On with the Show! Open Access Publishing as a Local Production

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Abstract
What do I need to know to launch an institutional repository at my school or continue growing the one I already have? How do I talk to my provost, faculty, administration, and library staff about the IR? Where will funding and staffing come from and how do I ensure their stability? Most institutional repository managers have likely asked themselves these questions at some point, and while the answers vary from institution to institution, many widely applicable best practices have still emerged.

A successful institutional repository manager has to be a jack-of-all-trades: someone who has a vision for the services the IR can provide and a gift for telling that story in a way that connects with different audiences. At Gettysburg College, Janelle Wertzberger, Director of Reference and Instruction at the Gettysburg College Library, has developed fresh ideas and compelling advice for anyone who is looking for effective ways of setting goals, measuring success, and reporting that success to stakeholders and contributors.

Keywords
open access, institutional repository, management, implementation, publicity

Disciplines
Library and Information Science

Comments
bepress Digital Commons webinar presented 12-5-13

This presentation is available at The Cupola: Scholarship at Gettysburg College: http://cupola.gettysburg.edu/librarypubs/26
On with the show!
Open access publishing as a local production

Janelle Wertzberger, Gettysburg College
Celebration
Colloquium on Undergraduate Research, Creative Activity and Community Engagement
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.
Production
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 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!

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

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!
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!
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).

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