Seventeen guidelines for stimulating the population of repositories

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Seventeen guidelines for stimulating the population of repositories

These guidelines are an excerpt from:


For the more details and full text open access to this chapter, see http://dare.uva.nl/aup/nl/record/260224.

They are the result of the European DRIVER research project Stimulating the Population of Repositories conducted in 2006 and 2007.¹

1. **Know your research community**, and address their disciplinary needs specifically.
   a. Speak to the author as part of a particular disciplinary group
   b. Speak to young and more mature authors about their differing work processes, challenges and motivations to publish
   c. The mission of the repository and its services should be a tool for the researcher first and foremost, answering real needs and resolving author and reader problems

2. **Target advocacy activities**
   a. **to senior management with the view to**
      i. obtain high-level support
      ii. implement mandates to deposit full text where possible referring to those organisations already with mandates in place
      iii. implement financial incentives to deposit where possible referring to those organisations already with them in place
      iv. if mandates aren’t possible immediately, then implement incentives for deposit such as services to win hearts and minds
      v. develop policy or services in order to fill gaps in repository stocks
      vi. strive to become a research management information tool or CRIS giving the repository a dual function; i.e. one-time registration of the recent academic record for internal evaluation and storing and disseminating that content via the repository
      vii. use them as a sounding board for policy and repository development in the future.
      viii. If national funding bodies mandate deposit use this argument when presenting the case for deposit to your authors.

¹ DRIVER - Digital Repository Infrastructure Vision for European Research: http://www.driver-community.eu/
b. **to all other stakeholders involved in the deployment process**, be they research heads, researchers, research information administrators, secretaries, etc.
   i. **use arguments such as**
      - Depositing in the repository or CRIS is obligatory (if relevant)
      - Increases worldwide visibility through online open access, and more visibility in generic and disciplinary search engines and services
      - Contributing to the open access movement
      - Increasing the impact of research
      - Service x will solve researcher problem y (see below)

c. **to project or service contributors** to support the network in realising ambitious goals

d. **and develop a communication plan** to identify your target groups, challenges in communicating with them, and specify communication tools to resolve those issues within a set time-frame

e. **carefully consider the best means of acquiring missing content before investing in advocacy. Advocacy efforts can be limited if other means are used to acquire missing material from outside**

3. **Be clear about what open access stands for and the benefits that the repository has to the depositer**
   a. Clearly inform on the history and practice of open access in various communities. Quote examples which researchers can identify with, e.g. colleagues, well-known figures, competitive institutions and others who deposit
   b. Ensure that your repository and its services address real researcher needs or problems, and review these issues at regular intervals
   c. Be clear as to the relation between your repository or service to others utilised by your researchers. E.g. a disciplinary repository or CRIS. Aim to make links to these for maximum efficiency.

4. **Make collection development choices which reflect the academic output of your disciplines.** Home in on the challenges in unlocking that material as self-archiving traditions and possibilities differ widely across disciplines.

5. **Provide added value services which are flexible and adaptable to save the researcher time on non-research activities**
   a. Strive to ensure that as little time and effort is needed to deposit material
   b. Demonstrate repository services or systems in the ideal case
   c. Feed back data on the use of that data to the depositing individual
   d. Examples of services are:
      - CVs or automised publication lists
      - Search and browse facilities to allow as much cross-interrogation as possible, with the possibility to discover not only new research, but networks be they institutional or people
      - Push out information from your repository to disciplinary services on behalf of your researchers
Use RSS feeds to feed back new material that enters the system to various disciplinary groups
Retro-digitise older material
Seek to preserve the academic record, convert formats, and seek to implement long-term programmes in collaboration with others

e. Monitor the use of these services for reasons of cost-effectiveness

6. **Showcase your efforts and achievements**
   a. Market your research results by publicizing recent additions, usage statistics feeding them back to authors and/ or research department
   b. Provide results to departments, and encourage dissemination via departmental websites, individual web pages, etc.
   c. Highlight the most recent additions to your repository by research area / department
   d. Install log analysers of download and upload statistics to help market your repository
   e. Celebrate milestone moments in the development of your repository by organising expert meetings, discussion fora, sharing your progress and challenges with the research and information professional community

7. **Be innovative as to how you acquire your content. If at first you don’t succeed, try try again:**
   a. If your researchers deposit elsewhere
      i. Identify which archives are places of deposit for the researcher of a particular discipline
      ii. Make agreements with selected sources to either harvest metadata or full text depending on the mission of your repository
      iii. Monitor that data

8. **Provide Intellectual Property Rights support by**
   a. Admitting to the challenges and fears surrounding IPR; empathise with the author
   b. Emphasising what can be done rather than what not
   c. Analysing the publisher challenges within your specific subject communities where different challenges will be apparent
   d. Ensuring that your IR team liaising with the author is informed and up-to-date on self-archiving and related publisher policies
   e. Utilising and monitoring tools such as Sherpa/RoMEO to support you in your information
   f. Liaising with publishers on a case by case basis if time and resources allow
   g. Encouraging your authors to liaise with publishers on the self-archival of their own work, striving for the immediate deposit of publications in repositories in the future
   h. Discussing with your authors how to improve the dissemination of their work in the future and experimenting with them on making more material open access
   i. Securing agreements between Library and author where possible
9. **Take on an active role in improving on information retrieval and discovery by**
   a. Contributing your content to services with a regional or international significance and feeding back results to your researchers
   b. Targeting information services of significance such as Google, Google Scholar, as well as disciplinary ones
   c. Aiming to optimise the positioning of your material in the result sets of these information services by taking this up with the service providers

10. **Push out your content to the world research community to show your commitment to increasing the impact of your researcher’s work**
    a. Liaise with your researchers to identify which sources are of significance
    b. Make efforts to get your repository indexed or harvested by these information services
    c. Try to optimize the positioning of your material in these sources

11. **The repository team should provide support** in the form of:
    a. A strong, knowledgeable team
    b. A simple system of deposit
    c. Knowledge on Intellectual Property Rights

12. **Use your local, regional, national and international networks for**
    a. Policy development
    b. Service development
    c. Personnel development
    d. Publicising your work

13. **When organising your repository**
    a. Consider the distributed organisation of academic output within the institution when planning population
    b. Thereby strongly considering the research organisational structure of your organisation striving to adapt to that
    c. Strive to give some autonomy to the research community in giving them the responsibility to maintain their output with library support, encouraging them to feel like the owners of their output and providing a departmental interface look and feel

14. **If you seek to develop a regional or disciplinary service to help populate your repository**
    a. Choose a prominent partner with influence, preferably well-recognised by the library or research community
    b. As co-ordinator aim to provide support on an operational level

15. **Ensure that the infrastructure is in place to deliver**
    a. Ensure that the staff is available to provide the necessary support
    b. Ensure that services can be developed to support the researcher
16. **Strive for cost-effectiveness by**
   a. Analysing work processes and striving for synergies with the CRIS or research management information department or with funding agencies who mandate repository deposit
   b. Striving for departmental / researcher deposit and not library deposit for long-term sustainability. However, do consider repository investment in acquiring content and investing time to provide a good demonstrator to encourage self-deposit in the future.
   c. Share experiences with colleagues of a similar position, be they repository managers, policy makers, technical developers or communicators
   d. Harvest content from outside your repository to further acquire missing content
   e. Use SOAP services to update content

17. **Challenge yourself**
   a. Just do it and don’t spend too long thinking about it
   b. Be willing to risk a new idea