Repository Outreach: Engaging Partners Across Campus

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Repository Citation
The 2014 – 2015 Snowiest City in the US (population 100,000+)


<table>
<thead>
<tr>
<th>Now &amp; 3/14</th>
<th>US States and Cities</th>
<th>2010 City Population</th>
<th>2014 – 2015 Snowfall Totals</th>
<th>Normal Season at This Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3</td>
<td>Syracuse, New York</td>
<td>145,170</td>
<td>118.5</td>
<td>116.3</td>
</tr>
<tr>
<td>2-2</td>
<td>Worcester, Mass</td>
<td>181,045</td>
<td>116.8</td>
<td>58.6</td>
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<tr>
<td>3-1</td>
<td>Lowell, MA</td>
<td>106,519</td>
<td>114.5</td>
<td>47.7</td>
</tr>
<tr>
<td>4-5</td>
<td>Boston, Mass</td>
<td>617,594</td>
<td>110.3</td>
<td>40.2</td>
</tr>
</tbody>
</table>

Photo credit: Lindsay Corcoran, MassLive.com
Projects & Strategies

- Grant support
- Data deposit & sharing support
- Embedded RSS feeds for campus websites
- Reaching out
Why Grant Support?

- Demonstrate impact for publicly funded projects
- Disseminate meeting abstracts and posters
- Provide exposure to pilot studies and groundbreaking research
- Supply data on the public engagement and impact of research for funding organizations and other stakeholders
- Consider incorporating IR into grant proposals
UNIVERSITY OF MASSACHUSETTS CENTER FOR
CLINICAL AND TRANSLATIONAL SCIENCE

The goal of the University of Massachusetts Center for Clinical and Translational Science (UMCCTS) is to move laboratory discoveries into treatments for patients, to engage communities in clinical research, and to train a new generation of researchers. Through the center, we will facilitate greater efficiency and productivity of UMass investigators across campuses to enhance the public's health. The UMass Center for Clinical and Translational Science is part of a national Clinical and Translational Science Award (CTSA) consortium created to accelerate laboratory discoveries into treatments for patients. The CTSA program is led by the National Institutes of Health's National Center for Research Resources.

Benefits to UMCCTS

- No cost to them
- Visually appealing & branded display
- Immediate search engine exposure to maximize readership & impact
- Global dissemination
- Usage statistics as evidence of impact
- Ease of participation

http://escholarship.umassmed.edu/umccts/
Women’s Health Resources Dissemination Outreach Project

http://escholarship.umassmed.edu/wfc_pp/
http://escholarship.umassmed.edu/wfc_pp/sw_gallery.html
"The data files for this study are publicly deposited in the University of Massachusetts Medical School’s institutional repository, eScholarship@UMMS. The permanent link to the data is http://escholarship.umassmed.edu/pediatrics_data/1/."
Embedded RSS Feeds

The Department of Cell and Developmental Biology is at the center of exciting new advances in understanding basic biological and biomedical processes to promote clinical and translational science. Research addresses the organization, assembly and activity of the regulatory machinery for cell growth and aging, differentiation and development, as well as genetic and epigenetic control of gene expression in human embryonic stem cells and lineage committed cells; with implications for treatment of cancers, bone diseases, reproductive disorders, genetic conditions and neurodegenerative and psychiatric disorders.

**Publications**

- Cardiac myosin binding protein-C plays no regulatory role in skeletal muscle structure and function
- The heparan sulfate proteoglycan (HSPG) glycan-3 mediates commitment of MC3T3-E1 cells toward osteogenesis
- The antiaging protein Klotho enhances oligodendrocyte maturation and myelination of the CNS
- The Chlamydomonas reinhardtii BBSome is an IFT cargo required for export of specific signaling proteins from flagella
- Mismatch repair is required for O(6)-methylguanine-induced homologous recombination in human fibroblasts
- Identifying diagnostic DNA methylation profiles for facioscapulohumeral muscular dystrophy in blood and saliva using bisulfite sequencing

More publications...
Reaching Out

- Recognize and take advantage of opportunities
- Pretend everything is a pilot project
- Make it as easy as possible to contribute
- Reduce barriers to content recruitment
- Add value
- Find your champions
- Build trust
- Put in the time
Summing Up

- IRs provide new ways of engaging with researchers and meeting the challenges posed by the transformation in scholarly communication.
- IRs can be a vital component in the provision of library services to faculty, researchers, staff, and students.
- Focus on community needs and concerns.
- Consider grant support, data sharing, and other projects.
Thank You!

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