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Faculty participation through SelectedWorks: engagement at Butler University and Boise State

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Faculty Participation Through Selected Works

Engagement at Butler University
by Brad Matthies

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“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.”

- Jeff Bezos



Marketing Selected Works

- ▶ Sometimes change comes slow at BU
- ▶ Buy-in at the top for this initiative not viable – at BU you need to get a lot of faculty excited about something before administration will take notice
- ▶ Focused initial marketing efforts on library friends or well-respected faculty
 - ▶ Dept. of [Philosophy and Religion](#) (friend of library)
 - ▶ [Dr. Marshall Gregory](#) (well-respected English professor)
 - ▶ [Dr. James McGrath](#) (friend, well-respected professor of religion, & avid user of Web 2.0 applications)
 - ▶ [Rebecca Dolan](#) (friend of library)



Marketing Selected Works

- ▶ Marketed Selected Works to faculty as a service the library provides to them (having faculty build their own pages was not workable at BU)
- ▶ Promoted the service to [Instructional Technology](#) and [Information Resources](#) – two departments that interact with numerous faculty. Both departments also have good relationships with the library.
- ▶ Promoted the service at the fall 2009 [Faculty Development Day](#)
- ▶ Used our [2009 Digital Commons Annual Report](#) as a marketing tool. Shared it with all contributors and select potential contributors. Excerpts from the report were also included in the dean's annual report to the provost.



Success!



- ✓ The [College of Pharmacy](#) approached us about building approximately 50 SelectedWorks pages – the college is interested in using SelectedWorks to showcase faculty works for their 2012 re-accreditation. Faculty is currently debating this and will vote soon.
 - ✓ Had informal conversations about building SelectedWorks pages for the [College of Business](#) (COB). Stricter publishing guidelines for the COB and my role as subject liaison to their department hold promise for realizing this if the pharmacy vote fails.
 - ✓ I approached the editor of [Booth](#) about having their publication join our repository. Due to my marketing efforts, he had previously heard about our IR and has agreed to let us serve as the journal's mirror site.
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Challenges

- ▶ Involving subject liaisons in the marketing (mixed results here)
 - ▶ Have not achieved total buy-in with all the departments that currently have SelectedWorks pages
 - ▶ Marketing is continuous – do not expect to just “turn it on” and hope faculty will appear at your door!
- ❖ Don't give up! Our successes far outweigh our challenges.

Workflows for Selected Works

- ▶ As our “service” we build SW pages for faculty
- ▶ We investigate permissions
- ▶ Staffing limitations forced us to implement the “Rule of Five”
 - ▶ We will add **ONLY** the latest five years of faculty work to our repository and Selected Works
 - ▶ Faculty can also choose their top five works from any year
 - ▶ Immediately link any full-text work that is available in a library database or other stable source (i.e. persistent or permanent URLs)
 - ▶ Seek permissions and add to the repository the remaining contributions
- ▶ Based on staffing realities this model lets us still add a sampling of faculty works to the repository while, at the same time, build Selected Works pages in a timely manner.

Updating Selected Works

- ▶ Solicit new CVs in December when Faculty Activity Reports (FAR) are due and add any new work from the current year
- ▶ Some faculty are very good about participation and will send us updates throughout the year

Final Thoughts for Success

- ▶ Support from library administration is key – not only for providing funding, equipment, staffing, etc. but also in helping to market and promote the service to constituents on campus.
- ▶ Develop a marketing plan or an outline of goals
- ▶ Plan on creating an [annual report](#) – it's a marketing tool and also a way to assess your successes and challenges

Questions?



For copies of this presentation or questions about it, please e-mail me at:
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