IR Outreach: Reaching beyond the regular

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University of West Florida, NIRD Conference 2021
Located in Pensacola, the panhandle of Florida
Comprehensive university with an enrollment of 13,000 students
Argo IRCommons - Islandora hosted by Lyrasis
02
State of Affairs
Fall 2020

- Spring 2020 - new manager
- Getting Organized
- August 2020 - new coord. of scholarly research
- Policy, vision, and goals
- Extending our reach
Argo IR Commons Status

- Lack of coordination vs. managing
- Stagnant collection
- Missing policy & process
- Minimal submissions - no promotion or outreach
03
Mission Possible
New Approaches

Vision
Showcasing faculty and student research

Goal
Successfully piloting faculty outreach and new collections Undergraduate Summer Research Project
Considerations

Faculty
Sharing understanding: Open Access, copyright & scholarly works

Managing
Creating policy & process

Students
Capturing early research
As students enter the scholarly conversation
Early Results

- 23,300 views
- 161% increase in IR Uploads
- 425 uploads - 508 downloads
- 10% increase in monthly viewers
- 3 New student collections
  - Office of Undergraduate Research
  - College of Education and Professional Studies - Grad
  - Center for Environmental Diagnostics and Bioremediation - Grad
04 Building the Future
Spreading the Word

- University, newsletter and library liaison announcements
- Creating marketing tools
- Identifying primary student research
- Creating new campus relationships
  - OUR - Office of Undergraduate Research
  - Center for Education & Professional Studies - Graduate presentations
- Adding formats: images, reports, & video
Future Oriented

New Collections
Continue finding and promoting student research through faculty

Connecting Profiles
Showcasing faculty research & scholarship through profile portals
Thanks!

Does anyone have any questions?
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