
Faculty Scholarship and Creative Works

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Forging Relationships & Building Digital Collections: Outreach Strategies to Promote and Populate the Institutional Repository

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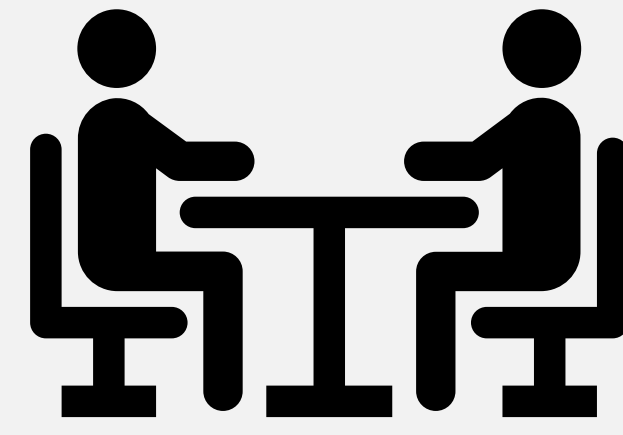


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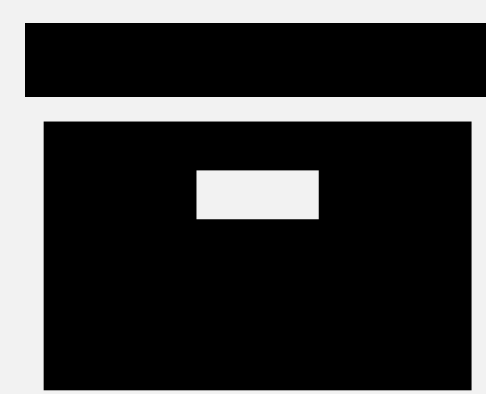
Forging Relationships & Building Digital Collections: Outreach Strategies to Promote and Populate the Institutional Repository

Tim Bottorff, Kerri Bottorff, Lee Dotson
University of Central Florida Libraries

Build it



Develop partnerships
• Understand needs
• Discuss expectations



Gather and organize content



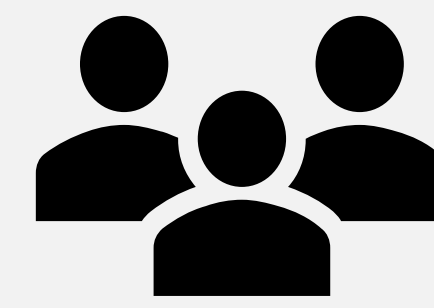
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Create collections in the
institutional repository

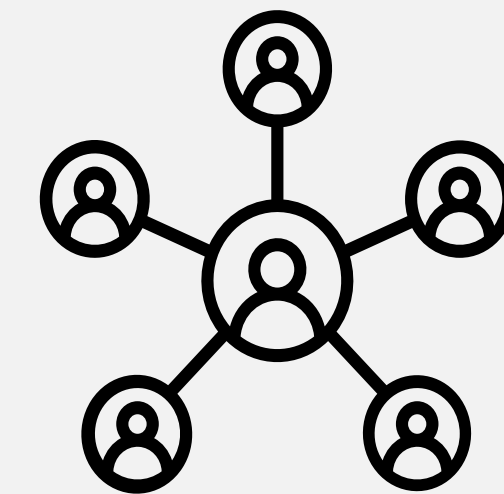
Promote it



Mention the collections in email
and newsletters



Present at faculty meetings



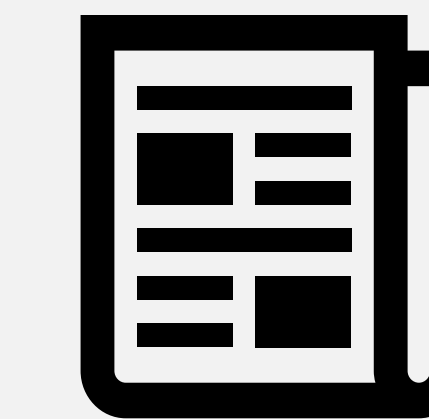
Leverage existing relationships with:

- Faculty
- Administrators
- Marketing officers

Populate it



Theses & dissertations



Faculty research, conferences,
and projects

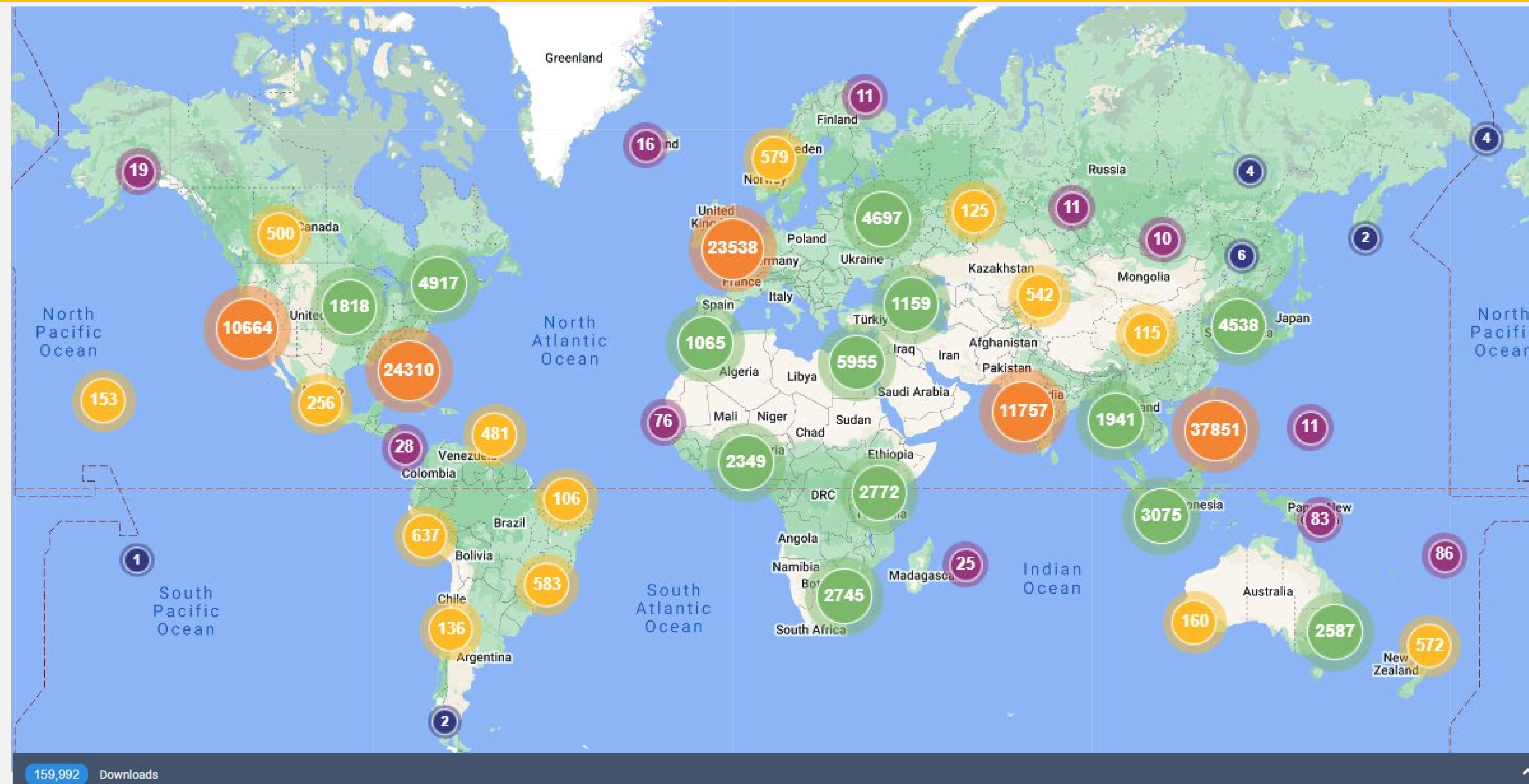


Research reports (Dick Pope Sr.
Institute for Tourism Studies)



Journals (Rosen Research
Review)

Demonstrate the value of it



Selected statistics:

- 2,639 Documents
- 161,705 Downloads
- 7,138 Institutions
- 207 Countries
- 61,410 Metadata Page Hits
- 20,217 Citations
- 63,727 Social Media Mentions

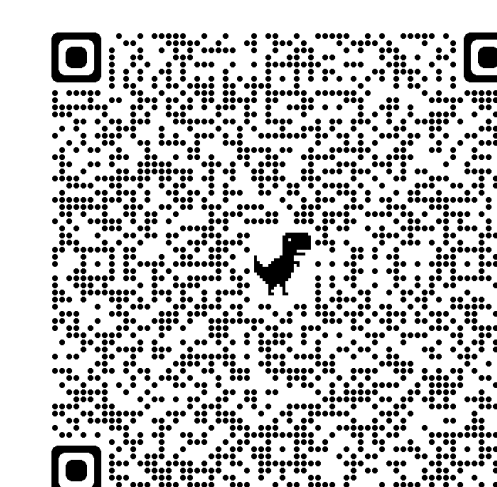
All Time Downloads for Rosen College of Hospitality Management

Rosen College of Hospitality Management in STARS had 159737 downloads from 207 countries in All Time.



Visit Dashboard

Link to Statistics



Learn from it

Lessons and Limitations...

- **Be patient.** It may take months or years to build collections in some areas.
- **Make it easy for faculty.** Add materials automatically and/or streamline the submission process.
- **Look for opportunities.** Conferences, events, journals, and other information can all live in institutional repositories.
- **You can do it!** Information wants to be free, and people will access it and use it!



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