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Developing an Outreach Plan for UNT Scholarly Works

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Developing an Outreach Plan for UNT Scholarly Works

Pamela Andrews and Daniel Alemneh
University of North Texas Libraries
Digital Curation Unit
Outline

Analysis

• Landscape of Scholarly Communication: Background
• Guiding Questions
• Methodology
• Breakdown of Contributors:
  • By Department
  • By Tenure Status
  • By Resource Types
• Future Plans and Summary

Outreach Plan

• Goals
• Increasing Contributors
• Increasing Submissions
• Increasing Traffic
Background

• Landscape of Scholarly Communication

• Stakeholders

• The role of institutions in the scholarly publishing

• UNT’s Status
Step 1

Preliminary Analysis of Faculty Works
Statistics for UNT Scholarly Works

862,278 Total Uses / 4,532 Total Items (75,673 files) / 4,380 Visible / 152 Hidden

Usage by Month/Year

<table>
<thead>
<tr>
<th>Year</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>19,505</td>
<td>24,245</td>
<td>24,780</td>
<td>22,449</td>
<td>19,470</td>
<td>20,370</td>
<td>14,514</td>
<td>16,146</td>
<td>22,134</td>
<td>26,897</td>
<td>7,445</td>
<td></td>
<td>217,956</td>
</tr>
</tbody>
</table>
Beginning Research Questions

• Which faculty have/not contributed to the Scholarly Works collection?

• Where do whole departments/colleges stand in regards to the collection?

• Where are our contributors in the tenure process?

• What types of items are they contributing, and does this have any influence on faculty participation?
Methodology

• Used publically available faculty senate spreadsheet listing faculty members by job code
  • Removed administrative faculty, ESL instructors, and Visiting faculty
  • Does not include other UNT system campuses such as UNT Dallas, UNT Health Science Center

• Searched for each member in Scholarly Works
  • Looked at number of items, larger patterns in co-author/institutions tied to items
  • Two searches: June 29 & July 18th, 2016.
Update with official HR data

• The HR list of full-time and adjunct faculty totaled 1,686 community members.
  • 757 members were not listed in the faculty senate spreadsheet
  • 608 of these members are adjunct faculty,
    • meaning 35% of our campus faculty are adjuncts (if you use HR’s population + librarians).
    • Despite holding non-tenure track status, librarians were NOT included by HR.

Overall faculty contributions from academic departments dipped to 24%, then raised to 27% once librarians were added.
Overview of Collection

• We currently have works from 27% of UNT’s faculty
  • 24% if you don’t count UNT Libraries

• Analysis of 1,157 current active faculty members
  • Of these, 309 faculty members contribute to Scholarly Works
  • From 52 out of 62 departments
  • Of 9 out of 10 Colleges + UNT Libraries

• These faculty account for 74% of our total Scholarly Works items
<table>
<thead>
<tr>
<th>Unit</th>
<th># of Faculty</th>
<th>% of Faculty Contributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNT Libraries</td>
<td>57</td>
<td>88%</td>
</tr>
<tr>
<td>College of Information</td>
<td>44</td>
<td>43%</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>90</td>
<td>36%</td>
</tr>
<tr>
<td>College of Arts &amp; Sciences</td>
<td>432</td>
<td>35%</td>
</tr>
<tr>
<td>College of PACS</td>
<td>64</td>
<td>17%</td>
</tr>
<tr>
<td>College of Visual Arts &amp; Design</td>
<td>73</td>
<td>16%</td>
</tr>
<tr>
<td>College of MHT</td>
<td>36</td>
<td>11%</td>
</tr>
<tr>
<td>College of Education</td>
<td>111</td>
<td>12%</td>
</tr>
<tr>
<td>College of Business</td>
<td>99</td>
<td>11%</td>
</tr>
<tr>
<td>College of Music</td>
<td>94</td>
<td>5%</td>
</tr>
<tr>
<td>School of Journalism</td>
<td>21</td>
<td>0%</td>
</tr>
</tbody>
</table>

Ranking of units by % of faculty contributing to Scholarly Works
<table>
<thead>
<tr>
<th>Department</th>
<th>% of Faculty Contributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical Engineering</td>
<td>73%</td>
</tr>
<tr>
<td>Biological Sciences</td>
<td>73%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>69%</td>
</tr>
<tr>
<td>Philosophy &amp; Religion Studies</td>
<td>67%</td>
</tr>
<tr>
<td>Library &amp; Information Sciences</td>
<td>67%</td>
</tr>
<tr>
<td>Applied Gerontology</td>
<td>50%</td>
</tr>
<tr>
<td>Sociology</td>
<td>62%</td>
</tr>
<tr>
<td>Behavior Analysis</td>
<td>57%</td>
</tr>
<tr>
<td>Physics</td>
<td>57%</td>
</tr>
<tr>
<td>Geography</td>
<td>56%</td>
</tr>
<tr>
<td>Materials Science &amp; Engineer</td>
<td>50%</td>
</tr>
<tr>
<td>International Studies</td>
<td>50%</td>
</tr>
</tbody>
</table>
Tenure Status of Contributors

- 243 Tenure-Track Faculty
  - 44% Professor
  - 42% Associate Professor
  - 9% Assistant Professor
  - 5% Dept Chair/Div Head
  - 1 Clinical Associate Professor from the College of Education

- 16 Lecturer Faculty
  - 31% Senior Continuing
  - 31% Principal Continuing
  - 13% Lecturer
  - 25% Lecturer
Resource Types

To increase our number of items, we looked at a breakdown of what types of items we receive, and how this tracks onto our departmental/job code breakdown.

For a baseline, our current overall stats include:

1,847 articles
715 presentations
433 papers
359 posters
339 pieces of artwork
191 reports
143 texts
# Top 3 Resource Types per College

<table>
<thead>
<tr>
<th>College of Arts &amp; Sciences</th>
<th>College of Business</th>
<th>College of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,530 Articles</td>
<td>5 Articles</td>
<td>41 Articles</td>
</tr>
<tr>
<td>45 Papers</td>
<td>3 Posters</td>
<td>39 Papers</td>
</tr>
<tr>
<td>31 Book Chapters</td>
<td>2 Presentations/Papers</td>
<td>32 Presentations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College of Education</th>
<th>College of Engineering</th>
<th>College of Music</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 Articles</td>
<td>138 Papers</td>
<td>3 Papers</td>
</tr>
<tr>
<td>6 Posters</td>
<td>68 Articles</td>
<td>2 Articles</td>
</tr>
<tr>
<td>4 Presentations</td>
<td>29 Patents</td>
<td>1 Poster</td>
</tr>
</tbody>
</table>
Top 3 Resource Types per College

College of Public Affairs & Community Service
- 47 Articles
- 3 Papers/Posters/Presentations
- 1 Book Chapter/Text

College of Visual Arts & Design
- 219 Artwork
- 9 Images
- 4 Physical Objects

UNT Libraries
- 408 Presentations
- 107 Articles
- 99 Posters

College of Merchandising, Hospitality & Tourism
- 5 Posters
- 1 Paper/Article
Future Plans

• Conduct annual review of faculty contributions to measure growth
  • Account for remaining 22% of collection, likely Emeritus & Alumni members

• Focus outreach on under-represented departments
  • Leverage collaborations from contributing faculty members with non-contributing partners

• Focus outreach on faculty only participating through the Honors College & patents

• How to further include industry-based disciplines

• Moving works to student collections for more meaningful collections
Step 2
Developing an Outreach Plan for Scholarly Works
Identifying Trends within the Data

Using this data and institutional knowledge, we decided upon the following goal:

To double the number of items collected and faculty contributors over the next two years

This means a collection of 8,000 items and 50% of our faculty
The Outreach Plan

**Overall Goal:** For the Scholarly Works Collection to be seen as a valued, necessary resource to the UNT community.

**Objective 1:** Increase the number of faculty contributors to the Scholarly Works collection by 25% before August 31, 2017

**Objective 2:** Increase the number of submissions to the Scholarly Works collection by 25% before August 31, 2017

**Objective 3:** Increase visibility and traffic to the Scholarly Works collection by 10% before August 31, 2017
Objective 1:

**Strategy:** Targeted departmental outreach

- **Tactic:** Solicit at least 1 contribution from at least 1 faculty member in departments that are not currently in the collection using input from liaisons regarding potential contributors
  - Currently, 11 departments do not have any contributors within the collection.

- **Tactic:** Email department chairs for contributions
  - An analysis of contributor job titles shows that in every department in which a dept chair had contributed, at least one other faculty member also had items within the collection.

- **Tactic:** Attend departmental events where faculty will be present and advertise the collection
  - Advertising collection to winners of distinguished professorships and other highlighted faculty members
Objective 1:

Additional Takeaways

• Trickle-down affect: Explicitly targeting department chairs for contributions
  • Departments with Dept. Chair contributors have an average of 6 additional faculty members within the collection.

• Targeted outreach to underrepresented job titles
  • What can we do for lecturers?

• Letting the University guide some of our choices
  • Explicitly soliciting contributions from university award winners, who typically are established in their field and have a long legacy of scholarship
Objective 2:

**Strategy**: Recruit contributions by activating passive contributors

- **Tactic**: Solicit contributions from faculty who have less than 5 items in the collection
  - These faculty have typically contributed collaborations, but not their primary scholarship

- **Tactic**: Solicit contributions from multidisciplinary programs
  - Many of our departments work together or house interdisciplinary centers of research. These involve post-doc researchers, and larger collaborations that may not show up in our metadata as belonging to that department.

- **Tactic**: Examining our pool of Emeritus or Retired faculty for legacy contributions.
  - They have been in the collection as a co-author with current faculty, but have not deposited any of their primary scholarship.
Objective 2:

Additional Takeaways

By looking at the number of works per faculty member, we were able to identify faculty members to characterize as “passive” contributors. In that the only works attributed to them were those submitted by co-authors, or by other means unknown to them.

- Their items typically come from:
  - Creative Commons licensed material that can be harvested without their participation
  - Collaborations with initiatives such as the Honors College who are depositing material on their behalf

As 20% of our items come from UNT community members who have either left UNT or retired, looking at the retiree population provides a pool of scholars who are likely very interested in preserving their legacy
Objective 3:

Strategy: Affiliate the collection with student groups targeted for recruitment

• **Tactic:** Liaise with the Admissions Office to use the collection as a recruiting tool for graduate admissions and become involved in their outreach campaigns
  - Students can identify potential mentors and see the work of their peers within the collection.

• **Tactic:** Pilot program with McNair Scholars
  - Bringing in undergraduate research and faculty mentors will allow us to showcase scholarship for undergraduate recruitment, and help identify potential mentors
Objective 3:

**Strategy**: Increase presence of Scholarly Works in existing University public relations strategies

- **Tactic**: Spotlight Contributions in Internal News Sources
  - Since launching the spotlight series, contributions highlighted have received an identifiable bump in views

- **Tactic**: Align collection with University Public Relations
  - Colleges have their own social media pages. When highlighting a faculty member’s research, encouraging links to that work in Scholarly Works
Evaluation Methods

Current Landscape of Scholarly Works
  • Creating an annual whitepaper detailing increase in contributions/contributors

Collection/Item Statistics
  • Tracking usage through collection and item statistics to both demonstrate value to potential contributors, and to track increases around specific promotions of those items.
Questions?

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