How to Be a Gamechanger with Your IR: Managing the Institutional Repository at UMass Medical School

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How to Be a Gamechanger with Your IR:
Managing the Institutional Repository at UMass Medical School

Lisa Palmer, MSLS, AHIP
Institutional Repository Librarian
Lamar Soutter Library
University of Massachusetts Medical School
Baseball & Institutional Repositories ... huh?
Massachusetts’ only public medical school, founded in 1962
- Currently ranked 7th in primary care education among 126 U.S. medical schools by U.S. News & World Report
- Accepts only in-state students into its medical degree program
- School of Medicine, Graduate School of Nursing, Graduate School of Biomedical Sciences
- Separate graduate campus in UMass system
eScholarship@UMMS Steps Up to the Plate

- Hosted repository platform: Digital Commons from bepress
- Launched in 2006
- Goal: showcase and increase visibility of research and scholarly output, in a stable, easily accessible repository
- Leadoff project: digitizing dissertations
- Team-based project initially – now one full-time IR librarian

http://escholarship.umassmed.edu
Current Field Conditions

[Image of a map indicating locations of UMass schools in Massachusetts, with a histogram showing research funding from 1970 to 2011, and a photograph of two men shaking hands.]
Our Lineup of Repository Services

Department collections
Personal researcher pages
Electronic journal publishing
Conference website management
Ongoing library support
Access to publications via full text (if permissible and available) or links

Cross-linking between collections

Metadata harvested from PubMed
Highly customized collection of student international trip reports
RSS feeds can be integrated into department websites: efficient, dynamic, eliminates redundant work. A win-win for repository and department!

Link to eScholarship@UMMS collection
Add-on to IR software
Open to faculty, staff, students
Pursuing integration with medical school’s research collaboration solution
2011 Clinical and Translational Science Research Retreat

Friday, May 20, 2011
Hoagland Pincus Conference Center
Shrewsbury, Mass.

The 2nd Annual Clinical and Translational Science Research Retreat, “Creating Science Collaborations across the Commonwealth: Translating the Life Science Moment,” highlighted the ongoing work being done at UMass Medical School, clinical partner UMass Memorial Health Care, other UMass campuses, and other participating institutions to fulfill the mission of the UMass Center for Clinical and Translational Science (UMCCTS).

The retreat was jointly sponsored by the UMass Center for Clinical and Translational Science, and the UMass Medical School Office of Continuing Medical Education.

This website features a collection of presentations and posters from the retreat contributed by speakers and presenters.

View the retreat's full agenda and schedule (PDF format)

Browse the contents of 2011 Clinical and Translational Science Research Retreat:
Presentations
Ongoing Library Support Is Your MVP

- Funding, administering, and maintaining the repository
- Processing CVs and department publication lists
- Checking publisher permissions for self-archiving ([http://www.sherpa.ac.uk/romeo/](http://www.sherpa.ac.uk/romeo/))
- Collaborating on e-journals, conference websites, and other highly customizable collections
Varied content: Journal articles, posters, presentations, dissertations, student projects, reports, audio, video, data, and more

Full text searching

Functionality for ejournal publishing, conference/event website management, add-on product for faculty web pages

Usage statistics (download counts)
- Emailed monthly to all authors of full text publications
- Summary report emailed monthly to collection administrators and editors

Optimized searching in Google and Google Scholar

RSS feeds and email alerts to report newly published content

Persistent URLs ... system provides stability & durability

Ongoing Library support & administration
### “Pitching” the IR ... for a Specific Audience

<table>
<thead>
<tr>
<th>For individual researchers</th>
<th>For depts/centers/programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Reliable usage statistics: monthly emailed usage stats with download counts</td>
<td>▪ Showcase for group’s research</td>
</tr>
<tr>
<td>▪ Wider dissemination of papers potentially leads to earlier and increased citation of your work</td>
<td>▪ Recruitment tool for faculty, students, and researchers</td>
</tr>
<tr>
<td>▪ Functionality allows authors to impose embargoes on content</td>
<td>▪ RSS feeds of newly published papers can be incorporated into department websites</td>
</tr>
<tr>
<td>▪ Ability to archive posters and presentations</td>
<td>▪ Ability to archive conferences</td>
</tr>
<tr>
<td>▪ Copyright consultation and lookup</td>
<td>▪ Collection usage statistics</td>
</tr>
<tr>
<td>▪ Easy to participate</td>
<td>▪ Copyright consultation and lookup</td>
</tr>
<tr>
<td></td>
<td>▪ Library support for developing and maintaining collections going forward</td>
</tr>
</tbody>
</table>
Levels of IR Tasks

Level 1
(Library assistants)
- Processing CVs & publication lists
- Copyright lookup

Level 2
(Library assistants)
- Level 1, plus:
  - Batch uploads
  - Processing new dissertation submissions
  - Manual submissions for selected collections

Level 3
(IR Librarian)
- Batting cleanup!
- Level 1 + Level 2, plus:
  - Project management
  - Supervision
  - Training
  - Collection configuration & creation
  - Metadata
  - Quality control
  - Copyright consultation
  - Manual submissions
  - Promotion
  - Liaison to vendor
  - Customer contact
Future Expansion

- Open access resolution
- Archival/historical materials and exhibits
- Research data
- Clinical focus: Patient education, grand rounds
- Student newspaper
Lessons Learned

Recognize & take advantage of opportunities

- NIH Public Access Policy
- Open access movement
- CTSA award
- eScience
- Departmental website redesigns
- Competition between academic departments
Lessons Learned

Make it as easy as possible to contribute

- Mediated deposit – do not expect authors to submit on their own
- CV and publication list processing
- Systematically harvest content and/or metadata from databases
- Copyright consultation and lookup
- Simple forms
Lessons Learned

Reduce barriers to content recruitment

- Embargoes offer needed flexibility
- IR policies should be flexible enough to allow for expansion
- Consider submissions without full text – may be more responsive to faculty prestige needs
Lessons Learned

Add value

- RSS feeds
- Cross-linking between collections
- Usage statistics
- Digitization
- Ease of use
- Metadata
- Reliability
- Customized collections
- Customer service
Lessons Learned

Institutionalize the repository

- Work towards a full-time position
  - Coordination
  - Promotion & marketing
  - Trust & credibility

- Repurpose or reprioritize existing staff

- Utilize your utility players
  - All library staff can assist with promotion
  - Department administrators
Lessons Learned

Find your champions

- Leverage relationships that your director, liaisons and colleagues have with other departments
- Offer to do pilot projects
- Outreach and education
- Don’t waste time on people who don’t get it

“You brought *everything* to the table.”
-- Kathleen Biebel, Research Assistant Professor of Psychiatry, UMass Medical School, referring to the Library’s contribution to the ejournal collaboration on Psychiatry Information in Brief
Lessons Learned

Build trust

- Explain what you can and cannot do
- Follow through
- Communicate and keep people informed
- Don’t drop the ball!
Lessons Learned

It takes time
(hopefully not 86 years)
Play ball!

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Presentation slides: http://escholarship.umassmed.edu/lib_articles/137/