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Defining success in scholarly communications: A survey of California librarians

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Defining Success in Scholarly Communications

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Quantitative Data from the Institutional Repository

- Total Downloads
- Added Items
- New Collections
- Google Analytics
- New Participating Faculty (for author profile component)



Relationships

- Developing on-campus, internal, and external relationships, all of which may lead to new partnerships and opportunities



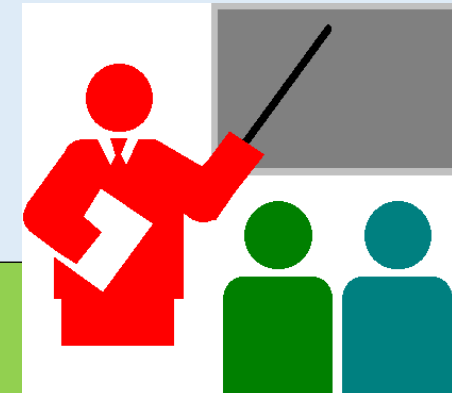
Advocacy for Open Access Initiatives

- Organizational membership
- Membership on committees, consortia that support and can effect change



Education and Outreach

- Educational sessions for library employees
- Educational sessions for campus faculty
- Creating programming in support of Open Access Week
- Establishing a scholarly communications presence at events for which there is a scholarly component
- Assessment of these activities; personal anecdotes to accompany attendance counts



Peer and Aspirational Institutions

- Identify institutions for peer and aspirational comparison
- Establish benchmarks and goals for attaining similar status



Developing Your Local Program

- Creating marketing and promotional materials
- Developing the brand, scope, and collection policies that will shape your institutional repository



Readership Data: Impact and Visibility



* Scholarly Communications Defined

From the Association of College & Research Libraries (ACRL):

Scholarly communication is the system through which research and other scholarly writings are created, evaluated for quality, disseminated to the scholarly community, and preserved for future use. The system includes both formal means of communication, such as publication in peer-reviewed journals, and informal channels, such as electronic listservs.

Scholarly communications efforts can include promoting the retention of author rights, supporting open access initiatives, and educating the community on the changing nature of the creation, evaluation, dissemination, and preservation of the scholarly record.

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