

Institutional Repositories: Strategies for the Present and Future

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**Jean-Gabriel Bankier, President
The Berkeley Electronic Press (bepress)**

Specific questions to be tackled

- **Why do university IRs struggle for content?**
- **What do successful IRs have in common?**
- **What constitutes success?**

Only three avenues for engaging scholars

1. Mandates

2. Moral arguments

- “Duty to the University”, “Support open access”, “Battle evil publishers”

3. Incentives

“incentives” work best



IRs struggle because they fail to incent faculty

1. Lack of valuable offering

- “Long-term accessibility”, “Self-archiving”, “Permanent URL”
- Visually-unappealing, database results, “pilots”
- Offering discovery, dissemination, and citations, without proof

2. Communication insufficient & ineffective

- Focused inward on policies and technologies
- When looking outward, too reliant on “awareness”

3. Narrow content scope

- Journal preprints and post prints
- Library’s stuff



IRs struggle because they fail to incent faculty

“In the absence of a compelling value proposition for faculty, repository specific marketing efforts are futile, as every investigation into the subject has shown. Simply put, the institutional repository and services associated with it must provide value to faculty ***on faculty terms*** before it will see more than scant, grudging use.”

--Dorothea Salo, Digital Repository Librarian at the University of Wisconsin, from “Innkeeper at the Roach Motel”

What do successful IRs have in common?

1. Focus on incenting scholars

- Publishing services
- Readership? Prove it!
- Signals of quality

2. One-on-one attention

- Librarian as evangelist and services provider

3. Widen the scope: include original content

- Journals, books, newsletters, conferences, dissertations, theses, undergraduate works, speeches, sessions, lectures, presentations, and other events



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ENGLISH HONORS PAPERS

Against Accumulation: *Moby-Dick*, *Mason & Dixon*, and Atlantic Capitalism

Scott K. Borchert, *Connecticut College*

This honors paper was awarded the prestigious Oakes and Louise Ames Prize for 2008 given to the graduating senior who has completed this year's most outstanding honors study.

Document Type: Article

Abstract

This thesis examines the question of what it means to think about a text as Atlantic literature. I consider two novels, Melville's *Moby-Dick* and Pynchon's *Mason & Dixon*, in their relation to the Atlantic cycle of capital accumulation. I borrow this term from Ian Baucom, who, drawing on the work of Giovanni Arrighi, argues that the period extending from the late eighteenth century to the late twentieth century represents a definite epoch of historical capitalism: an Atlantic cycle of capital accumulation. To think about these texts as Atlantic literature, then, is to think about how they reproduce the logic of or understand themselves in relation to this Atlantic cycle, the dynamic engine of a circum-Atlantic world. I turn to two key theorists whose work I feel is best suited to each novel. *Moby-Dick* is

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Margot McDonald

*California Polytechnic State University,
San Luis Obispo*

- Professor, Department of Architecture

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Expertise

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What constitutes success?

- Rank (size)
 - 10,000's of objects
- Rate of growth
- Readership
 - 10,000's of downloads/month

Easy to measure but overlooks much of what the repository was intended to deliver



Role of an IR

“Institutional repositories...respond to two strategic issues facing academic institutions:

- 1) they provide a central component in **reforming scholarly communication by stimulating innovation** in a disaggregated publishing structure; and
- 2) they serve as **tangible indicators of an institution’s quality**, thus increasing its visibility, prestige, and public value.”

--Raym Crow, from “The Case for Institutional Repositories: A SPARC Position Paper,” (2002).



Role # 1: Reform scholarly communications by stimulating innovation

Assessing success

- ✓ Providing outlet for scholarship not served by today's models
- ✓ Facilitating intra-institutional and extra-institutional collaboration
- ✓ Teaching students about academic research and journal publishing
- ✓ Collecting and disseminating dissertations
- ✓ Supporting the creation of new academic journals
- ✓ Bringing existing journals to open access publishing
- ✓ On campus and peer-to-peer buzz



Role #2: Serve as a tangible indicator of an institution's quality

Assessing success

- ✓ Showcasing depth and breadth of research
- ✓ Increasing awareness of faculty expertise
- ✓ Raising profile of department
- ✓ Promoting new center/institute
- ✓ Displaying the best student research
- ✓ Providing access to a special collection



A home for “original content” at University of Nebraska

“One of the great surprises in managing the infant but growing IR at the University of Nebraska-Lincoln has been the overwhelming popularity of a number of works that had been or logically would be deemed unsuitable for ordinary (i.e. paper) publication.”

--Paul Royster, Coordinator of Scholarly Communication at UNL, from "Publishing Original Content in an Institutional Repository," *Serials Review* (2007).



A home for “original content” at University of Nebraska

"This suggests a role for the IRs beyond that of archival storage and accessibility enhancement: in fact, they are well-suited to become online publishers giving voice to a wide range of authors normally excluded, put off, or ill-served by the vagaries, idiosyncrasies, delays, obligations, and hoops-jumping of the conventional publication routes."

--Paul Royster, "Publishing Original Content in an Institutional Repository," *Serials Review* (2007).



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We provide open access to the scholarly and creative works produced by Macalester students, faculty, and staff to increase the visibility of our scholarship, and to encourage collaboration and innovation in order to contribute to the ongoing development of new knowledge.

The repository is a service of the Macalester College library. The DigitalCommons@Macalester was implemented in 2005. Coordination for the project is by the Digital Assets Management working group. The Digital Collections Master Plan for content management will be found under library reports in the DigitalCommons. See [Digital Collections Master Plan: Content, Systems, Access and Comprehensive Management Framework](#)

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