Our institutional repositories
eCommons: purposes

- **Archive**: Provide a permanent digital record for University business and academic output.
- **Reputation**: Affirm University’s reputation as a research institution.
- **Research**: Facilitate the advancement and perpetuation of knowledge by making faculty and student research openly accessible.
- **Collaboration**: Facilitate the promotion and organization of academic events by University-affiliated parties, both academic and administrative.
Example: Marian Studies
Creating a Warm and Inclusive Classroom Environment: Planning for All Children to Feel Welcome

Jessica L. Buchholz Ed.D, Julie I. Shetter

Abstract
The type of classroom environment that a teacher creates and encourages can either increase or decrease a student's ability to learn and feel comfortable as a member of the class. The classroom environment should do as much to foster cooperation and acceptance as the teaching methods that the teacher uses. This article describes a number of methods to help teachers plan for and create a classroom that welcomes and supports all children.

Repository Citation
Basically, what we’re saying is ...

Content drives readership

That’s why the goals of both of our repositories include building both content and readership. Marketing helps.
Goals and audiences

What are you trying to accomplish with your IR in the short term and long term? Typical goals include:

1. Building content
2. Building readership

Ultimately, the goals with an IR are to attract attention to the scholarly output of an institution and provide a permanent, discoverable home for University collections.
Goals and audiences

Typical audiences for IR marketing:

1. Content providers
2. Consumers

Note: You may have different goals and audiences; once you identify them, you can tailor your marketing and communications to them.

Ultimately, the goals with an IR are to attract attention to the scholarly output of an institution and provide a permanent, discoverable home for University collections.
Lightning review

1. Find champions.
2. Ask for referrals.
3. Get out of your office.
4. Know your allies.
5. Know your competition.
Find champions

A champion is an influencer with the potential to succeed and spread the word.

Sometimes you can choose them in advance; other times, you discover them unexpectedly.

Example: John Flach and *What Matters? Putting common Sense to Work*
Ask for referrals. Drop names. Better yet ...

Drop dashboards
Get out of your office
Know your allies

- Liaison librarians
- Web content managers
- Department chairs
- Administrative assistants in academic departments
- 8 new SelectedWorks pages
- 6 conference proceedings
- 1 image gallery
- Coordinator manages content
Know your competition

Academia.edu, ResearchGate and other scholarly social media have their place and their benefits.

Is the IR better?

In a word ... YES.
In a few words:

- Stable
- Curated
- Discoverable
- Spam-free
- Consolidated metrics
- Seamless integration with Expert Gallery Suite’s scholarly profiles (SelectedWorks)
Other strategies

Marketing initiatives have worked well for Wright State University and University of Dayton for:

- Internal audiences (content providers)
- External audiences (content consumers and potential collaborators)
Trumpet your milestones

Put some thought and creativity into this.

Make sure you keep your goals in mind.
Build relationships with media relations

WRIGHT STATE UNIVERSITY

Originally founded as a branch campus of The Ohio State University and Miami University, Wright State became an independent institution in 1967. In the decades since, Wright State has grown into an innovative leader in the Dayton region and beyond.

Here’s a look at the milestones and achievements that shaped Wright State University.
Promote cool finds
Make friends

Leverage social media accounts with big followings. A little retweeting or sharing can go a long way.

<table>
<thead>
<tr>
<th>Medium</th>
<th>Following</th>
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</table>
‘Then and now’

Anniversaries and historic photos get a lot of attention. Here’s one way to get them out there:

- Write a blog.
- Include links to the items in the IR.
- Shorten the blog’s link.
- Tweet it and tag it with appropriate handles.
‘Then and now’

Anniversaries and historic photos get a lot of attention.

• 50th anniversary of WSU
• Photos of campus life
• Archives of student newspapers
• Oral histories
Coasters, cookies, bookmarks and more
Videos
Follow news

Send faculty notes to congratulate them. Give them coasters. Remind them you’re there.
Exhibit supplements

If you have exhibits on campus, think of ways to provide supplemental information from your repository.

Spring 2017 exhibit:
• 73 items
• 1,400 downloads
Report success to units

Faculty love to see their names in print. Prepare download summaries (examples at left and here) and share them with departments.

This often results in reports of accepted papers.
Show, don’t tell

Use your own SelectedWorks page or dashboard to demonstrate the system’s capabilities.

Better yet, get the faculty champions to show and tell their results.
More resources

DC expertise inventory
eCommons research guide
COREScholar research guide

Marketing collateral:
eCommons and data management bookmark
Collateral material
Collateral material

works.bepress.com/andrews/
Collateral material
Collateral material
Questions?

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