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Paths to Repository Success at Any Stage

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DigitalCommons@UMaine

Framework for Success

Kimberly J. Sawtelle

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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

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LinkedIn Profile: www.linkedin.com/in/kimberlysawtelle/





DigitalCommons@UMaine

- 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
- 👍 Showcase student work
- 👍 Recruit existing publications
- 👎 Host Conferences
- 👎 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



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



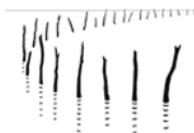
Recruit Existing Publications



MPR **MAINE POLICY REVIEW**
 A joint publication of the Margaret Chase Smith Policy Center & the Margaret Chase Smith Foundation



josis Journal of Spatial Information Science



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/
- 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



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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!!**





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

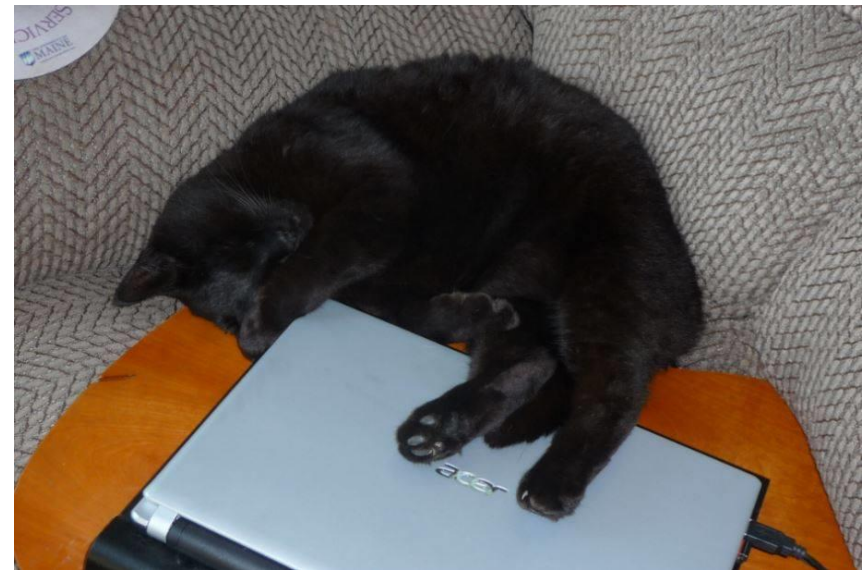


Photo by David K. Moore. Used with permission.

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





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.