

University of Massachusetts Amherst

From the Selected Works of Marilyn S. Billings

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Building Your Fan Base: Promoting Your Repository On and Off Campus

Marilyn S Billings, *University of Massachusetts Amherst*



Available at: https://works.bepress.com/marilyn_billings/65/

Building Your Fan Base: Promoting Your Repository On and Off Campus

Marilyn Billings
Scholarly Communication & Special Initiatives Librarian
University of Massachusetts Amherst

Agenda

- Background
- Transformed roles
- Strategic future

UMass Amherst Profile

- Public Land-grant, Research Intensive University
- Over 28,000 students, 1200 faculty
- 108 bachelor's, 76 masters, 50 doctorates



ScholarWorks@UMass Amherst

The screenshot shows the ScholarWorks@UMass Amherst website. The header features the title "SCHOLARWORKS @UMassAmherst" in white on a dark red background, with a small aerial photo of the campus to the right. Below the header, a navigation bar includes links for "Home", "About", "FAQ", and "My Account". A descriptive paragraph states that the repository is a digital showcase of research and scholarly output, administered by the UMass Amherst Libraries. The main content area is divided into several sections: "Browse Research and Scholarship" with links to Dissertations and Theses, Journals and Conference Proceedings, SelectedWorks Author Gallery, Research Centers and Institutes, School, College, or Department, University of Massachusetts Press, and Community Engagement; "At a Glance" with a "Follow" button and statistics on downloads and additions; "Paper of the Day" featuring a paper on phase transfer-catalyzed nitromercuration of diene polymers; and a "Browse" section with links to Collections, Disciplines, Authors, and an Author Corner. A circular chart on the left shows the distribution of 40,473 works. The footer includes the UMass Amherst logo, a statement of sponsorship by the University Libraries, copyright information for 2009, and a link to Site Policies. The Digital Commons logo is also present.

SCHOLARWORKS
@UMassAmherst

Home About FAQ My Account

ScholarWorks@UMass Amherst is a digital showcase of the research and scholarly output of members of the University of Massachusetts Amherst community. The ScholarWorks repository is administered by the UMass Amherst Libraries and serves as a permanent digital archive for these scholarly materials. ([more](#)).

Browse Research and Scholarship

- [Dissertations and Theses](#)
- [Journals and Conference Proceedings](#)
- [SelectedWorks Author Gallery](#)
- [Research Centers and Institutes](#)
- [School, College, or Department](#)
- [University of Massachusetts Press](#)
- [Community Engagement](#)

At a Glance [Follow](#)

Top 10 Downloads
All time

Recent Additions
20 most recent additions

Paper of the Day

PHASE TRANSFER-CATALYZED
NITROMERCURATION OF DIENE
POLYMERS
JCW CHIEN, T KOHARA, et al.

Browse

- [Collections](#)
- [Disciplines](#)
- [Authors](#)

Author Corner

- [For Authors](#)
- [Author FAQ](#)

Links

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UMASS AMHERST

30,463 papers to date 2,475,644 full-text downloads to date 1,079,177 downloads in the past year

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- First collections:
ETDs
- Faculty researcher
pages
- Rasenna – journal
in Etruscan Studies
- Research Centers
- Community
Engagement

Community Engagement

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[Home](#) > [ENGAGEMENT](#)

Community Engagement

Community Engagement in higher education is defined by the Carnegie Foundation for the Advancement of teaching as *"Collaboration between higher education institutions and their larger communities for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity."*

At UMass Amherst, Engagement creates unique opportunities for scholars to pursue teaching; research, creative or professional activity; and service in ways that benefit their discipline, our institution and our community partners.

[Read more here](#)

[Community Collaborators & Partners](#)

[Follow](#)

Browse the *Community Engagement* Collections:

[Cranberry Station](#)

[Design Engagement Studios](#)

[Joint EWRI-AFS Fish Passage Reference Database](#)


[Ludlow Master Plan](#)

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SelectedWorks Sites



Michael Morgan

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At UMass Amherst, Engagement creates unique opportunities for scholars to pursue teaching, research, creative or professional activity and service in ways that benefit their discipline, our institution and our community partners. These opportunities, and associated challenges, were explored by a broad cross-section of the campus community and its partners during a day-long symposium, September 12, 2013.

Read the documents and related information from the 9/12/13 symposium [here](#).

Follow

Browse the *Community Engagement* Collections:

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[Design Engagement Studios](#)

[Ludlow Master Plan](#)

[Massachusetts Community College Leadership Academy](#)

[Psychological Services Center](#)

[Science, Technology and Society Initiative](#)


[Tan Brook Project](#)

[The Fish Passage Community at UMass Amherst](#)

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UMASS
AMHERST



Transforming Librarian Roles

- Library as active steward of scholarship
- Curate digital research and creative scholarly works
- Provide expertise on metadata, author rights, usage rights
- Expand liaison role with faculty
- Information and digital fluency
- Promote Open Access initiatives
- Create strategic partnerships
- Nexus of communication

Partnerships

- Faculty, researchers
- Honors students, undergraduate research
- Archivists and Librarians
- Academic Offices
 - Provosts Office
 - Office of Research, Sponsored Programs
 - Office of Outreach, Cooperative Extension
 - Graduate School

Challenge - Funding

- Library Acquisitions Budget
- Library Personnel Budget
- Partnerships for Digital Repository Resident
 - Office of Research
 - Graduate School
 - Provosts Office
 - Honors College
- Library Work Study Student budget



Challenge – Faculty Perceptions

- Open Access

- What value is there in publishing in open access journals?
 - Impact on tenure and promotion?
 - Potential problems with author pays financial model?

- Copyright Issues

- Who owns the copyright to works published in an open access journal?
- What can a faculty member do to preserve the right to post a previously published work to an open access journal?



Strategic Planning

- Alignment with institution priorities
- Discovery and impact
- Community engaged teaching, learning, research
- Openness and intellectual integrity
- Integration and collaboration
- Culture of evidence, demonstrated value
- Research advantage

Best Practices

- Partnerships are key to success
- Embrace institution's strategic plan
- Be flexible, resilient, creative