps.
1 Bone Chisel.
1 Bone Gouge.
1 Small Trephine.
1 Hey's Saw.
2 Retractors.

In Mahogany Case, brass bound, $55 00.

* It has three Blades of different widths which can be fixed at any angle, and being narrow, produce less friction.

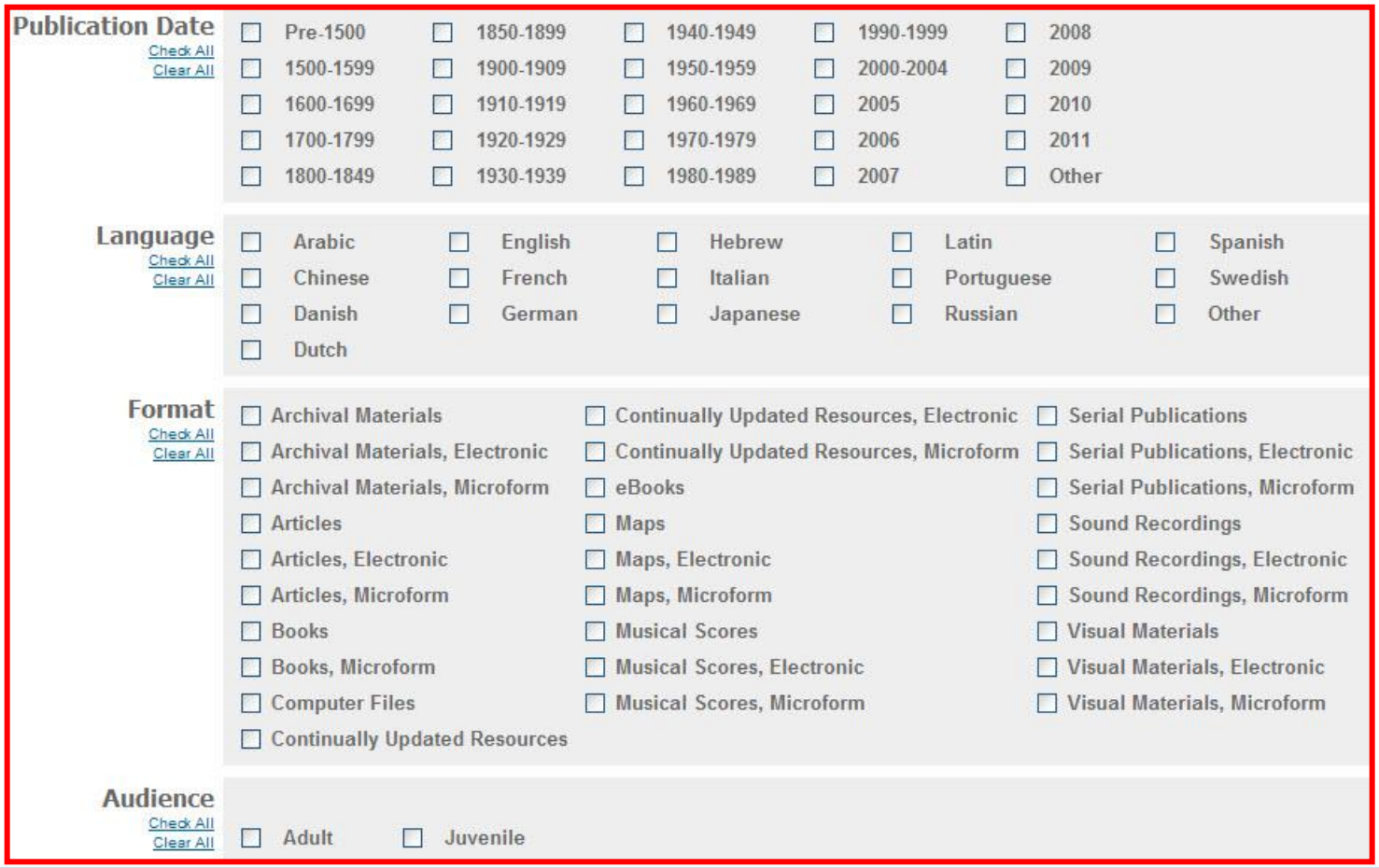
# Photographic collection from Chair of Family Medicine



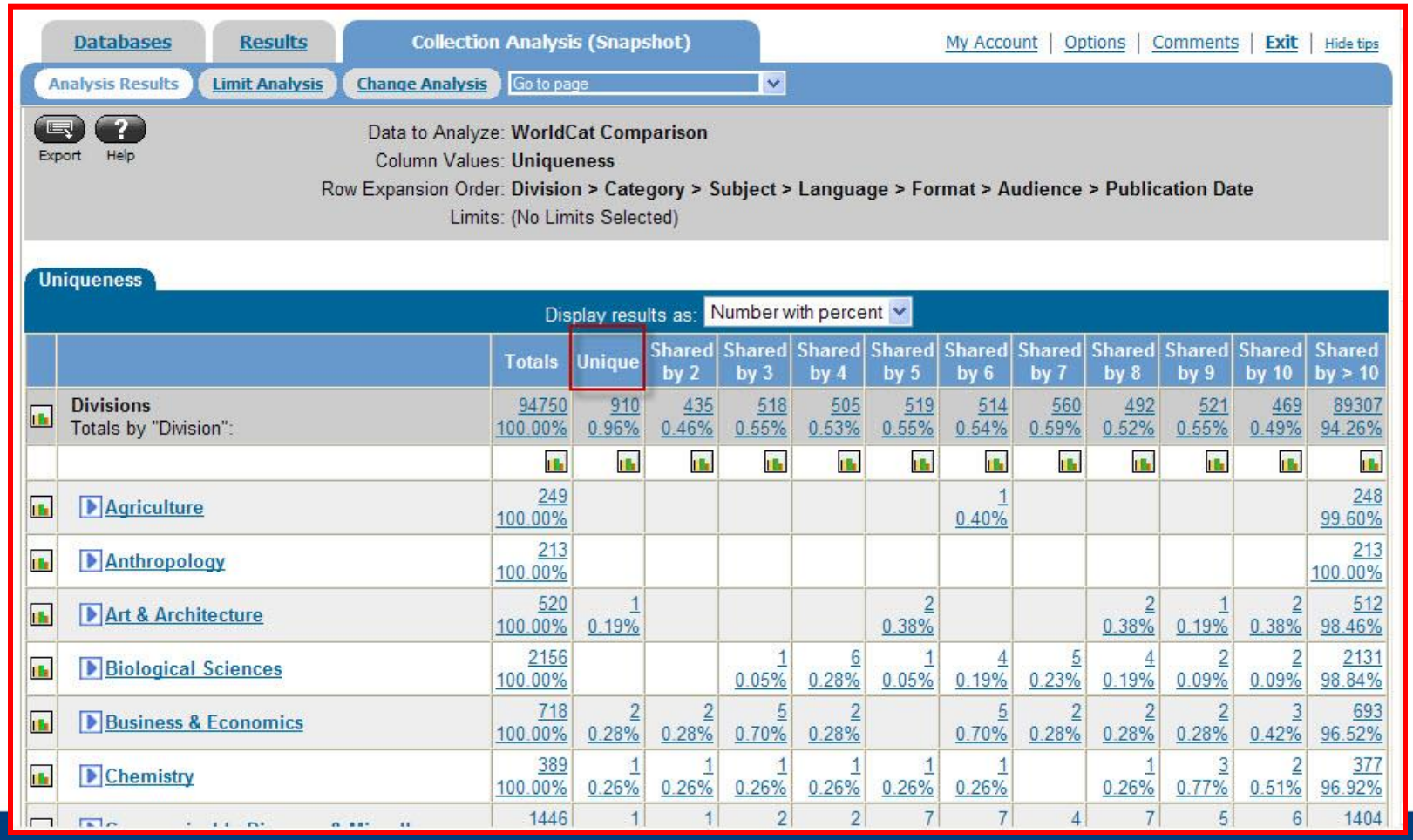
# Future scanning projects

- 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



# 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% |
| | 1446 | 1 | 1 | 2 | 2 | 7 | 7 | 4 | 7 | 5 | 6 | 1404 |

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# Unique and shared by X

| | 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 | 18580<br>100.00% | 34<br>0.18% | 72<br>0.39% | 114<br>0.61% | 111<br>0.60% | 144<br>0.77% | 131<br>0.70% | 138<br>0.74% | 128<br>0.69% | 145<br>0.78% | 128<br>0.69% | 17435<br>93.84% |
| Medicine By Body System | 10204<br>100.00% | 14<br>0.14% | 15<br>0.15% | 15<br>0.15% | 17<br>0.17% | 19<br>0.19% | 22<br>0.22% | 21<br>0.21% | 16<br>0.16% | 22<br>0.22% | 20<br>0.20% | 10023<br>98.23% |
| Medicine By Discipline | 11516<br>100.00% | 17<br>0.15% | 17<br>0.15% | 22<br>0.19% | 24<br>0.21% | 17<br>0.15% | 18<br>0.16% | 25<br>0.22% | 22<br>0.19% | 20<br>0.17% | 15<br>0.13% | 11319<br>98.29% |

# Item we scanned for the JDC

# In-house scanning shop

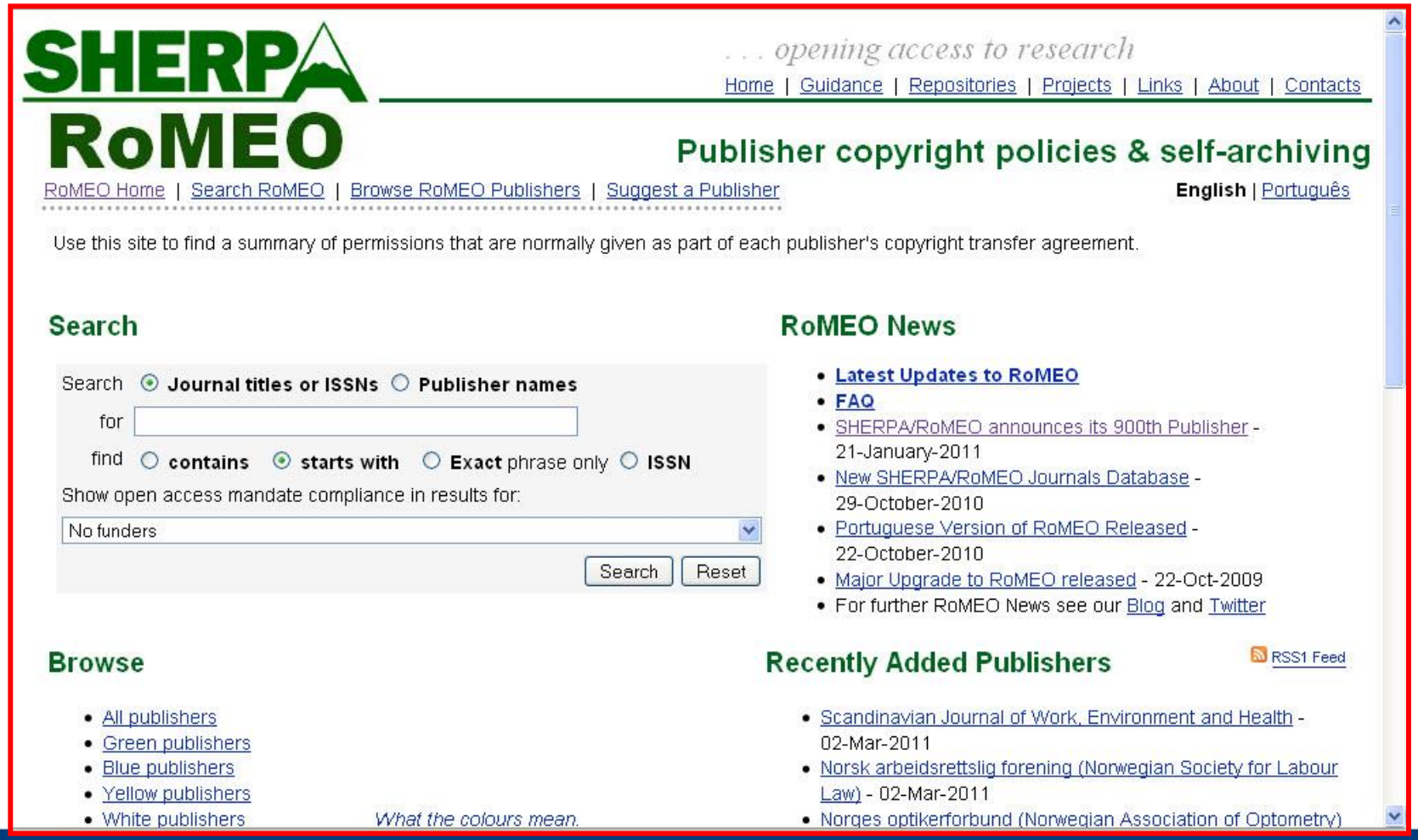
- 2 circulation technicians scan materials
- New skills for technicians and projects for them to work on
- We use Microtek Artixscan DI 2020 (~$550)

# 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/



# 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

Conference Posters

***The Jefferson Digital Commons has reached 500,000 full-text downloads!***
***Join the growing number of Jefferson authors who have their work freely available online.***

If you would like to contribute content to the Jefferson Digital Commons, please contact:
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**EXTRA!** Jeffline News **SPECIAL EDITION**

VOLUME I | 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.

### 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*

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# Wordle.net

Describe
arginine
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adults
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Discuss
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Pulmonary
Presentation
top
Critical
Kashina
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CF
practice
Director
Vender's
regulatory
biology
Identify
Fibrosis
patients
recognized
Program
Hershey
complementary
arginyltransferases
ask
core
Cavarocchi
faculty
protein
catalyzed
Award
Medicine
Care
shows
holds
Associate
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frequently
Wang
arginylation
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specializes
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Philadelphia
cardiothoracic
therapies
PA
ATE1
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physicians
Surgical
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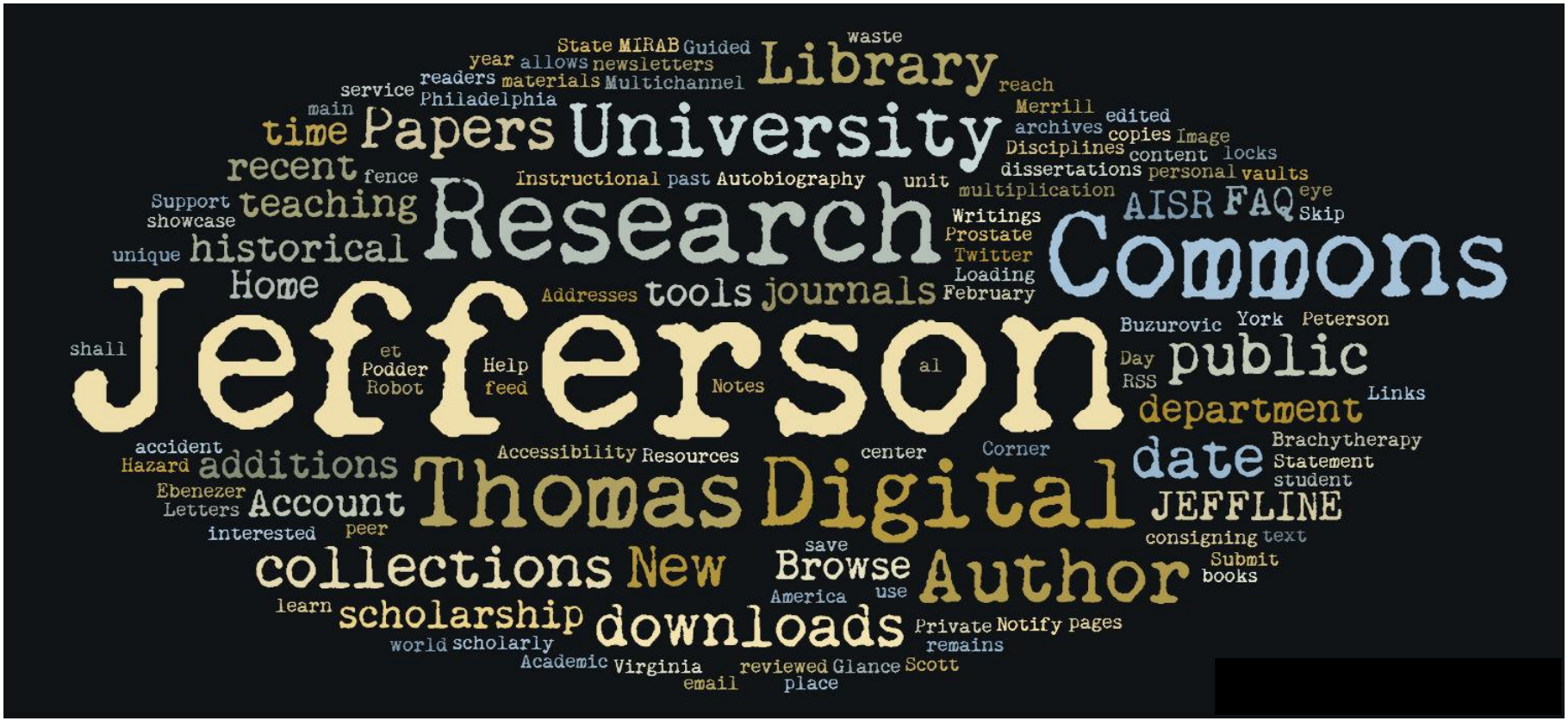
# http://www.tagxedo.com/



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.[2]

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/rsfp/1/**

10. ***Nobel Prize winners:*** Yes, even Nobel Prize winners are enthusiastic about the Jefferson Digital Commons.[3]

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

**dan.kipnis@jefferson.edu**

**215.503.2825**

[2] Swan, Alma. "Reasons researchers really rate repositories." Open&Scholarship blog. October 31, 2008. *http://openandscholarship.blogspot.com/2008/10/reasons-researchers-really-rate.html* Accessed November 14, 2008.

[3] "Push for open access to research." BBC web site. February 20, 2003. *http://news.bbc.co.uk/2/hi/technology/8404428.stm* Accessed November 14, 2008.

ABOVE: JDC Home Page
RIGHT: A Visual Guide to Human Direction: Abdomen, left kidney



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# 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

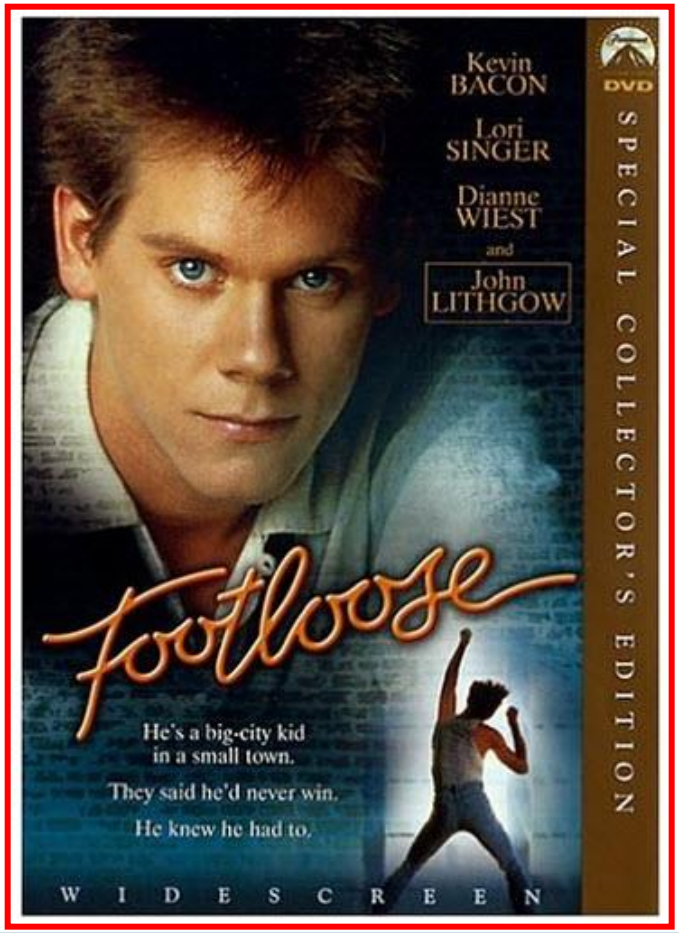
# When does promotion stop?

- 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**