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

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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 knowledge of the scholarly benefits of depositing work in 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.

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:
  - Concerns about long-term preservation
  - Work already in other places (i.e. subject repositories or academic social networks)
  - Repository is too new
  - My work is confidential
  - Too much work
  - Concerns about long-term preservation

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