



Cal Poly Performing Arts Center
photo by Jessica Greenwalt

UMass Amherst's IR steps up the community engagement effort

Cranberry Station launches on ScholarWorks

As part of a new engagement initiative and in partnership with Cape Cod Cranberry Growers Association (CCCGA), a Cranberry Station community recently went live on UMass Amherst's repository, ScholarWorks. ScholarWorks enables Cranberry Station to bring newsletters, fact sheets, technical reports, and other research based outreach to local farming communities, particularly in Southern Massachusetts where cranberries are the largest agricultural enterprise.

The initiative was spurred by UMass Amherst's application for the Carnegie classification in Community Engagement. With encouragement from the library and investment from the Vice Provost for Outreach, the university picked ScholarWorks to showcase the 50-plus exemplar outreach projects contributed by faculty during the application process. Beginning with the top three projects, this new community continues to expand the scope of ScholarWorks.

Marilyn Billings, Scholarly Communication and Special Initiatives Librarian, attributes ScholarWorks' growth to uncovering opportunities inside and outside the traditional realm of the library. She says, "The key is to explore areas outside our comfort zone... and even present at events that aren't specifically the library's."

Visit the site: scholarworks.umass.edu/engagement

Also in this issue

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- Macalester: creating access to conference scholarship
- Streaming video comes to DC

Digital Commons welcomes new subscribers

- American University Washington College of Law
- Cape Peninsula University of Technology
- Georgetown University Law Center
- Georgia State University
- Kennesaw State University
- Ryerson University
- University of Nevada, Las Vegas

For a complete list of subscribers:
digitalcommons.bepress.com/institutions.html

News from the DC community

Digital Commons community extends to South Africa

Digital Commons welcomes its first South African subscriber, Cape Peninsula University of Technology (CPUT), located in Cape Town. CPUT will offer SelectedWorks pages to faculty, and plans to use Digital Commons to archive and showcase ETDs, research materials and publications, images and maps.

Australian subscribers establish user community

In January, subscribers in Australia formally established a regional user community to provide each other with support and act as references for prospective DC schools in the region. Lance Deveson of ACER is the first chairperson.

If you missed the SPARC Digital Repositories Meeting 2008...

Catch University of Nebraska-Lincoln's outstanding presentation again! Joan Giesecke, Dean of Libraries, and Paul Royster, Coordinator of Scholarly Communication, bring their presentation on value added repository services to the web.

Live webcast on April 15, 2009 at 9:00am PDT. For more information, visit: www.education-webevents.com

At over 30,000 documents and counting, DigitalCommons@University of Nebraska-Lincoln has become one of the five largest IRs in the country. In March, it reached two million downloads.

Marketing and Outreach at Cal Poly San Luis Obispo

How the services message brings new partnerships to the DigitalCommons@Cal Poly

Marisa Ramirez is the Digital Repository Librarian at Cal Poly San Luis Obispo.

Prior to this, she was the digital repository coordinator for the Arizona Memory Project, a statewide collaborative digital archive. She recently spoke with bepress about outreach and marketing at Cal Poly.



Marisa Ramirez

Q: You've had a lot of success engaging diverse campus units with the repository. What message do you bring to your campus?

A: We like to speak about the DigitalCommons@CalPoly as a suite of services rather than a technology; it is more powerful to show what the repository can do for the faculty, rather than how it does it. Our message resonates with faculty when we focus on specific benefits and advantages of depositing work in an open online archive.

Q: How have faculty responded?

A: The repository services are particularly relevant to faculty right now and the timing on our campus couldn't be better. Our university has embraced the notion that teaching is enhanced when professors are actively contributing to the growth of scholarship and knowledge. The repository plays a key role during this transition to the teacher-scholar model.

Q: You've established partnerships to "cross-promote" services. How have those relationships come about?

A: New audiences are constantly revealing themselves to us and that's been the most surprising piece. For instance, I presented to faculty at the College of Engineering. After the presentation, one of the attendees asked, "Can the repository be used for other things?" We said, "Absolutely."

From there, we forged a mutually beneficial relationship with the Communications Specialist in the College of Engineering. She puts out a quarterly newsletter that brings together faculty publications and, as a result, we're able to stay current on recent faculty publications. In her call for publications, she also reminds faculty about the services available through the DigitalCommons@CalPoly. Her publicity generates continued interest and reminds faculty that

the repository exists to promote them and their work. We, in turn, are constantly discovering new publications by the Engineering faculty, so she is using the DigitalCommons@CalPoly as a resource to supplement her newsletters with new scholarly publications we independently discover.

The College helps to direct new users to the repository, and the repository supports access to the research and administrative documents produced by the College. For example, the College of Engineering's Advancement Office has been contacting alumni and directing them to the annual report, which is available in the DigitalCommons@CalPoly. What is surprising and exciting is that two of the annual reports are consistently in the top ten downloads.

Q: I understand the library has formed relationships with non-research based campus units as well. For instance, you approached the Office of Public Relations.

A: I think it started because we approached them with the journal functionality and showed them the possibilities of digitally archiving their quarterly publication, *Cal Poly Magazine*. Once that piqued their interest, it opened the door for us to talk to them about archiving past years of *Cal Poly Report*, a weekly campus newsletter. They said, "Not only that, we have more."

Success has come from jumping on the opportunities that present themselves. Faculty and departments have found that we are very responsive and flexible. Now, the Office of Public Relations is using the image galleries to put up popular images of the campus. They receive hundreds of image requests from the media and outside entities, as well as entities from campus. Being able to centrally manage the content and provide access from the site is a beautiful thing; and statistics from the site, that's a big win for them – to know how often the images have been used.

Q: So it's really about expanding the notion of who an IR serves and what content it was designed to archive and disseminate.

A: Exactly. Our campus is shaping and defining how it can serve them. When you read the library literature, you don't see a lot of conversation about these untapped populations. The preservation of research is a key role of the repository, but preservation of the history of the institution, of the campus itself – that is just as relevant and important.

Marisa Ramirez and Michael Miller, Dean of Libraries, will be speaking about IR marketing and sustainability in a special ALCTS webinar on June 10th, at 2pm CDT. For more information: www.ala.org/ala/mgrps/divs/alcts/confevents/upcoming/webinar/index.cfm

More news from the DC community

GVSU Dean of Libraries named to SPARC Steering Committee

Lee Van Orsdel, Dean of Libraries at Grand Valley State University, was recently elected to the SPARC Steering Committee for a three year term. Ms. Van Orsdel has long been active in promoting scholarly communications and open access issues, and co-authors the yearly Serials Price Survey published in *Library Journal*.

Grand Valley State University, a four year public university located in West Michigan, joined the Digital Commons community in 2008, and is currently working to grow the repository by reaching out to affiliated research centers on and off campus.

Capture your conferences

Check out how Macalester College is using the events feature to improve access to conference scholarship!

See the 2009 Library Technology Conference at:

digitalcommons.macalester.edu/libtech_conf/2009



bepress Perspective

Streaming video enhances Digital Commons user experience

John Armstrong • *bepress Vice President, Engineering*

Video is an interesting beast. Because of immense variability in file format and size, it is a challenge to create the optimal end user experience in the repository. While for archival purposes you maintain high-quality copies of your video content, these large files aren't easy for your users to watch. Browsers can time out, users can give up waiting for lengthy downloads, and if they do download it, they might not have the software required to view it.

Streaming video has become the preferred solution for making video content accessible – it is fast and ubiquitous, and requires no locally installed software. Streaming video can increase your readership (or should we say, viewership?) by providing an optimal end user experience.

bepress has worked to develop a solution that meets your dual desires for archival preservation and improved end user presentation. With the 6.5 feature upgrade in mid to late June, Digital Commons subscribers will have the option of embedding a streaming copy of video content alongside the archival copy. We like to think of the high-quality video file as your preservation copy, while the streaming version is the ideal presentation copy.

How will it work? You'll first upload your presentation copy to a select third party server (like YouTube or Vimeo). Then, during the submission process, you'll upload your preservation copy to the repository and include a link to the presentation copy. This link will enable the presentation copy to stream directly through the repository interface, displaying on the article level page and living directly next to the preservation copy, which users can still access for download by clicking on the "Download" button. Chances are that you, your faculty, or your students, already have content up on YouTube or a similar video service. Soon, you'll be able to bring that scholarship to the IR and give it your institutional brand.

As we move forward, we continue to increase the richness of service by adding features and collaborating with leading service providers. Streaming video is the next step on our development path to providing an increasingly flexible platform that offers you the power to create compelling, context-rich, multi-media environments for your scholarly content.

What we're reading

"The University's Role in the Dissemination of Research and Scholarship – A Call to Action."

arl.org/bm~doc/disseminating-research-feb09.pdf

"Applying the Access Principle in Law: The Responsibilities of the Legal Scholar." Article by Richard Danner.

eprints.law.duke.edu/1698

"Digital Strategies." Blog from Nick Ruest.

nruest.blog.lib.mcmaster.ca

Hot topics from the Digital Commons Google Group

- Capturing senior projects
- Faculty/student collaboration
- Archiving websites
- SelectedWorks best practices

Subscribers can access past discussions at:

google.com/group/digitalcommons