Forging a New Path

Faculty Buy-In for the Institutional Repository and Open Access Publishing

by Carol Hixson, Deborah Henry, and Tina Neville

Nelson Poynter Memorial Library
University of South Florida St. Petersburg

Presented at the Open Access Un/Conference, San Jose State University
October 25, 2013

http://dspace.nelson.usf.edu/xmlui/handle/10806/7729
University of South Florida St. Petersburg (USFSP)

Imagine
An intimate campus nestled on the waterfront of a beautiful harbor on the shores of Tampa Bay.
What is USFSP?

• Master’s level comprehensive, separately accredited (SACS) institution within the University of South Florida System
• 3 Colleges (Arts & Sciences, Business and Education) offer 35 degree programs to 6,000 students, including 2 fully online degree programs
• 149 full-time faculty and 142 adjunct faculty
Nelson Poynter Memorial Library
Nelson Poynter Memorial Library

• Separate from the USF Libraries and reporting to Regional Vice-Chancellor for Academic Affairs of USF St. Petersburg
• ADA-compliant 81,000 square foot building open 79 hours a week
• 21 permanent positions with another 8-10 temporary positions and several FTE of student assistants
• Full range of standard library services plus centralized campus support for distance/online learning and classroom technology support
• On-site collections of 300,000 items plus access to million+ electronic resources through the USF System
• Library-run institutional repository with 7700+ items and counting
About USFSP Digital Archive

Digital Archive@USFSP is the open access digital archive for the faculty, students and staff of the University of South Florida St. Petersburg. Open access journals, conference or other presentations, pre and post-print articles, instructional resources, student projects, theses, dissertations, and university archival materials are all candidates for deposit. For more information, contact digcol@nelson.usf.edu

Contribute

Submitting your work to USFSP's Digital Archive is easy. For information on how to get started, please send a message to digcol@nelson.usf.edu.

Communities in USFSP's Digital Archive

Select a community to browse its collections.

- ABOUT THE ARCHIVE
- COMMUNITY AND CAMPUS OUTREACH
- SCHOLARLY WORKS
- UNIVERSITY ARCHIVES
- USFSP LEARNING OBJECT REPOSITORY
- USFSP PHOTO ARCHIVE
USFSP Digital Archive

- Grounded in strategic plan
- Digital Collections Team established spring 2010
- Brought up archive March 2011
- More than 7700 items in the archive overall – and growing
USFSP Digital Archive

- More than 7700 items in the archive
- 63 collections for individual faculty
  - 22% of all faculty
  - 38% of permanent faculty
  - 90% of faculty collections are for permanent faculty
- More than 1515 items (20% of total submissions to the archive)
How We Achieved Faculty Buy-In

- Steering Committee to set policies
  - One faculty member from each College
  - Started with policies developed at University of Oregon’s Scholars’ Bank
  - Included the Library’s Digital Collections Team as part of the Steering Committee
The USFSP Digital Archive is a service of the Nelson Poynter Memorial Library on behalf of the University of South Florida St. Petersburg.

The Steering Team for the archive consists of four library staff (Carol Hixson, Dean of Library; Jim Schnur, Head of Special Collections: Tina Neville, Head of Public Services; and Berrie Watson, Head of Systems and Digital Technology) and three College faculty (Dr. Mark Walters, College of Arts & Sciences; Dr. Michael Luckett, College of Business; and Dr. Alejandro Brice, College of Education.)

Here members of the USFSP community and visitors to the USFSP Digital Archive can view the policies, procedures, and background information for the digital archive.
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<th>Title</th>
<th>Authors</th>
<th>Institution</th>
<th>Date</th>
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<td>Creating and Editing Text Files for the USFSP Digital Archive</td>
<td>Schnur, James</td>
<td>(2011-08-17)</td>
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<td>A Digital Archive for USFSP and YOU</td>
<td>Hixson, Carol G.</td>
<td>University of South Florida St. Petersburg, 2011-04-20</td>
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<td>Going Green: How to Submit to the Electronic USFSP Undergraduate Research Symposium Collection</td>
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<td>University of South Florida St. Petersburg, 2012-04-19</td>
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<td>Going Green: Supporting Student Research and Scholarship through the USFSP Digital Archive</td>
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<td>GUIDELINES FOR FACULTY WORKS</td>
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How We Achieved Faculty Buy-In

- Steering Committee to set policies
- Lead by example and follow-through
Lead by Example and Follow-Through

Nelson Poynter Memorial Library (Faculty and Professional Works)

Search within this community and its collections:  
Advanced Search

VIEW ALL ITEMS IN THIS COMMUNITY

This community contains scholarly works (peer-reviewed and non peer-reviewed), instructional materials, exhibits and presentations created by faculty of the USFSP Nelson Poynter Memorial Library.

News

FEATURED COLLECTION FOR FALL 2013

It is the intention of the USFSP Digital Archive to comply with all U.S. and international copyright restrictions and to respect the intellectual property of all authors whose work is represented in the archive. If any individual or corporate entity has concerns about a specific item, please contact digitalservices@usfsp.edu

Collections in this community

- Champion, Virginia
- Henry, Deborah Boran
- Hixson, Carol G.
- Neville, Tina
- Notaro, Gerald A.
- Pettijohn, Patricia C.
- Schnur, James Anthony
- van Beeyen, Kaya
- Watson, Berrie

USFSP UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG
Lead by Example and Follow-Through
Lead by Example and Follow-Through
Lead by Example and Follow-Through
How We Achieved Faculty Buy-In

• Active marketing
  – Presentations to College Faculty Councils and academic departments
  – Reaching out to individual faculty
  – Open access events and presentations showcasing the archive
  – High profile collections
  – Faculty testimonials
  – Use of social media & blogging
Reaching Out to Individual Faculty

- Contacting faculty following announcements of presentations, on or off-campus
- Contacting new faculty about archive as one of suite of library services
  - What is open access?
  - What’s in it for them?
- Contacting faculty about collecting student work
The Twelve Step OA Program, or, How I Learned to Give Up My Addiction to Commercial Publishing and Support Open Access

Title: The Twelve Step OA Program, or, How I Learned to Give Up My Addiction to Commercial Publishing and Support Open Access


Description: Brought to you by the Dean and Faculty of the Nelson Poynter Memorial Library, October 22, 2013, in Celebration of International Open Access Week. Presentation prepared by Carol Hixson.

URI: http://hdl.handle.net/10806/8199

Date: 2013-10-22

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The following license files are associated with this item:
- Creative Commons
Copyright, Distance Learning & Open Access: A Public & Private Update
January 27, 2012, University of South Florida St. Petersburg
Location: The Gallery, Harbor Hall

Michael Geist
Canada Research Chair, Internet & E-commerce Law
University of Ottawa, Faculty of Law

Kenneth Crews
Director, Copyright Advisory Office
Columbia University

Workshop Overview
Copyright has emerged as a hot-button global policy issue as the Internet and new technologies transform the way millions of people create, access, use, and reuse content. The implications for education are very significant with the emergence of open access, open educational resources, and new distance learning opportunities. This workshop will address these issues with the following events:
**A Digital Archive for USFSP and YOU**

Show full item record

**Title:** A Digital Archive for USFSP and YOU  
**Author:** Hixson, Carol G., 1955-  
**Abstract:** Presentation about the USFSP digital archive presented at the USFSP Researchers’ Reception, April 20, 2011 to introduce faculty to the benefits of using the archive.  
**Description:** Consists of Powerpoint slideshow and several handouts.  
**URI:** http://hdl.handle.net/10806/202  
**Date:** 2011-04-20

**Files in this item**

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Marketing: Presentations on Archive

Going Green: Supporting Student Research and Scholarship through the USFSP Digital Archive

Carol Hixson, Dean
Nelson Poynter Memorial Library
April 19, 2012
http://dspace.nelson.usf.edu/xmlui/handle/10806/4508
Marketing: High Profile Collections

Fueyo, Vivian

Search within this collection:  Go

Advanced Search

VIEW ALL ITEMS IN THIS COLLECTION

This collection contains some of the work of Vivian Fueyo, Ph.D. Professor and Founding Dean of the College of Education, USFSP.

Dr. Fueyo is currently serving as the Interim Regional Vice Chancellor for Academic Affairs.

Education

- Ph.D., University of Kansas, Developmental and Child Psychology: Applied Behavior Analysis.
- B.A., University of Kansas, Major: Human Development. Specialization: Early Childhood.

Research Interests:

Teacher education reform, teacher as researcher, school-university partnerships
Marketing: High Profile Collections

Ebrahimpour, Maling

Search within this collection: Go

Advanced Search

VIEW ALL ITEMS IN THIS COLLECTION

This collection contains some of the work of Maling Ebrahimpour, Ph.D. Dean, College of Business, USFSP.

Education

- Ph.D., Business Administration, University of Nebraska-Lincoln
- M.B.A., Operations Research, University of Nebraska-Kearney
- B.S., Cost Accounting, Institute of Advanced Accounting, Tehran, Iran

Contact Information

- Office: BAY 115
- Phone: 727-873-4786
- Fax: 727-873-4192
- Email: bizdean@stpete.usf.edu
Marketing: High Profile Collections

McHale, James P.

Search within this collection:  Go

Advanced Search

VIEW ALL ITEMS IN THIS COLLECTION

This collection contains some of the work of James P. McHale, Ph.D., Professor, Department of Psychology, USFSP.

Education

- Ph.D., University of California, Berkeley
- M.S., Tulane University
- B.A., University of South Florida

Research Areas

Family Theory and Research

Dr. McHale’s research program examines the role of coparenting and family group dynamics in families of infant, toddler, and preschool-aged children. He also maintains active interests in infant mental health, community psychology, family diversity, and primary prevention.
Testimonial about the USFSP Digital Archive
By Dr. Martina Schmidt
College of Business, USF St. Petersburg
September 12, 2013
The online portfolio of my work that the Library has made available through the USFSP Digital Archive has been tremendously helpful in making my work more visible. Through the Digital Archive my research is being much more widely viewed around the world than would have been possible previously. For example, I have been contacted numerous times by researchers who found my research on the Digital Archive. The Library has also been very supportive during my negotiations with my publishers to get a more open licensing agreement. I believe that posting my research in the Digital Archive is a win-win situation for me, for my publishers, and for scholars and other people around the world who are interested in my area of research. – Dr. Martina Schmidt
Marketing: Use of Social Media & Blogging
Marketing: Use of Social Media & Blogging

Premiere Digital Collection at USFSP

Almost a year ago, the Digital Collections Team at the Poynter Library started working with the Florida Humanities Council (FHC) to make available digitized versions of their publication Forum in the USFSP Digital Archive. Through this partnership between the Library and the FHC, any one interested in the study and advancement of the humanities, including history, literature, folklore, anthropology, arts, music, and dramatic performance, can access the Forum. The editors of Forum publish issues that focus on a variety of topics in varying issues of Forum. The digital version of Forum contains full-text searchable and contains thumbnail images of each issue's cover, as well as a detailed description of the contents of each issue. All authors who have written for the journal are indexed, as well. Check out the collection at http://library.usfsp.edu/forums/ or email forum@usfsp.edu for more information.
How We Achieved Faculty Buy-In

• Lifetime support to faculty
Lifetime Support to Faculty

WHO IS ELIGIBLE TO ESTABLISH A PERSONAL COLLECTION IF PROFESSIONAL MATERIALS?

• Any currently employed permanent member of the USFSP faculty
• Any retired or emeritus member of the USFSP faculty
• Adjunct or visiting faculty must have the agreement of their department head or College Dean
• Library staff will create the collection home page and keep it updated with appropriate contact and other information
INSTITUTIONAL COMMITMENT TO AUTHORS

• The Nelson Poynter Memorial Library commits to preserving and making available the materials submitted to the USFSP Digital Archive.

• The USFSP Digital Archive retains materials that have been submitted to it, whether the individuals who have created and submitted the materials continue their affiliation with the University of South Florida St. Petersburg or not.

• Materials will not be withdrawn from the Archive simply because an individual author is no longer affiliated with the University.

• All authors who have submitted their professional work to the USFSP Digital Archive and subsequently leave the University of South Florida St. Petersburg will still be able to access and add to their work, as long as new items fit the archive’s collection guidelines.
How We Achieved Faculty Buy-In

- Lifetime support to faculty
- Part of community of scholars
Community of Scholars

SCHOLARLY WORKS

Search within this community and its collections:  Go

Advanced Search

VIEW FACULTY RESEARCH LIGHTNING TALKS

LEARN ABOUT YOUR RIGHTS AS AN AUTHOR

VIEW ALL 1700+ ITEMS IN THIS COMMUNITY

This community contains materials created by students, faculty, or administrators in support of the scholarly mission of the University of South Florida St. Petersburg.

Works in this community are protected by copyright and are the intellectual property of the authors, unless otherwise stated. Proper citation and permission for reproduction or reuse are expected.

It is the intention of the USFSP Digital Archive to comply with all U.S. and international copyright restrictions and to respect the intellectual property of all authors whose work is represented in the archive. If any individual or corporate entity has concerns about a specific item, please contact digcol@nelson.usf.edu
Community of Scholars : College Page

College of Arts & Sciences (Faculty Works)

Search within this community and its collections:  
Go

Featured Collection for Fall 2013
View All Items in This Community

This community contains peer-reviewed and other scholarly and professional materials created by faculty of the College of Arts & Sciences of the University of South Florida St. Petersburg.

Works in this community are protected by copyright and are the intellectual property of the authors, unless otherwise stated. Proper citation and permission for reproduction or reuse are expected.

It is the intention of the USFSP Digital Archive to comply with all U.S. and international copyright restrictions and to respect the intellectual property of all authors whose work is represented in the archive. If any individual or corporate entity has concerns about a specific item, please contact digcol@nelson.usf.edu

Sub-communities within this community
- Biological Sciences
- Environmental Science, Policy & Geography
- History and Politics
- Journalism and Media Studies
- Psychology
- Society, Culture, and Language
- Verbal and Visual Arts
Community of Scholars:
Departmental Page
Browsing by Subject "Faculty Research Lightning Talk"

Now showing items 1-5 of 5

Bilingual speech perception: What the brain thinks.
Brice, Alejandro E. (University of South Florida St. Petersburg, 2013-04-03)

Building a Culturally Responsive Literacy Pedagogy through Authentic Texts and Community Engagement
Gunn, AnnMarie Alberton (University of South Florida St. Petersburg, 2013-04-03)

Should Mothers Invest Equally in Offspring or Diversity
Cassill, Deby L.; Walters, Sherry. (University of South Florida St. Petersburg, 2013-04-03)

SunBay Digital Mathematics: From Pilot Research to Sustainable Intervention
Fueyo, Vivian. (University of South Florida St. Petersburg, 2013-04-03)

Understanding and Treating Severe Behavior Problems
Durand, V. Mark (University of South Florida St. Petersburg, 2013-04-03)
Community of Scholars: Lightning Talks

AnnMarie Gunn, Ph.D.
Assistant Professor, USFSP College of Education
How We Achieved Faculty Buy-In

• Lifetime support to faculty
• Part of community of scholars
• Personalized collections page
Personalized Collections Pages

Elliott, Deni

Search within this collection:  Go

Advanced Search

VIEW ALL ITEMS IN THIS COLLECTION

This collection contains some of the work of Deni Elliott, Ph.D., Eleanor Poynter Jamison Chair in Media Ethics and Press Policy and Department Chair and Professor, Department of Journalism and Media Studies, USFSP College of Arts & Sciences.

Education

- Ph.D., Harvard University, Philosophy of Education
- M.A., Wayne State University, Philosophy
- B.A., University of Maryland, Speech Communication, Minor, Journalism

Research interests: Dr. Elliott specializes in practical ethics. In addition to her writings in media ethics, she has published work relating to ethical issues and animals, government, higher education, philanthropy, research and teaching. Her recent books include Ethical Challenges: Building Your Ethics Toolkit, published through Authorhouse, The Kindness of Strangers, Philanthropy in Higher Education and Ethics In the First Person, A Guide to Teaching and Learning Practical Ethics, both published by Rowman & Littlefield. Dr. Elliott also works as the Ethics Officer for the Metropolitan Water District of Southern California.

Contact Information
It is the intention of the USFSP Digital Archive to comply with all U.S. and international copyright restrictions and to respect the intellectual property of all authors whose work is represented in the archive. If any individual or corporate entity has concerns about a specific item, please contact digcol@nelson.usf.edu
How We Achieved Faculty Buy-In

- Lifetime support to faculty
- Part of community of scholars
- Personalized collections page
- Comprehensive digital portfolios
How We Achieved Faculty Buy-In

• Comprehensive digital portfolios
  – Full-text if possible but at least an abstract for everything they want to collect
  – Proxied links to licensed content
  – We will scan and OCR materials
Comprehensive Digital Portfolios
All Items from CV
Unless They Want Only Select Items

Browsing Durand, V. Mark by Title

Abnormal psychology: An instructor’s manual.

Abnormal psychology: An integrative approach (6th ed.).
Barlow, David H.; Durand, V. Mark (Wadsworth/Cengage Learning, 2012)

Analysis and intervention of self injurious behavior.
Durand, V. Mark (Association for the Severely Handicapped, 1982)

An analysis of maintenance following functional communication training.

Are we talking to ourselves? [Review of Behavioral approaches to education of children and youth].
Durand, V. Mark (American Psychological Association, 1988)

Assessment and treatment of psychotic speech in an autistic child.
Durand, V. Mark; Crimmins, Daniel B. (Springer, 1987)

Autism.
Durand, V. Mark; Tanner, Christie; Christopher, Erin (Jason Aronson, 2000)
Comprehensive Digital Portfolios: At Least An Abstract

A mission of civic engagement: Undergraduate students working with nonprofit organizations and public sector agencies to enhance societal wellbeing.

Title: A mission of civic engagement: Undergraduate students working with nonprofit organizations and public sector agencies to enhance societal wellbeing.

Author: Braunsberger, Karin; Flamm, Richard O.

Abstract: Universities in the U.S. have been criticized for not contributing enough to the social well-being of the communities within which they operate, and business schools have been accused of falling to prepare students adequately for careers in business. These criticisms have led to increased focus on service learning, a form of experiential learning that aids students in the application of theoretical knowledge to “real-life” situations— including problems and opportunities—faced by local as well as international communities. Even though service-learning has become fairly popular in business schools throughout the U.S., there is relatively little literature that illuminates its application. Thus, the present article describes a service-learning project in a marketing research course and how this project supports the university’s mission of civic engagement. Included are details on discussion of course-specific objectives as well as learning goals, objectives, and assessments as commonly required by regional and accreditation agencies.

Description: Abstract only. Full-text article is available through licensed access provided by the publisher. Published in VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations, 24(1), 1-31. doi: 10.1007/s11266-012-9280-6

URL: http://hdl.handle.net/10806/6805

Date: 2013
Comprehensive Digital Portfolios: Proxied Links to Licensed Content

**The bias in time series volatility forecasts.**

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<td>Abstract</td>
<td>By Jensen's Inequality, a model's forecasts of the variance and standard deviation of returns cannot both be unbiased. This study explores the bias in GARCH type model forecasts of the standard deviation of returns, which we argue is the more appropriate volatility measure for most financial applications. For a wide variety of markets, the GARCH, EGARCH, and GJR (or TGARCH) models tend to persistently over-estimate the standard deviation of returns, whereas the ARLS model of L. Ederington and W. Guan (2005a) does not. Furthermore, the GARCH and GJR forecasts are especially biased following high volatility days, which cause a large jump in forecast volatility, which is rarely fully realized.</td>
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Comprehensive Digital Portfolios: Theses Scanned, If Desired
How We Achieved Faculty Buy-In

- Lifetime support to faculty
- Part of community of scholars
- Personalized collections page
- Comprehensive digital portfolios
- Library handles all the work of submitting
We Do It All

- We set up a collection template for submissions to their collections
- We collect their CVs and work from them
- We add in items for them
  - If they want to submit their own, we set that up for them (only two faculty do their own)
How We Achieved Faculty Buy-In

• Robust services and supporting materials
  – Investigate copyright on individual items
  – Work with faculty to understand publishers’ agreements
  – Tracking embargo period for published materials
  – Share statistical information about their collections
  – Incorporate archive statistics into their T & P portfolios
Robust Suite of Services
Services: Investigate copyright

- Check Sherpa/RoMEO
  [http://www.sherpa.ac.uk/romeo/](http://www.sherpa.ac.uk/romeo/)
- Review publishers’ web sites for copyright & authors’ rights information
- Occasionally contact publishers for clarification
Services: Help Faculty Understand Publishers’ Agreements

- Faculty ask us to review publishers’ agreements for new publications
- We give our opinion and suggest some possible options
- It is always up to faculty to assess the risk and negotiate as they see fit with their publishers
How to “Align” an Online Finance Course Using Capital Budgeting Analysis

Abstract:
The assessment of business courses and their learning goals and objectives is important for accredited business schools. However, not all business educators are necessarily knowledgeable and trained in designing appropriate learning objectives and aligning all aspects of a course around these learning objectives. This paper tries to fill this gap for business instructors by describing the concept of alignment. This paper also applies the concept of alignment to the specific learning module of capital budgeting analysis in an online MBA level corporate finance class. Important observations are given that help an instructor align a class with the course objectives, materials and assessments. The paper shows how the specific learning objective for risk assessment in capital budgeting analysis can be achieved with the use of a screen capture recording, a spreadsheet tutorial, a case study assignment and a specific grading rubric.

Description:
Abstract only. Full-text article will be available at this location six months after publication in Academy of Business Disciplines Journal, Volume 5, Number 1, 2013.

URI:
http://hdl.handle.net/10806/5754

Date:
2013
How to “Align” an Online Finance Course Using Capital Budgeting Analysis

Title: How to “Align” an Online Finance Course Using Capital Budgeting Analysis
Author: Schmidt, Martina K.

Abstract: The assessment of business courses and their learning goals and objectives is important for accredited business schools. However, not all business educators are necessarily knowledgeable and trained in designing appropriate learning objectives and aligning all aspects of a course around these learning objectives. This paper tries to fill this gap for business instructors by describing the concept of alignment. This paper also applies the concept of alignment to the specific learning module of capital budgeting analysis in an online MBA level corporate finance class. Important observations are given that help an instructor align a class with the course objectives, materials and assessments. The paper shows how the specific learning objective for risk assessment in capital budgeting analysis can be achieved with the use of a screen capture recording, a spreadsheet tutorial, a case study assignment and a specific grading rubric.

Description: Originally published in Academy of Business Disciplines Journal, Volume 5, Number 1, 2013.

URI: http://hdl.handle.net/10806/5781
Date: 2013

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<tr>
<td>Mountain View</td>
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Services: T & P Portfolio Assistance

- We help faculty review and understand the statistics generated from the archive.
- It is the responsibility of faculty to interpret those statistics and insert data into their tenure and promotion portfolios.
How We Achieved Faculty Buy-In

• Lifetime support to faculty
• Part of community of scholars
• Personalized collections page
• Comprehensive digital portfolios
• Library handles all the work of submitting
• Robust services and supporting materials
• Place to collect their students’ work
Collect Students’ Work

Student works

Search within this community and its collections: [ ] Go

Advanced Search

WHY OPEN ACCESS MATTERS

VIEW ALL ITEMS IN THIS COMMUNITY

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Sub-communities within this community

- USFSP Theses

Collections in this community

- Journalism & Media Studies Graduate Student Culminating Work
- Miscellaneous Student Works
- MLA in Liberal Studies Projects
- Undergraduate Research Symposium (USFSP)
- University of South Florida St. Petersburg Student Research Journal
How We Achieved Faculty Buy-In

- Lifetime support to faculty
- Part of community of scholars
- Personalized collections page
- Comprehensive digital portfolios
- Library handles all the work of submitting
- Robust services and supporting materials
- Place to collect their students’ work
- Informational materials
Informational Materials

• SPARC Authors’ Addendum
• What’s In It For Me
• Step-by-Step Guide on Submission
• Links to presentations about the archive
• How to Search the Digital Archive
Challenges

• Software has some limitations and we don’t have in-house expertise to modify it
• Some of the more senior faculty see no need as their careers are at the peak
  – Trying to sell them on the “legacy” aspect
• Having the time to go as far as we would like to go with our services
• Getting new faculty to submit their own work
Next Steps

• Continue to develop contextual materials and innovative marketing
• Develop or hire expertise to pull out more useful and user-friendly statistics from the database
• Find funding to provide focused staffing
• Work into the statewide context for archives which uses a different platform
Keys to Success

• Flexible vision – full text or abstracts
• What’s in it for them
• Not asking them to change up front
• We do all the work
• Personalized collections within community of peers
• Peer testimonials – word of mouth
Thank you!

http://dspace.nelson.usf.edu/xmlui/handle/10806/7729