

**University of Maine**

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**From the Selected Works of Kimberly J. Sawtelle**

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# Paths to Repository Success at Any Stage

Kimberly J. Sawtelle, *University of Maine*



Available at: [https://works.bepress.com/kimberly\\_sawtelle/8/](https://works.bepress.com/kimberly_sawtelle/8/)



# DigitalCommons@UMaine

## Framework for Success

Kimberly J. Sawtelle

Fogler Library, University of Maine

<http://digitalcommons.library.umaine.edu/>



# About Kimberly J. Sawtelle

- Library Specialist CL3 at Fogler Library, University of Maine
- Anthropologist
- Gravestone researcher
- Former museum registrar
- Former newspaper reporter
- Began work on the IR in January 2012

Gratuitous pet photo.



Photo by Kimberly Sawtelle

Visit my Selected Works site: [http://works.bepress.com/kimberly\\_sawtelle/](http://works.bepress.com/kimberly_sawtelle/)  
LinkedIn Profile: [www.linkedin.com/in/kimberlysawtelle/](http://www.linkedin.com/in/kimberlysawtelle/)



- Environmental Survey to identify “low-hanging fruit”
- Pre-populate with examples from prominent faculty
- Identify faculty with high numbers of publications
- Identify emeritus faculty for legacy-building
- Approach deans & directors
- Showcase student work
- Recruit existing publications
- Host conferences
- Community Partnerships





# Reaching Out

- Library liaisons
- Library administrators
- Open workshops
- Personalized E-mails
- Professional development training
- Weekly library newsletter
- Presenting at faculty meetings
- Presenting to graduate students
- [Informational LibGuide](#)
- [LibGuide tutorial for self-archiving](#)



*Creation of Adam by Michelangelo*





# Initial Outcomes

- 👍 Harvest “low-hanging fruit”
- 👍 Pre-populate with examples from prominent faculty
- 👉 Identify faculty with high numbers of publications
- 👉 Identify emeritus faculty for legacy-building
- 👉 Approach deans & directors
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- 👎 Community Partnerships

## UMaine Black Bear Population Research



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# Fruit Bowl



Photo: Catta lemur eating II ©2013 Tambako the Jaguar

- Low-hanging fruit harvested in the kick-start 2012
- 10 departments identified; 4 chosen for population via kick-start
- Prominent faculty were included in the kick-start
- Select faculty collections were expanded by library staff as part of training process
- [Electronic Theses and Dissertations](#)
- [Town documents](#)
- [Special Collections historical images](#)



# Showcase Student Work



The  
**Honors**  
*College*  
AT THE UNIVERSITY OF MAINE

- Early adopters
- Honors Theses & Minerva
- Trained students manage ingest
- Authors encouraged to link to and promote
- <http://digitalcommons.library.umaine.edu/honors/>

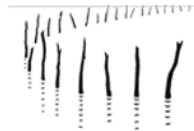
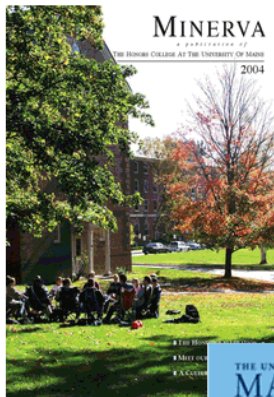
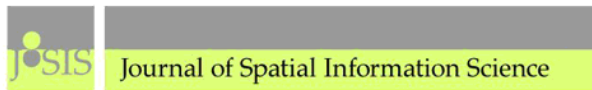


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# Recruit Existing Publications



## The Catch: Writings from Downeast Maine



MINERVA  
a publication of  
THE HONORS COLLEGE AT THE UNIVERSITY OF MAINE



# Collection Development

- Special Collections  
<http://digitalcommons.library.umaine.edu/specialcollections/>
- University Publications  
[http://digitalcommons.library.umaine.edu/umaine\\_publications/](http://digitalcommons.library.umaine.edu/umaine_publications/)
- Unique Collections  
<http://digitalcommons.library.umaine.edu/songstorysamplercollection/18/>



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# Final Grant Reports

- Supports the *Consolidated Appropriations Act of 2014*
- Supports the UMaine Mission
- Supports transparency for taxpayer supported research grants
- Showcases intellectual and creative output of UMaine
- Demonstrates advocacy for higher education
- Provides access to cutting-edge research results



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# Thanks, but no thanks



**Go on without me**



## REASONS

- Comfort in the familiar
- Technophobia
- Favor direct mail, web pages, and E-mail over the potential of RSS feed
- Resistance to learning new things
- Academic Inertia (a.k.a. Tradition)



# The Busy Trap

**ERRR...**



**CAN'T STOP.  
Too BUSY!!**



Illustration by Alan O'Rourke



# New Strategies

- Created a marketing grid to identify marketing goals, partners, objectives, actions, and outcomes
- Promoting Open Access & Copyright Retention LibGuide Tutorials
- Answering “What’s in it for me?”
- Educating researchers about Consolidated Appropriations Act, 2014 (Sec. 527)
- Developing a grant boiler plate to address Digital Management Planning in grant applications
- Monitoring the UMaine News channel to identify opportunities

## Illustration of Conditional Excitement Related to Advancing Technology

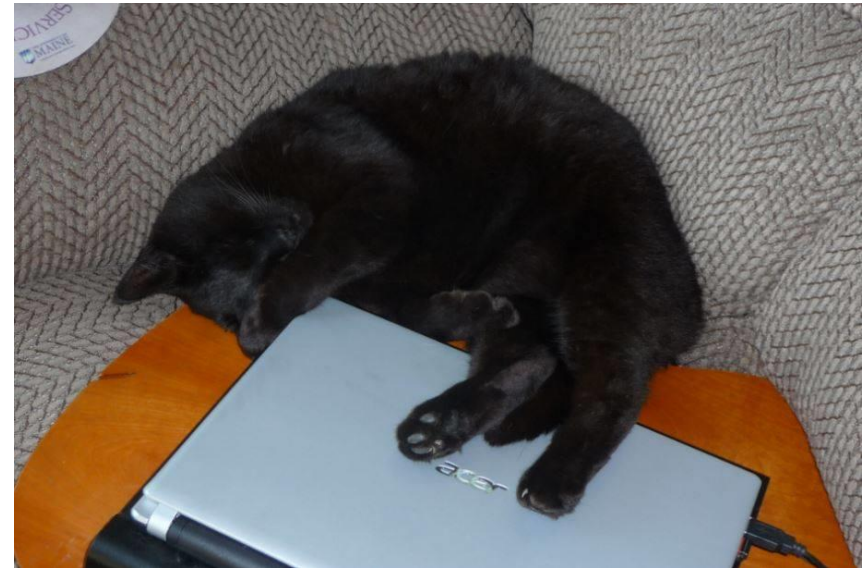


Photo by David K. Moore. Used with permission.

Gratuitous pet photo to retain audience interest.



# Don't Just Flirt from a Distance

- Research individuals and/or departments
- “I’ve been looking forward to meeting you.”
- Engage in face-to-face conversations
- Watch campus news for new hires, appointments, and publication announcements
- Attend lectures & workshops
- Ask for business cards or E-mail addresses; follow up immediately
- Ask people what they need



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## Contact Information

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There's no such thing  
as being *too busy*.

If you **really want** something,  
**you make time for it.**