On with the show!
Open access publishing as a local production
A Comparison of AVIRIS and Landsat for Land Use Classification at the Urban Fringe

Faculty focus, soft launch

Hard launch

Repository grows

More staff hours

Faculty focus, marketing
Pre-production
Crew assembly and casting

Who are your stars? Supporting actors? Crew?
Digital Commons Collaboratory

http://digitalcommons.bepress.com/collaboratory/

promotional materials, videos, presentations, forms and checklists, workflow documents, contracts, templates…
Senior David Wemer's paper garners national prize
Gettysburg College student earns Raymond J. Cunningham Prize

A Gettysburg College senior has been awarded the top prize for undergraduate research by the oldest and largest professional organization for historians in the U.S.

Wemer’s award-winning paper can be found through the College’s history department website or on The Cupola, a web-based collection of scholarly and creative works produced by faculty, students, and other members of the Gettysburg College community. The College’s Musselman Library created and maintains The Cupola online.
Audiences

- Know your audiences; distinguish among them
- Customize the message

Invitation to submit to The Cupola

Prof. DeNicola wants to publish your thesis in The Cupola
Why should I publish in *The Cupola*?

**Discoverability.** Publications are indexed by Google, Google Scholar, etc., and are easily findable on the free web.

**Citation impact.** Works published in repositories are cited more frequently than those that reside only behind a paywall.

**Permalink.** The URL of your article will never change! Share it with anyone via your website, c.v., email, or in any way you like. Download statistics are emailed to you monthly.

**Author rights.** Publishing in *The Cupola* asserts your copyright ownership. Retain your right to freely and legally share your research. [Note: copyright does NOT transfer to Gettysburg College or Musselman Library.]

**Visibility.** Broadcast your research to the widest possible audience.

**Grant criteria.** Publishing in *The Cupola* meets the data-sharing requirement of some grant-funded research (ex: NIH).

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Why publish your best academic work in *The Cupola*?

**It's public.** Your work will be available to anyone, anywhere, forever. The link will not change. You may share it on your resume, graduate school applications, website, or in any way you like.

**It's findable.** Publications are indexed by Google, Google Scholar, etc., and are easily findable on the free web.

**It's still yours.** You retain copyright, and the work is still yours to do with as you please. You may continue to revise it and even to submit it for publication in a journal.
Janelle: Hi Dan, I wanted to be sure you knew that your “Bewitched, Bothered, and Bewildered” lecture is still on fire - it was listed as one of our most popular publications in The Cupola last month, with 70 downloads last month alone. I just ran an “all-time” report and the total number of downloads is 459. Wow! Have a great weekend, Janelle

Dan: Honestly, Janelle, I'm amazed. And delighted! Thanks for your encouragement!

Janelle: I wanted you to see that Liz Williams' senior thesis was our single most popular publication in The Cupola last month, with 184 downloads during the month. That is really impressive. Thank you again for nominating so many good student works!

Kathryn: Isn't that amazing! Thanks for letting me know.
As you can see, we continue to add content to The Cupola. In September, we added 50 new items and had over 3000 downloads.

Our 3 most popular items represent perfect balance – a faculty piece, a student thesis, and a library publication.

I took the opportunity to reach out to the faculty author, Dan DeNicola. Here is our exchange:

Janelle: Hi Dan, I wanted to be sure you knew that your “Bewitched, Bothered, and Bewildered” lecture is still on fire - it was listed as one of our most popular publications in The Cupola last month, with 70 downloads last month alone. I just ran an “all-time” report and the total number of downloads is 459. Wow! Have a great weekend, Janelle

Dan: Honestly, Janelle, I'm amazed. And delighted! Thanks for your encouragement!

For the student publication, I contacted Kathryn Rhett, who supervised this English honors thesis:

Janelle: I wanted you to see that Liz Williams' senior thesis was our single most popular publication in The Cupola last month, with 184 downloads during the month. That is really impressive. Thank you again for nominating so many good student works!

Kathryn: Isn't that amazing! Thanks for letting me know.

I hope you have the opportunity to congratulate the authors who are leading the way and making the work of Gettysburg College even more visible.
Scripts

- Semi-annual and annual reports; see The Collaboratory
  http://digitalcommons.bepress.com/collaboratory/#reports

- Messages to faculty in academic departments

- Ambassadors
Social media

Musselman Library @GburgColLibrary
In town for anniv of Lincoln's address? Check out works by @gettysburg Civil War Era Studies professors ow.ly/qRMtK #gburg150

Musselman Library @GburgColLibrary
HUGE congrats to David Werner '14 for his @AHAhistorians Cunningham Prize win! Read "Europe's Little Tiger?" at cupola.gettysburg.edu/ghj/vol12/iss1...

Musselman Library @GburgColLibrary

Musselman Library @GburgColLibrary
Congrats and kudos to Prof. Josef Brandauer for publishing in Physiological Reports, an #openaccess journal! ow.ly/qDzBz
Social media

1,018 downloads as of 11/21/13
Uploaded 5/6/13
Showtime!
Celebrate

College Authors Reception – March 2013

Provost Chris Zappe offers remarks about importance of open access publishing
Who’s reading you? Alternative metrics to measure your scholarly impact

Email subject line:
Free lunch - new ways to measure your scholarly impact

Assistant Professor Richard Russell’s article, “Aspects of Facial Contrast Decrease with Age and Are Cues for Age Perception,” has an Altmetric score of 585. What does that mean, and why should we care?

Join us for Who’s reading you? Alternative metrics to measure your scholarly impact on Wednesday, 11/6/13, at noon (Specialty Dining Room 19).

A short presentation will introduce altmetrics and describe how they seek to measure scholarly influence beyond traditional impact measurements (like journal impact factor and citation counts). We will show how altmetrics display on journal websites, library databases, and our own institutional repository. We’ll end with a discussion about altmetrics in your disciplines and departments … and fabulous door prizes!
Aspects of Facial Contrast Decrease with Age and Are Cues for Age Perception

Aurelie Porcheron
Emmanuelle Mauger
Richard Russell, Gettysburg College

Aspects of Facial Contrast Decrease with Age and Are Cues for Age Perception

So far Altmetric has seen 578 tweets from 578 accounts with an upper bound of 284,631 combined followers.

AnneMarie Cunningham
@amcunningham
16,746 followers

#PLOSONE: Aspects of Facial Contrast Decrease with Age and Are Cues for Age Perception http://t.co/g3vILQuOuh <- heard about this on #4
11-Mar-2013

マーキリー2世
@uranus_2
480 followers

颜のパーツと周りの皮膚のコントラストが若々しくも見え、年齢とともに影響Aspects of Facial Contrast Decrease with Age and Are Cues for Age Perception
http://t.co/O3W8baNa5b
15-Mar-2013
You can publish in conventional journals or publish open access, but not both.

True or false?

There is a citation advantage to making one’s work open access.

True or false?

altmetrics only track articles in social media.

True or false?

altmetrics do NOT work with older articles.

True or false?
Finale
Cupola Content

- Gettysburg journals: 202
- Faculty pubs: 515
- Student pubs: 113
- Other pubs: 93

Inception: 12/3/13
Questions?

http://cupola.gettysburg.edu

Naturally, this presentation is archived in *The Cupola* (and the webcast recording will soon be available on the bepress website).

Email: jwertzbe@gettysburg.edu or cupola@gettysburg.edu