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## Bringing Scholars to the Limelight: Publicizing an Institutional Repository amongst Faculty and Students

Carrie B. Levinson

*Touro College*, [carrie.levinson2@touro.edu](mailto:carrie.levinson2@touro.edu)

Melissa Spangenberg

*New York Medical College*, [melissa\\_spangenberg@nymc.edu](mailto:melissa_spangenberg@nymc.edu)

Shawn Manning

*New York Medical College*, [shawn\\_manning@nymc.edu](mailto:shawn_manning@nymc.edu)

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# BRINGING SCHOLARS TO THE LIMELIGHT: PUBLICIZING AN INSTITUTIONAL REPOSITORY AMONGST FACULTY AND STUDENTS

CARRIE LEVINSON, MSLIS<sup>1</sup>; MELISSA SPANGENBERG, MLIS, EMT-B<sup>2</sup>; SHAWN MANNING, MLS<sup>2</sup>  
<sup>1</sup>Touro College Libraries; <sup>2</sup>Health Sciences Library, New York Medical College



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## BACKGROUND

*Touro Scholar*, the institutional repository (IR) of the Touro College and University System (TCUS) and New York Medical College (NYMC), officially launched in April 2016, utilizing bePress's Digital Commons repository platform. The IR is an online archive of scholarly output of an institution – in this case TCUS and NYMC. After assessing institutional knowledge of the scholarly benefits of depositing work in the repository, the libraries planned to create a concrete game plan to establish buy-in to Touro Scholar. Handouts, presentations, customized guides, liaison outreach, tutorials, and webinars were proposed methods of advertising the repository.

**Note:** We are still in the midst of conducting this study. Currently we are still awaiting approval from NYMC's IRB board so all results are for TCUS only.

## PURPOSE

- Establishing the number of faculty and graduate students in both the TCUS system and NYMC with prior knowledge of institutional repositories, subject repositories, and academic social networks.
- Establishing the number of respondents who had heard about *Touro Scholar* before promotions began.
- Establishing what population would be interested in depositing their work in *Touro Scholar*.
- Discovering respondents' reasons for and against deposit.

## METHODOLOGY

- A survey (Fig 1) assessing a baseline institutional knowledge of the IR was email blasted to all Touro faculty and graduate students in July 2016 before promotion had begun. We included solicitation text in the email and in the survey (Fig. 2). Random self-selection was utilized to ensure anonymity, and the survey was administered using Qualtrics software.
- Emails to a subset of Touro faculty were sent, inviting them to add their works to Touro Scholar (Fig. 3).
- Promotional materials such as flyers, cards, and handouts (Fig. 4, 5) are being prepared.
- Workshops, both to general faculty and specific schools, have been scheduled.
- Once these have been deployed, the same email blast will be sent and we will compare the results from the first survey with the second.

## MATERIALS



# Touro Scholar

Touro College & University System with New York Medical College

Home About FAQ My Account

Are you:  
 Full-time Faculty  
 Adjunct Faculty  
 Graduate Student  
 Administrative Staff  
 Other (please specify): \_\_\_\_\_

What subject do you teach/study, or what department do you work in: \_\_\_\_\_

Are you familiar with subject repositories (i.e. ArXiv, SSRN, PubMed Central)?  
 Yes  
 No

If so, which have you used to deposit your research (if any)? \_\_\_\_\_  
 Are you familiar with academic social networks (i.e. Academia.edu, ResearchGate)?  
 Yes  
 No

If so, which have you used to post your research on (if any)? \_\_\_\_\_  
 Have you heard of Touro Scholar, the institutional repository (online archive of faculty and student scholarship) of the Touro College and University System?  
 Yes  
 No

How beneficial would an institutional repository be for the Touro College and University System?  
 Very beneficial  
 Beneficial  
 Neutral  
 Not very beneficial  
 Not at all beneficial

Would you be interested in depositing your work in Touro Scholar?  
 Yes  
 No

What are reasons you would deposit your work in Touro Scholar (check all that apply)?  
 Mandated by funders(s)  
 Regular readership statistics  
 All research in one place, with full-text access to most works  
 Requested by chair of department/school  
 Disseminates work to worldwide audience  
 Other (please specify): \_\_\_\_\_

Are there any reasons you would not deposit your work in Touro Scholar (please assume the staff checks publisher permissions and copyright status)?  
 Too much work  
 My work is confidential  
 Repository is too new  
 Work already in other places (i.e. subject repositories or academic social networks)  
 Concerns about long-term preservation  
 Other (please specify): \_\_\_\_\_

Figure 1

### Solicitation Text (Email)

Hello,

We are researchers from the Libraries at Touro College and New York Medical College's Health Sciences Library conducting a research study about institutional repositories.

If you choose to participate, please click on the link below to access the survey. Your responses will be anonymous. Feel free to skip any questions you do not want to answer. The survey should take 5-10 minutes.

If you have questions about the survey, please contact Carrie Levinson (Touro College) [carrie.levinson2@touro.edu](mailto:carrie.levinson2@touro.edu) or Melissa Spangenberg (NYMC) [melissa\\_spangenberg@nymc.edu](mailto:melissa_spangenberg@nymc.edu).

Figure 3



### About Touro Scholar

Touro Libraries have partnered with New York Medical College to announce our institutional repository, *Touro Scholar*. It is an online archive designed to showcase the scholarly output of the Touro College & University System. It features the ability to download articles, data, or other materials, and it offers usage statistics for all hosted work. All content is fully discoverable with search engines such as Google.

In contrast to the Faculty Publications Database, which mainly consists of citations, *Touro Scholar* will provide open access to full-text content and the ability to include additional types of materials. Increasingly, funders and publishers are demanding that institutions and faculty members provide open access to their research, for which this will be the main outlet. Most importantly, having the contents of the repository indexed by search engines means that more people will find Touro faculty members' works, increasing individual prestige and encouraging idea-sharing and collaboration on a wider scale.

In the coming months, as the setup of the repository is completed, we encourage members of the administration, faculty, staff, and eventually students to deposit their work in this showcase of Touro scholarship.

Figure 5

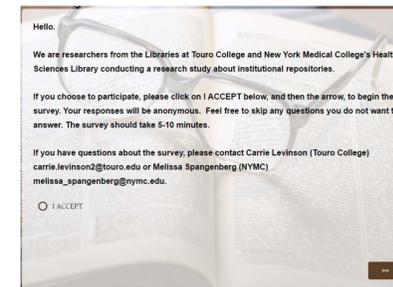


Figure 2

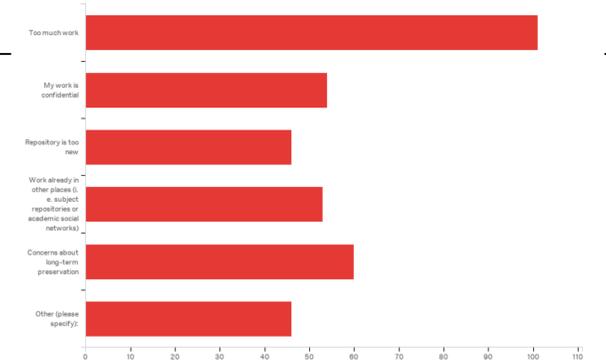


Figure 4

## PRELIMINARY RESULTS

Of 584 responses:

- 60.27% identified as graduate students, 18.81% as full-time faculty, and 4.99% as part-time faculty.
- Less than half (45.37%) of respondents knew about subject repositories, such as *ArXiv* or *PubMed Central*. PubMed was often the repository used if respondents had previously deposited their work.
- 33% of respondents were familiar with academic social networks such as *ResearchGate* and *Academia.edu*.
- Only 20.04% of respondents had heard of *Touro Scholar*.
- Over half (58.29%) of respondents would be interested in depositing their work in *Touro Scholar*.
- There were multiple reasons for respondents to not deposit in Touro Scholar:



## CONTACT

**Carrie Levinson, MSLIS**  
 Scholarly Communications Librarian  
 212-463-0400 x5244  
[carrie.levinson2@touro.edu](mailto:carrie.levinson2@touro.edu)

**Melissa Spangenberg, MLIS, EMT-B**  
 Digital Services Librarian  
 914-594-4203  
[melissa\\_spangenberg@nymc.edu](mailto:melissa_spangenberg@nymc.edu)

**Shawn Manning, MLS**  
 Education and Outreach Librarian  
 914-594-4206  
[shawn\\_manning@nymc.edu](mailto:shawn_manning@nymc.edu)