

Boosting Participation in Academic Commons

The Results of an Outreach Campaign by CDRS and the Arts and Sciences Divisional Deans

The Story: Success!

In spring 2015, the Faculty of Arts and Sciences (FAS) Divisional Deans and the Libraries/Information Services partnered to increase the number of faculty with research material deposited in Academic Commons. A direct appeal to faculty in a mailing from the FAS deans, along with reminders in their monthly newsletters, produced thirty-five requests from faculty for CV reviews. This unprecedented response increased awareness of the institutional repository, the number of faculty contributing to Academic Commons, and the number of library staff conducting CV reviews.

Developing Relationships

Through a series of interactions and connections, Academic Commons staff and the newly appointed Deans of Social Sciences and Humanities discovered that we had complementary goals.

"I want to support and showcase the remarkable work being done by some of the best thinkers and researchers in the world."
—Alondra Nelson, Faculty of Arts and Sciences Dean of Social Sciences¹

"We want to make our teaching and research more global, more public and more digital."
—Sharon Marcus, Faculty of Arts and Sciences Dean of Humanities²

"The mission of Academic Commons is to collect and preserve the digital outputs of research and scholarship produced at Columbia and its affiliate institutions and present them to a global audience."
—"About" Academic Commons³

Timeline

- Mar. 2013 CV review for Sharon Marcus, who writes her publishers to request permission to deposit book chapters in Academic Commons
- Jun. 2014 CV review for Alondra Nelson
- Jun. 2014 Alondra Nelson and Sharon Marcus appointed FAS divisional deans, joining Dean of Science Amber Miller
- Jul. 2014 Meeting with newly appointed Dean Nelson, who suggests a workflow for reviews of FAS faculty CVs, with faculty signing deposit agreement and FAS providing CVs.
- Jan. 2015 Meeting with Dean Marcus on linking faculty names to their Academic Commons content in Humanities newsletters
- Feb. 2015 FAS deans Academic Commons Campaign

Author Rights Agreement with Academic Commons

This document constitutes permission to deposit and make my work available through Academic Commons. Deposit of my work with Academic Commons is voluntary. I understand that giving my permission does not alter the copyright or other rights to the work that I might hold.

I understand that by acceptance of this agreement I have granted Columbia University the non-exclusive right to make a digital copy of my work(s) available for permanent archiving and for public access in the Columbia University Libraries/Information Services research repository, Academic Commons, or any successor initiative based at Columbia.

I confirm that this is my original work(s), that I have the right to grant this use, and that this use does not, to the best of my knowledge, infringe upon anyone's copyright.

*abridged from http://academiccommons.columbia.edu/deposit/agreement_01

I have Read and Accept the Author Agreement

The Crucial Step

To complete the CV review process, we need authors to sign the Academic Commons deposit agreement. This agreement gives Columbia the right to distribute their work via the repository. This is usually the only action we required of an author (though we welcome their more active participation so that we can include more of their work in Academic Commons!).

What is a CV Review?

We look at publications and other works listed on a CV to see if we can easily determine what rights the author has to deposit a work in Academic Commons. We do this by reviewing the publication status of works and checking publisher policies. If we find that a depositable version of a work is available to us, we make the deposit for the author. If the acceptable version for deposit (such as a final, accepted manuscript) is not accessible, we invite authors to send these items to us.

New Connections

Of the 35 faculty members who responded to the deans' outreach emails, only 12 had items already in Academic Commons. Thus, in a short period of time we were able to have 23 new conversations with faculty members about increasing access to their work.

The Outreach Campaign

The FAS divisional deans sent an email to FAS faculty members that laid out simple and concrete actions faculty could take to fulfill the goal of the initiative.

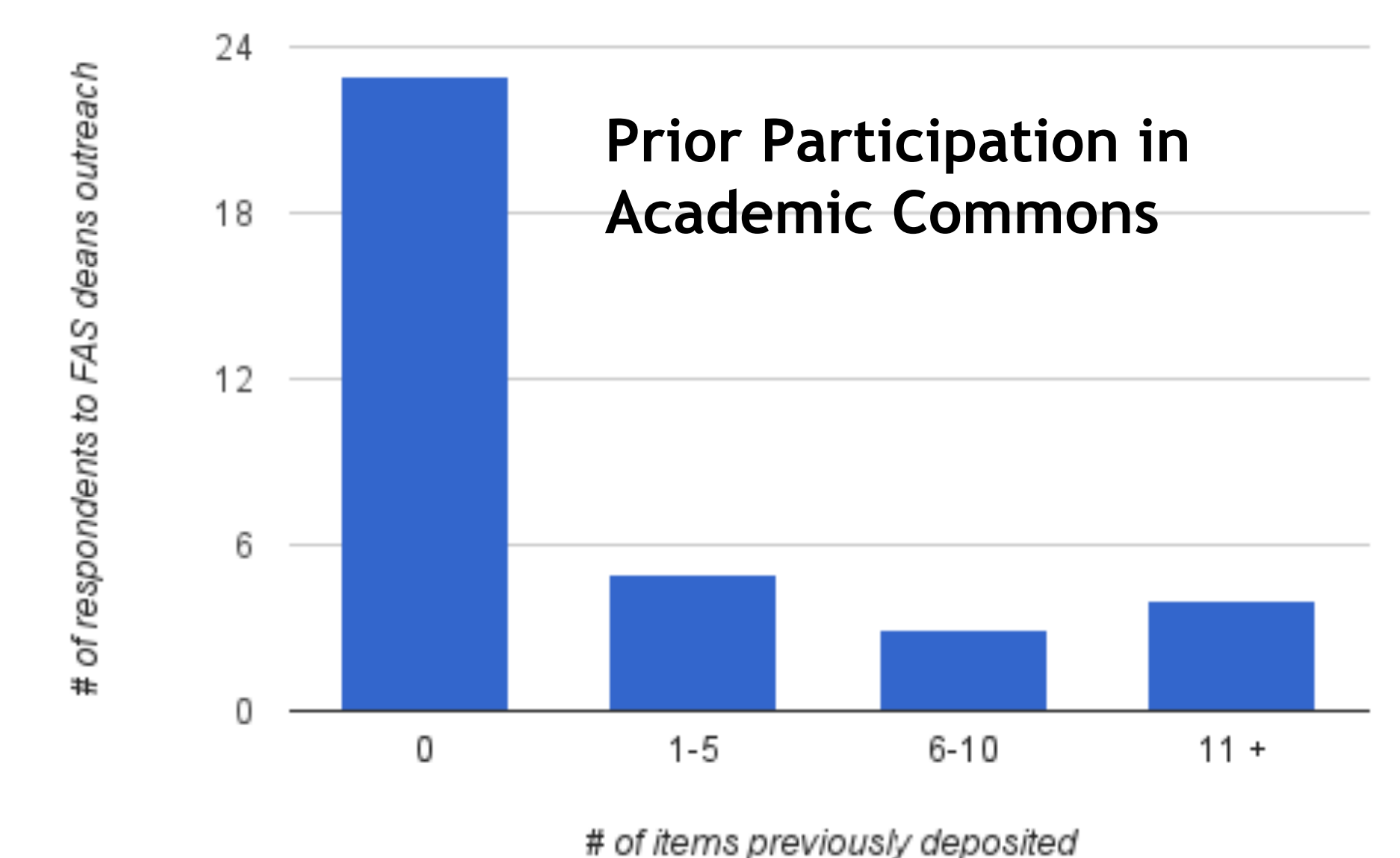
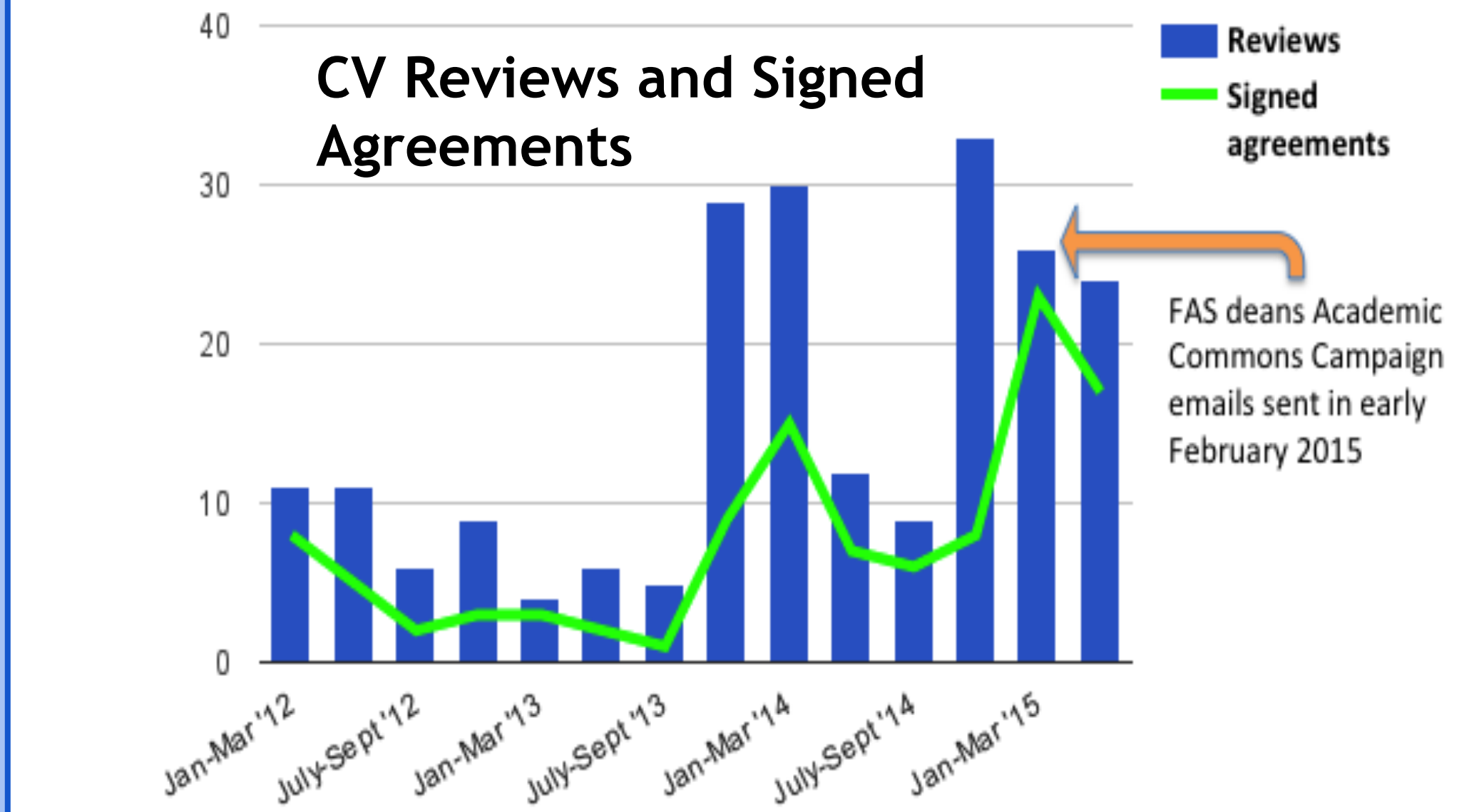
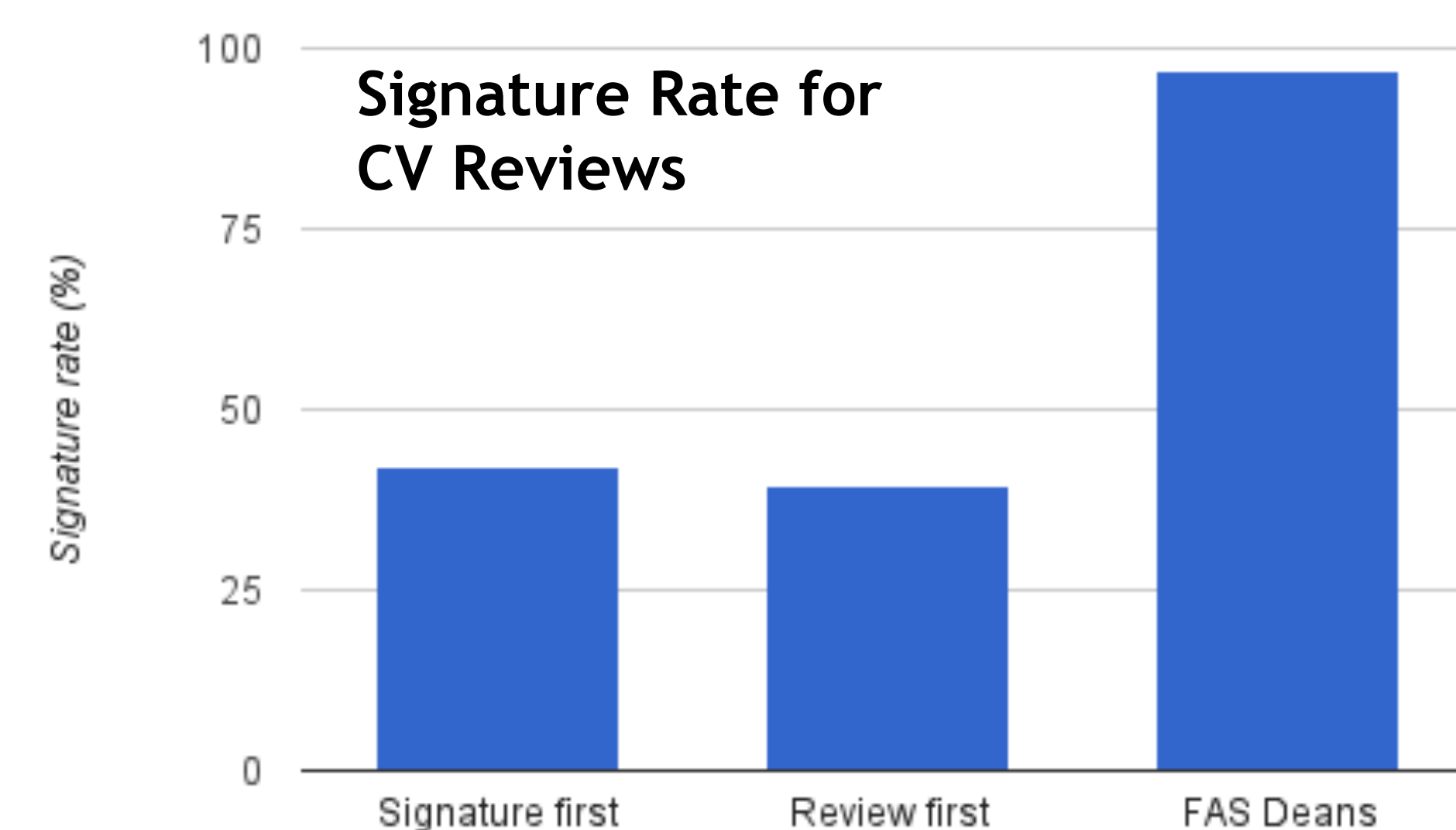
Excerpt from FAS Deans Email to Faculty, February 2015:

Deposit your work with
ACADEMIC COMMONS
Sign this online deposit agreement

As faculty and researchers at Columbia and its affiliates, you can sign the Academic Commons author agreement [here](#). Once this is signed, Arts and Sciences will provide your CVs to Academic Commons staff, who will review your CV to determine which items they can deposit in the repository for you. Alternatively, if you wish to provide your most recent CV to Academic Commons directly, you can do so. Please email it as an attachment here: cuaac@libraries.cul.columbia.edu.

The "Dean Effect"

The email sent by the FAS deans required only one action from faculty to start the CV review process--signing the Academic Commons deposit agreement. Faculty responded. The signature rate for the Academic Commons Campaign was much higher than that of previous outreach efforts.



Author Follow-up

We always provide authors with the results of our review of their CVs and ask for their help in order to deposit as many of their works as possible in Academic Commons. Authors usually do not actively follow up. Thus we were pleasantly surprised when respondents to the FAS deans' outreach showed a significantly higher rate of interest in participating in the deposit process.

How Authors Can Follow Up on a CV Review

- send alternative versions of published works (such as final, accepted manuscripts)
- ask for advice on copyright
- contact publishers to request permission to deposit a published PDF

Authors Taking an Active Role



Deeper Understanding

The FAS deans' initiative created new opportunities for specialists in the humanities and social sciences to interact with faculty members in their areas of expertise. Six subject specialists participated in the review process and often became the point of contact for faculty members.

"Having liaison librarians involved in CV reviews enables a different conversation with faculty as well as a chance to really understand the research that faculty are doing here at Columbia. The ability to talk about open access and author rights with our faculty more deeply embeds us in the research process."

—Barbara Rockenbach, Director, Humanities & History Libraries

Lessons Learned

- Consistent outreach efforts can prepare you to take advantage of emerging opportunities.
- Influential faculty champions are essential to the success of campaigns to increase faculty participation in a repository.
- Collaborating with faculty and administrators across disciplines and departments enables the most enthusiastic supporters to work powerfully together
- Create a specific call to action and make it easy for faculty to follow through.
- Though labor intensive, CV reviews provide unique insight into faculty research interests and activities and offer rich opportunities for engagement and collaboration between CUL/IS staff and faculty members.



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