

# Promotional Plans for an Institutional Repository

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# UNCG Librarian & Faculty Relations

- At UNCG, librarians have faculty status
- 2007-2008, Kathy Crowe, Associate Director for Public Services, served as Chair of the UNCG Faculty Senate
- Faculty Scholarly Communications Committee 2007-08
- 2 librarians, 8 faculty members representing each school or college, and one representative each from the Office of Research, University Counsel, Technology Transfer, and Continual Learning

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As part of our campaign to create change in scholarly communication, SPARC offers several colorful and informative brochures to order. These brochures are well suited to campus programs for scientists and scholars, such as scholarly communication seminars or faculty awareness mailings.

You may download a free printable copy by clicking on the brochure's cover image, below.

Printed copies of the brochures are available for purchase in bulk at \$15.00 per 50 copies (plus shipping and handling). Order information is below.



### NEW! [Author Rights](#)

This brochure introduces the SPARC Author Addendum, a legal form that enables authors of journal articles to modify publishers' copyright transfer agreements and allow authors to keep key rights to their articles. New in July 2006. (Publication number AA2006)

Also available: [Author Rights poster](#) (\$2.50 per piece) (AA2006P)



### [Open Access](#)

The Open Access brochure describes the benefits of open access to scholarly research and tells how faculty can provide open access to their work. Facts and figures demonstrate positive effect of open access on the use and impact of research. Released 2004.

Publication number: OA2004



### [Create Change](#)

Here you'll get an overview of scholarly publishing challenges plus options for faculty action. The emphasis is on responses to the high prices of scholarly journals. Revised October 2003.

Publication number: CC2003

To view the PDF documents, you will need [Adobe Acrobat Reader](#) (which you can download free of charge).

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**FACULTY SENATE FORUM** • Sponsored by the Faculty Senate and the Scholarly Communications Committee.

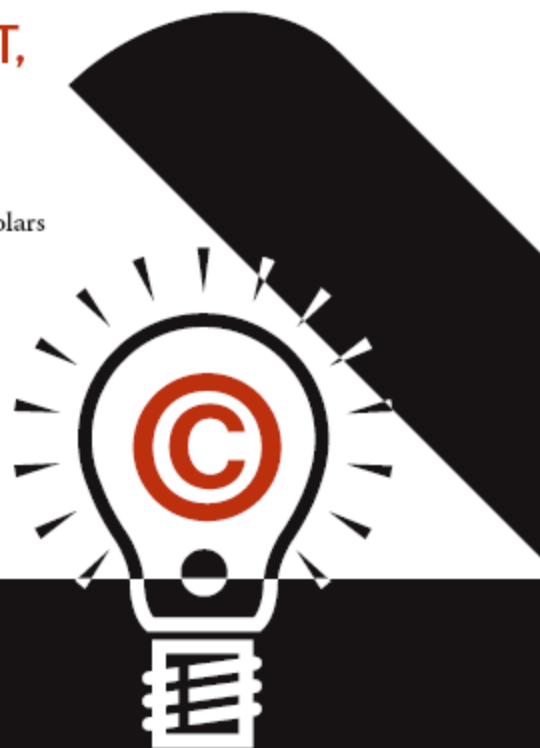
## **TAKING CONTROL OF YOUR SCHOLARSHIP**

### **NEW TRENDS IN COPYRIGHT, PATENTS AND PUBLISHING**

Technology has turned the publishing world upside down! Scholars and researchers have new and innovative ways to disseminate their work. All faculty are invited to this forum to learn about author rights, current publishing models and opportunities for inventions and entrepreneurship.

#### **PANELISTS**

- **“Innovation, Patenting, & Licensing”**  
Jerry McGuire  
Director, Office of Technology Transfer
- **“Copyright Bombs & How to Avoid Them.”**  
Skip Capone  
University Counsel
- **“Freeing Scholarly Communication:  
Open Access & Institutional Repositories”**  
Tim Bucknall  
Assistant Director for IT, University Libraries



**JOIN US**

**Wednesday, November 14, 2007**

**Alexander Room**

**Elliott University Center**

**3-4:30 pm**

## SCHOLARLY COMMUNICATIONS FACULTY FORUM • SPRING 2008

Sponsored by the Faculty Senate and the Scholarly Communications Committee.

# OPEN ACCESS TO SCHOLARSHIP

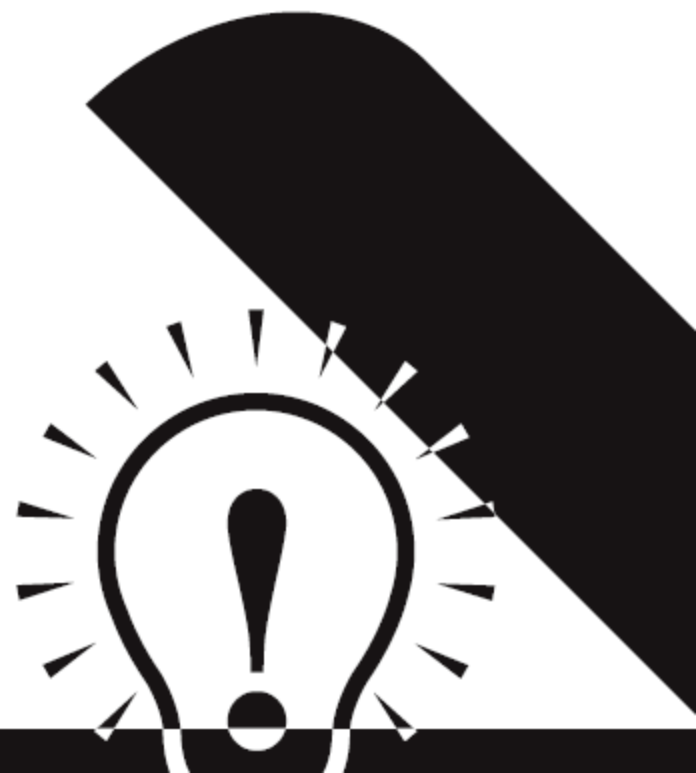
## BENEFITS FOR THE SCHOLAR, UNIVERSITY AND SOCIETY



**Speaker: David E. Shulenburger**

Vice President for Academic Affairs for the  
National Association of State Universities and  
Land-Grant Colleges (NASULGC)

Without full access to the results of research, both the education of college students and the generation of new knowledge is diminished. The system we rely upon to peer review and distribute scholarly research, scholarly journals, both promotes the dissemination of research within the subscriber community, and limits dissemination of it to those outside of that community. In a move that will dramatically increase access to research, Congress



# Library Liaisons to Departments

- At UNCG, each academic department is assigned a liaison from the library faculty
- Fifteen librarians serve as liaisons to forty-four different departments
- Liaisons are the individuals who work the most frequently with teaching faculty
- To help inform the liaisons about the issues of scholarly communications and to prepare them for their discussions with the faculty, the Libraries developed a series of workshops

# Library Liaisons to Departments

- Liaisons were encouraged to read selected articles and the four ARL/ACRL/SPARC handouts
- A 6-page list of “Talking Points” was developed, as background for their discussions with faculty
- Each meeting focused on a particular subject—(1) “General Background of Scholarly Communication Issues,” (2) “The Open Access Movement,” (3) “Author Rights & the Use of Addenda,” and (4) “Institutional and Disciplinary Repositories.”



# Library Liaisons to Departments

- IR Brainstorming Sessions with Liaisons
- Prepare a One-Page IR Handout for faculty and a list of Talking Points for Liaisons
- Select Potential Early Adopters:
  - Highly Published Scholars
  - Department Heads
  - Other Leaders & Opinion Makers
  - NIH Grant Recipients
  - New Faculty & Newly Tenured Faculty
  - People likely to be enthusiastic about the initiative

# Liaison Meetings with Faculty

- Liaisons will obtain a resume or list of articles for each prospective contributor
  - Do SHERPA/ROMEIO search for journals and publishers
  - Contact editor or publisher for those not in SHERPA
  - For each article, know what the rights are for contributing to an IR
- Liaisons will develop a prepared “presentation”
  - Have a prepared demonstration of the IR and GOOGLE SCHOLAR
  - Highlight the advantages of contributing to the repository and how it can showcase their work
  - Get suggestions for what they might like out of the system and what documents/formats they want to include

# Other Marketing Approaches

- Provost and Deans Discussing the IR with Faculty
- Campus News article(s)
- Library Columns newsletter article(s)
- General campus mailing to faculty (handout, postcard, flyer)
- John Unsworth Faculty Forum
- Web page with highlights, new contributions, high use articles, blog about new developments, etc.



## The University Libraries

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# Scholarly Communication at UNCG

[Scholarly Communication, Background](#)

[UNCG Faculty Senate Scholarly Communications Committee](#)

[Open Access Movement](#)

[Author Rights Movement](#)

[UNCG Institutional Repository](#)

[NIH Open Access Mandate](#)

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## UNCG Institutional Repository

In support of the research and teaching missions of the University, Jackson Library is launching an initiative to collect, preserve, index, and distribute the scholarly output of UNCG's faculty in order to make it available to a global audience via the Internet. The goal of the [UNCG Institutional Repository](#) is to maximize the visibility and influence of faculty research. The works included in this repository have been deposited on behalf of individual faculty members on a voluntary basis. Content for the IR must meet the following criteria:

- Each work must be the intellectual property of a UNCG faculty member (exception, theses and dissertations are also included in the IR).
- It must be a scholarly, research, or educational work.
- It must be complete and in final form.
- It must be made available for global access at no cost via the Web.
- The author/creator of each work must grant to UNCG Libraries the non-exclusive right to preserve and distribute the work in perpetuity.

If you have any questions about the UNCG Institutional Repository or would like participate in the Repository, contact Stephen Dew, Coordinator of Collections & Scholarly Resources, [shdew@uncg.edu](mailto:shdew@uncg.edu)