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Institutional Repository Annual Report: AY 2010-2011

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Annual Report AY 2010-2011 Year 5

Prepared by:

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ScholarsArchive@JWU Administrator**

April 2013

Overview

The *ScholarsArchive@JWU* is a digital showcase that provides open access to journal articles, working papers, dissertations and theses, and other creative works published by the Johnson & Wales University faculty, staff, colleges, departments, and students. There are also a number of restaurant menu collections provided by various donors.

The *ScholarsArchive@JWU* is a unique library service that provides an open access platform for faculty, staff, and students to share their knowledge and contributions with the global community. The *ScholarsArchive@JWU* is also an invaluable promotional and marketing tool for contributors and the university. Prospective students, faculty, and staff can easily access examples of high quality scholarship, publications, events, and creative works.

This report covers activity from: July 2010 – June 2011

Activity Summary

The primary focus this year was to strengthen outreach initiatives and continue to collect and digitize scholarly and creative works. While the overall number of submissions and downloads decreased from AY 2009-2010, new and returning visitors significantly increased. It's also interesting to note the variety of items listed in the "Top 20 Items" compared to last year. The Charlotte (CTL) campus also made significant contributions in a variety of disciplines.

Summary of New Content

- 153 National Restaurant Association menus
- 36 Library newsletters
- 34 ETDs
- 9 School of Arts & Sciences newsletters
- 9 Library staff publications
- 8 Culinary faculty publications
- 6 School of Arts & Sciences Undergraduate Academic Symposium works
- 5 Administration publications
- 2 University Office publications
- 1 Outstanding Student Scholarship work
- 1 Graduate School Administration work
- 1 Management faculty work
- 1 Economics faculty work

New Partnerships

- Charlotte Campus (CTL): Library staff publications and newsletters, Culinary faculty, Administration, Honors program (1st UG honors thesis published)
- Providence Campus (PVD): Management faculty, Economics faculty, School of Arts & Sciences – Newsletter

Outreach

- Hospitality College Faculty Meeting, August 31, 2010
- Charlotte Campus Faculty In-service, January 28, 2011
- Providence Campus Deans Committee Meeting, "[ScholarsArchive@JWU: The Power of Open Access Publishing](#)," March 29, 2011
- College of Business Department Chairs, April 7, 2010

- Sports, Entertainment, Event Department Chair, One on one meeting,
- Presentation to Marketing Department Chairs, April 21, 2010
- Compiled status report for Dean of Libraries to deliver at Providence Campus Deans' Retreat, June 21, 2011

MEASURES OF USE

Submissions: 266 items

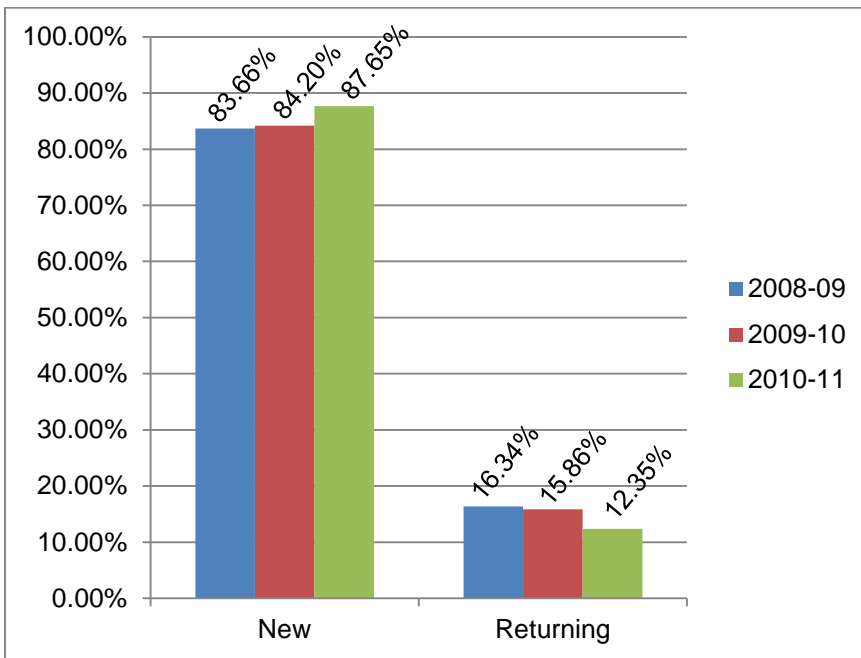
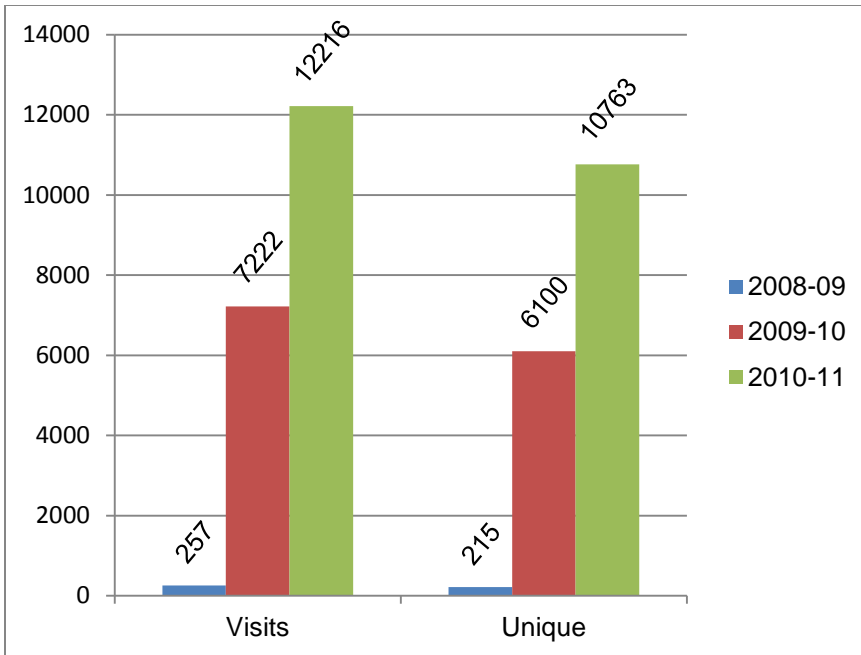
Downloads: 39,025 (as of 3/26/2013)

Top 20 Items:

Title of Work	Downloads
1. World War II Technology that Changed Warfare - Radar and Bombsights	14870
2. John Hazen White School of Arts & Sciences Newsletter, May 2011, Vol. 16, Issue 3	1664
3. John Hazen White School of Arts & Sciences Newsletter, March 2010, Vol. 15, Issue 2	1278
4. First Generation College Students: The Barriers Against and Avenues Toward Success	1234
5. The Queen City Brew, Library Newsletter, Vol. 5, Issue 1, April 2010	1229
6. Communicating Who We Are: The Theory of Organizational Culture in the Workplace	1199
7. John Hazen White School of Arts & Sciences Newsletter, March 2009, Vol. 14, Issue 2	1120
8. The Queen City Brew, Library Newsletter, Vol. 2, Issue 5, January 2006	1114
9. John Hazen White School of Arts & Sciences Newsletter, May 2010, Vol. 15, Issue 3	688
10. John Hazen White School of Arts & Sciences Newsletter, May 2009, Vol. 14, Issue 3	518
11. JWU APA Basics Handbook 2010-2011	493
12. The Pitfalls of Standardized Testing	464
13. John Hazen White School of Arts & Sciences Newsletter, March 2011, Vol. 16, Issue 2	417
14. Improving Business Performance through Effectively Managing Employees	396
15. The Effectiveness of Direct-Instruction and Student-Centered Teaching Methods on Students' Functional Understanding of Plagiarism	384
16. John Hazen White School of Arts & Sciences Newsletter, November 2010, Vol. 16, Issue 1	332
17. Making the "Growing" Trend a Reality: Proof That the Organic Lifestyle is Worth the Money and is in the Reach of Even a College Student's Budget	332
18. The Queen City Brew, Library Newsletter, Issue 5, January 2011	296

* Reports from AY 2006-2007 through AY 2011-2012 were completed retrospectively during March & April 2013, therefore, download data reflects totals as of March 26, 2013.

Google Analytics™ Data



Additional Google Analytics™ Data:

- Pageviews: 28,364
- Pages / Visit: 2.32
- Avg. Visit Duration: 00:01:26
- Bounce Rate: 73.25%

Staffing & Work Flow

Staffing and work flow remained the same as previous academic year: One full time reference librarian. There is no set percentage of time or formal schedule for work related to the IR. For digitization, work increases during the spring and summer months, while outreach and marketing efforts are the mostly achieved during the academic year.

Equipment

Equipment remained the same as previous year; no updates:

- EPSON GT-20000 Scanner
- Adobe Pro 9 software
- Mobile scanning workstation with PC Desktop running Windows XP
- Office computer workstation running Windows XP
- PaperPort scanning management software

Professional Development & Training

- ACRL/New England: Scholarly Communication Special Interest Group Workshop, Olin College, Norton, MA, July 29, 2010
- [Helin Digital Collections Affinity Group Meeting](#), December 9, 2010
- Bepress Webinar: "[Staffing the Repository: How to build your team and use it effectively](#)," February 10, 2011
- [Helin Digital Collections Affinity Group Meeting](#), April 29, 2011
- Bepress client services continue to provide invaluable support related to marketing and outreach, and developing the IR in new and creative ways.

Successes

Continued outreach efforts and professional development opportunities had a great impact on the success of the IR this academic year. The trip to the Charlotte campus for the faculty in-service was the first inter-campus outreach initiative, and a great success. The addition of newsletters from the Providence and Charlotte campuses, as well as the School of Arts & Sciences resulted in a significant increase in content as well as generating traffic to the site. More restaurant menus were added from the NRA collection, bringing the current total to 509.

We also fielded another research request regarding the NRA menu collection from the Director of Communications & Knowledge Management of the National Club Association in Washington, DC.

Challenges

One of the main challenges is to keep the momentum going regarding outreach, marketing, and advertising the benefits of the IR and the depth of services provided by the library and IR coordinator. Publisher permissions and author agreements continues to be a fast-changing landscape, which is important to communicate to authors and contributors.

Scanning and uploading menus from the National Restaurant Association menu collection continued on a much smaller scale due to time constraints. Work to upload the Marilyn B. Feingold collection did not proceed due to time constraints as well.

Opportunities & Goals

Goals and opportunities continue to revolve around outreach and marketing efforts, as well as pursue professional development and training opportunities. Additional goals are still focused on establishing all four campuses as stakeholders and contributors to the *ScholarsArchive@JWU*, and to continue efforts to scan and upload menu collections.

Conclusions

The *ScholarsArchive@JWU* continued to grow significantly in both content variety and new contributors. The additional professional development opportunities and client support services provided by Bepress is key to propelling outreach and marketing efforts to the next level.