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# Building Campus Support and Adoption of a New Repository

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# Building Campus Support and Adoption of a New Repository

University of North Alabama

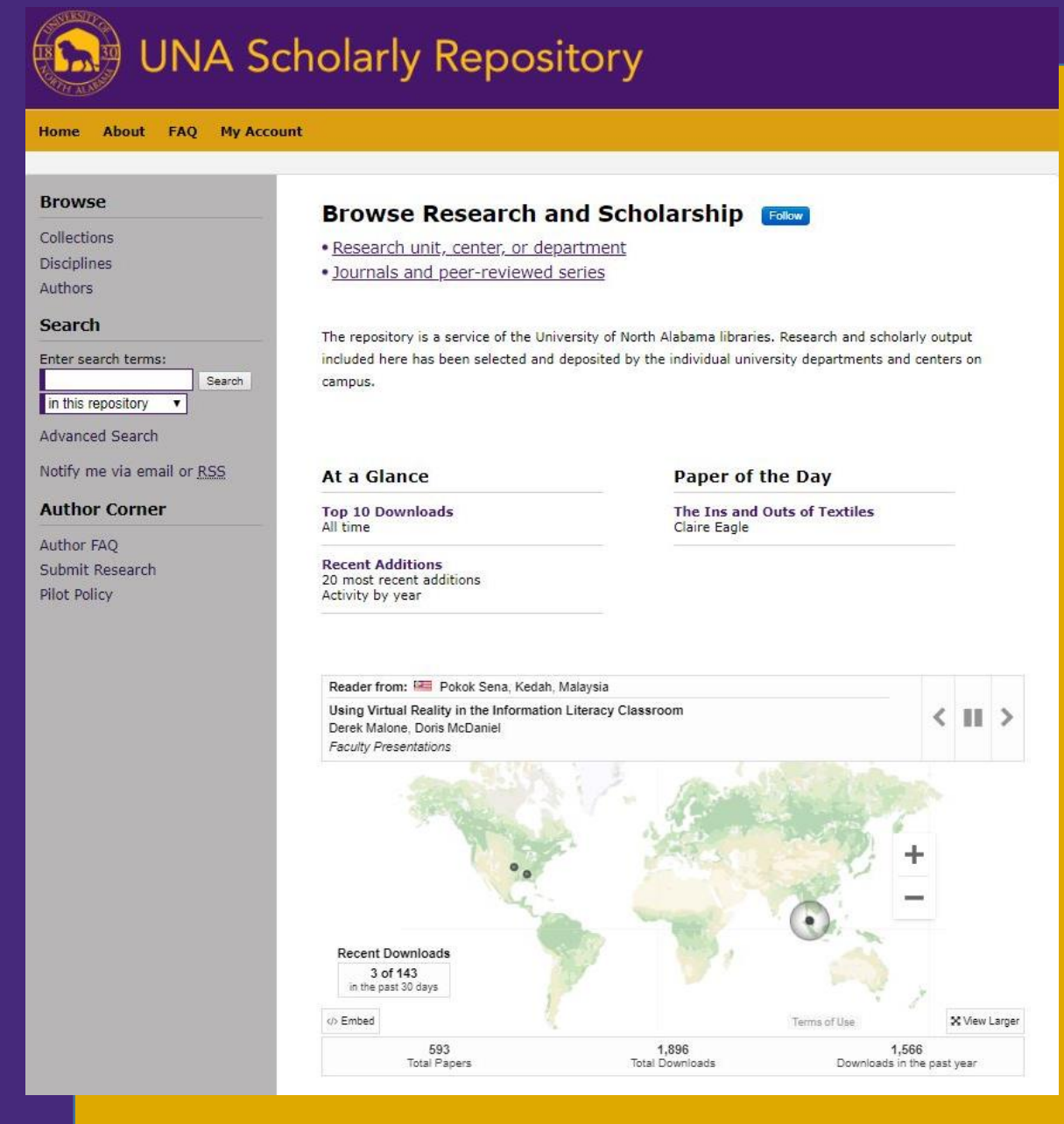
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Sometimes the hardest part of building support for a project is knowing where to begin

## Partnerships within the Library

- Identify journals, conferences, and campus programs that could benefit from IR support
- Identify faculty who have expressed interest and support for IR
- Invite you to attend department meetings with them
- Provide on-going communication and support for their program areas

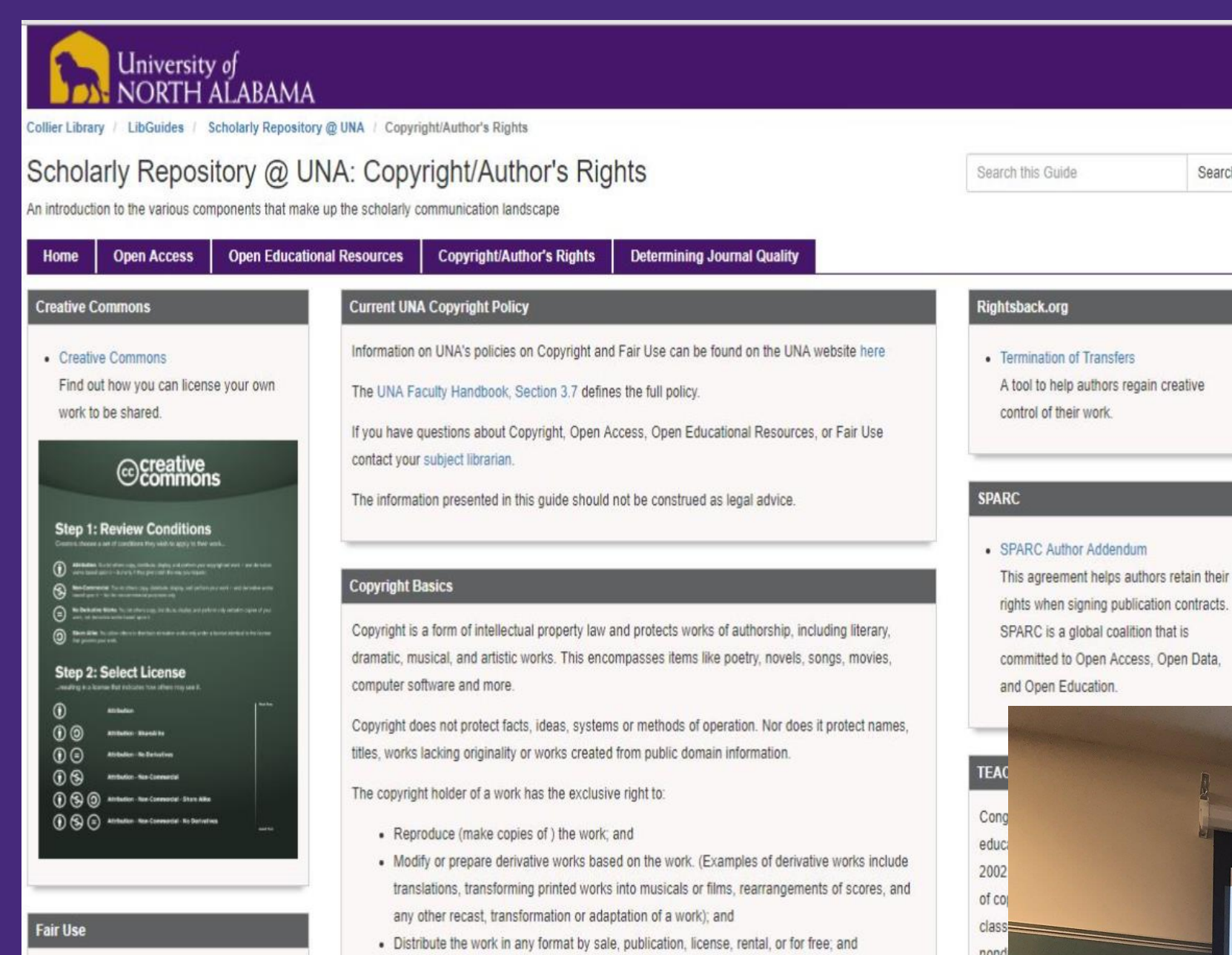


## Partnerships Across Campus

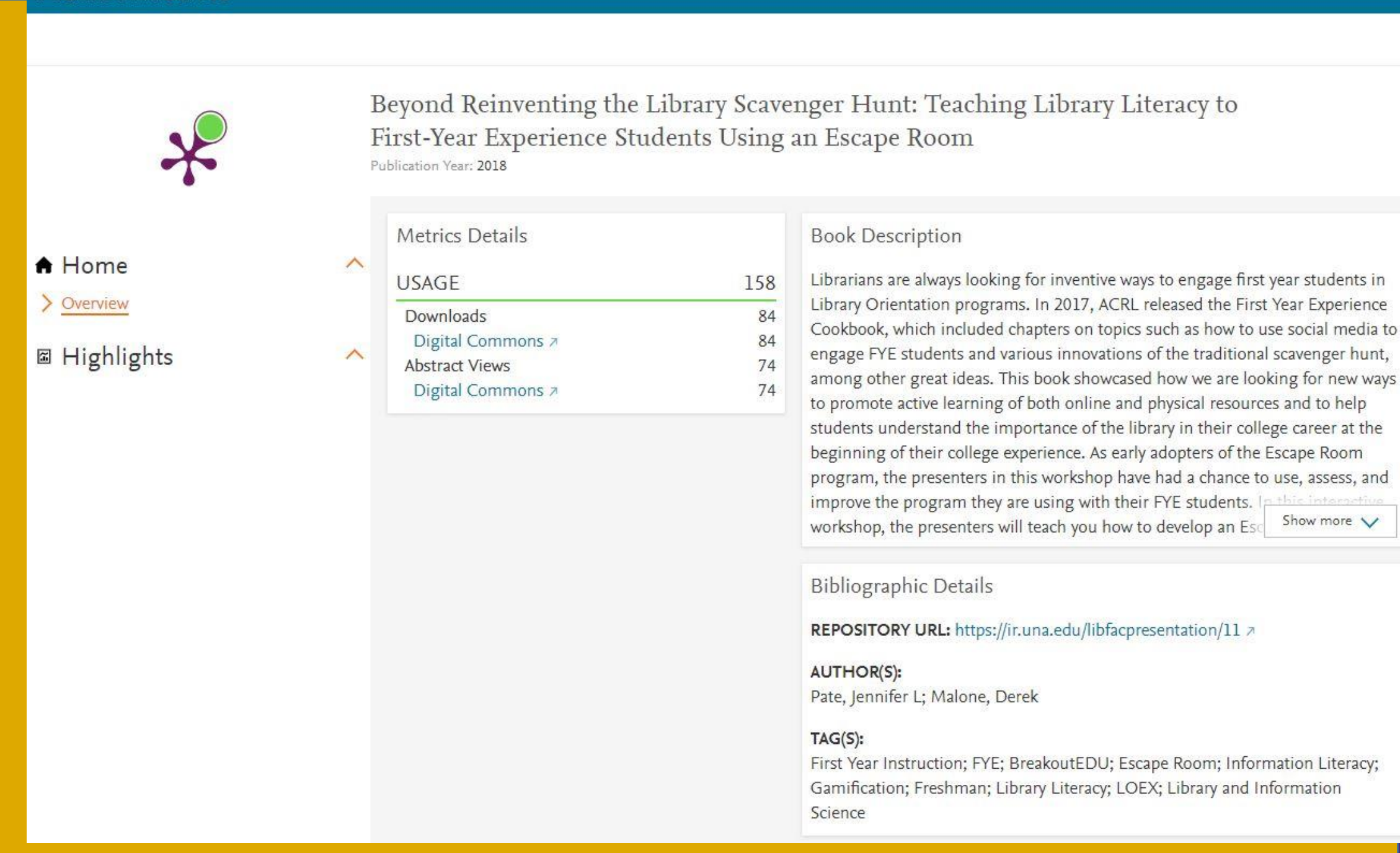
- Data mining academic social networks like academia.edu & researchgate.net to identify and connect with campus faculty who are already utilizing OA
- Meet with administrative faculty to discuss how the IR can benefit faculty & students
- Utilize information from liaison librarians to target potential early adopters
- Have visuals and talking points from your repository (if established) or other repositories available to share

## Educational Programming

- Open Access Week, Open Education Week, Open Data Day
- Connecting with SPARC, OpenCon, and others doing ScholCom work to get ideas for promotion and events to raise awareness of OA and OER
- Implement promotion in library, on social media, and through liaisons including LibGuides and update emails
- Library training opportunities using internal programming and bringing in guest lectures and workshops for faculty



## PlumX Metrics



## Understanding Metrics

- Why OA? Visibility and access – lack of paywall benefits everyone
- Metrics matter – lobbying for inclusion in tenure and promotion, knowledge of who is accessing your research
- NISO standards of digital activity and engagement
- Bibliometrics – from traditional JIF to Altmetrics, Clarivate, PlumX, and others

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