Creating a Research Footprint: Introducing an Institutional Repository to Scholars

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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.

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 assessing institutional knowledge of the IR was email blasted to all Touro faculty and graduate students (July 2016) and NYMC (March 2017) to assess the baseline institutional knowledge of the IR. Solicitation text was included in the email and in the survey. Random self-selection was utilized to ensure anonymity, and the survey was administered using Qualtrics software.
• Emails to many TCUS and NYMC populations were sent, inviting them to add their works to Touro Scholar.
• Promotional materials such as flyers, cards, and handouts (Fig. 1,2) were created and used in promoting the repository.
• Workshops, both to general faculty and specific schools, have been offered at both TCUS and NYMC.
• The same survey will be sent in late 2017 and we will compare the results from the first survey with the second.

PRELIMINARY RESULTS
Of 1231 responses (TCUS: 592; NYMC: 639):
• 41% (501) identified as graduate students, 30% (376) as faculty (full or part-time), TCUS receiving almost double (60%) graduate student responses than NYMC (32%).
• Less than half (47%) of respondents knew about subject repositories, such as ArXiv or PubMed Central, with NYMC respondents 15% more likely to answer positively. PubMed was often the repository used if respondents had previously deposited their work.
• 32% of respondents were familiar with academic social networks such as ResearchGate and Academia.edu.
• Only 14% of respondents had heard of Touro Scholar.
• 40% of respondents would be interested in depositing their work in Touro Scholar.
• There were multiple reasons for respondents to not deposit in Touro Scholar: