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# Institutional Repository Annual Report: AY 2011-2012

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# **Annual Report AY 2011-2012 Year 6**

**Prepared by:**

**Erika Gearing, Reference Services Librarian &  
ScholarsArchive@JWU Administrator**

**July 2013**

## Overview

The *ScholarsArchive@JWU* is an Institutional Repository and 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. The IR also holds several special collections of restaurant menus.

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 2011 – June 2012**

## Activity Summary

Marketing and outreach initiatives resulted in a number of new works from a variety of departments, faculty, staff, and students. There were a total of 848 items added to the IR; 582 more items than last year. New partnerships created with the MBA graduate faculty and the Center for Research and Education were particularly successful. There was a large contribution of work from two humanities professors, as well as an ESL faculty member. The library was the recipient of a very unique travel menu collection from Brown University Library on behalf of a Brown University alumnus, to which we are extremely grateful. Three research requests were fielded, two of which were related specifically to the restaurant menu collections. This academic year also began new social media marketing initiatives from the library specifically targeting items of interest from the *ScholarsArchive@JWU*.

### Summary of New Content

- 450 [Marilyn B. Feingold collection menus](#)
- 119 [National Restaurant Association collection menus](#)
- 118 [Brown University Alumnus Travel collection menus](#)
- 42 [Center for Research & Evaluation works](#)
- 39 [School of Arts & Sciences Humanities and ESL faculty works](#)
- 25 [MBA faculty works](#)
- 14 [School of Technology faculty works](#)
- 12 [School of Arts & Sciences Undergraduate works](#)
- 11 [Dissertations and Theses](#)
- 10 [MBA student works](#)
- 7 [Library staff publications](#)

### New Partnerships and Initiatives

- School of Arts & Sciences Humanities faculty
- Center for Research and Evaluation
- Alan Shawn Feinstein Graduate School MBA faculty
- School of Technology faculty
- Social media library marketing campaign (Facebook, Twitter)

### Donations

- [Brown University Alumnus Travel Menu Collection](#), Brown University Library, January 2011

## Outreach

- School of Arts & Sciences Faculty Orientation, "[Increasing Visibility, Accessibility, and Citations Through Open Access Publishing](#)," August 30, 2011
- Alan Shawn Feinstein Graduate School Faculty Meeting, "[Increasing Visibility, Accessibility, and Citations Through Open Access Publishing](#)," December 7, 2011
- Bepress Webinar Presentation, "[Marketing Your IR to Create and Renew Buy-in From Administrators and Faculty](#)," December 8, 2011
- Cassola Conference, "[The Economies of Scholarship and Publication: Emerging Platforms](#)," April 13, 2012
- Social media library marketing campaign (Facebook, Twitter)

## MEASURES OF USE

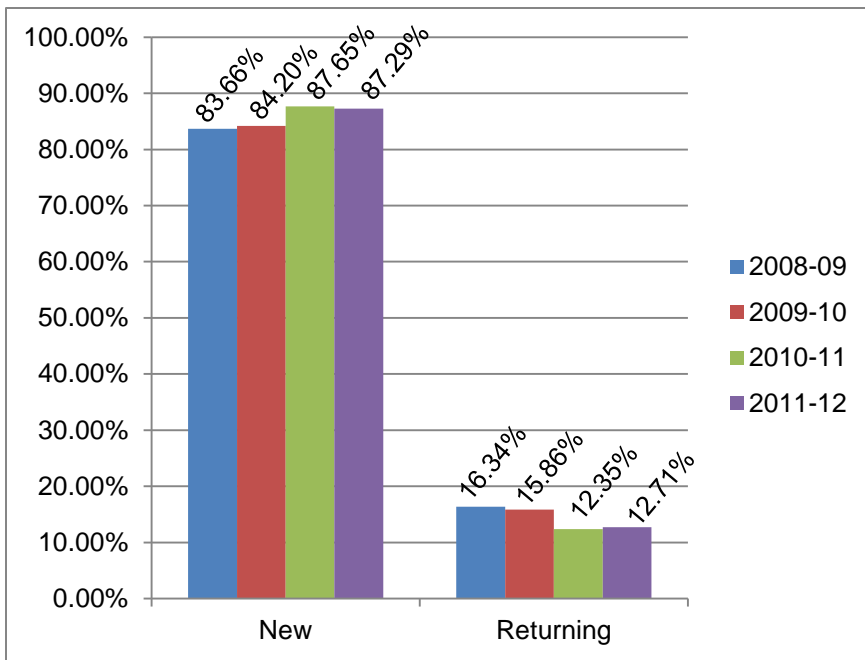
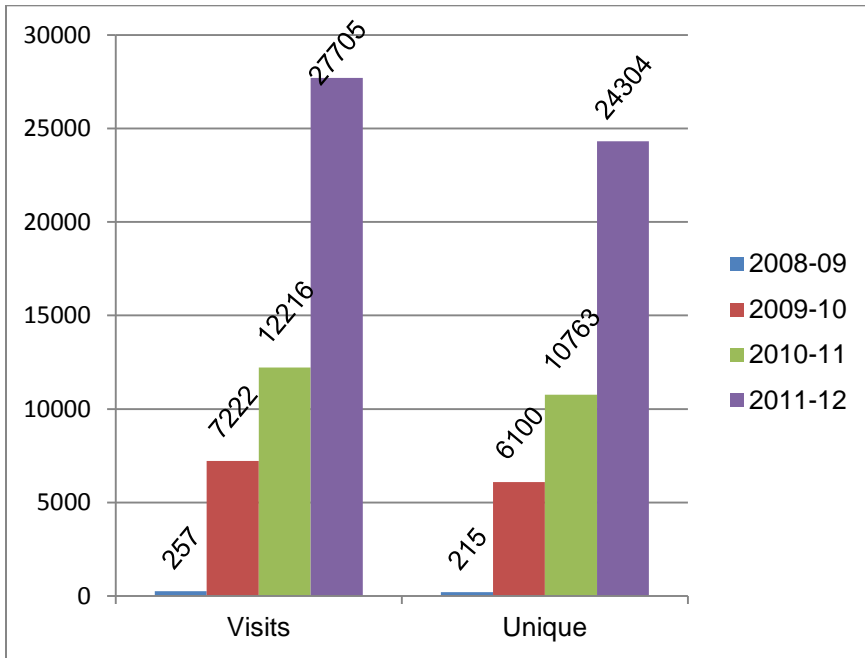
Submissions: 848 items

Downloads: 56,284 (as of 3/26/2013)

Top 20 Items

| <b>Title of Work</b>   | <b>Downloads</b> |
|--|------------------|
| 1. <a href="#">The Effects of Social Media on College Students</a>   | 16354            |
| 2. <a href="#">Whole Foods Market™ Case Study: Leadership and Employee Retention</a>   | 4342             |
| 3. <a href="#">Analysis of the Upscale/Fine Dining Sector in the Restaurant Industry</a>   | 3713             |
| 4. <a href="#">Wynn Resorts, Ltd.</a>  | 2406             |
| 5. <a href="#">Online Versus Face to Face College Courses</a>  | 2273             |
| 6. <a href="#">The Negative Effects of Tourism on National Parks in the United States</a>  | 2154             |
| 7. <a href="#">Advertising and Consumerism in the Food Industry</a>  | 1994             |
| 8. <a href="#">Carnival Corporation &amp; plc</a>  | 1992             |
| 9. <a href="#">Analysis of the Real Estate Investment Trust (REIT) Industry</a>  | 1851             |
| 10. <a href="#">Personal Social Networking: Affects on Companies Hiring Decisions</a>  | 1442             |
| 11. <a href="#">Pinkberry Business Plan</a>  | 1118             |
| 12. <a href="#">Assessment of Students' Knowledge of Internet Risk and Internet Behaviors: Potential Threat to Bullying and Contact by Internet Predators</a>      | 766              |
| 13. <a href="#">Corporate Social Responsibility: Fallacies and Flaws</a>   | 703              |
| 14. <a href="#">Exploring Organizational Culture Through Metaphor Analysis</a>   | 682              |
| 15. <a href="#">The Cheesecake Factory - Dessert Menu</a>  | 529              |
| 16. <a href="#">Teenagers' Reasons for Listening to Music and the Students' Perception of the Effects of Listening When Completing School Assignments</a>          | 505              |
| 17. <a href="#">Music, Mood, and Memory: An In-Depth Look at How Music Can Be Used as a Trigger to Elicit Specific Emotional Responses and Associated Memories</a> | 466              |
| 18. <a href="#">Red Lion Hotel Corporation</a>   | 338              |
| 19. <a href="#">Rainforest Cafe</a>  | 290              |
| 20. <a href="#">Using MATLAB to Illustrate the 'Phenomenon of Aliasing'</a>  | 284              |

**Google Analytics™ Data**



**Additional Google Analytics™ Data:**

- Pageviews: 55,562
- Pages / Visit: 2.01
- Avg. Visit Duration: 1:13
- Bounce Rate: 77.08%

## Staffing & Work Flow

Staffing and work flow remained the same as the 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 with PaperPort scanning management software
- Adobe Pro 9 software
- Mobile scanning workstation with PC Desktop running Windows XP
- Office computer workstation running Windows XP

## Professional Development & Training

- Bepress Webinar, "[Marketing Your IR to Create and Renew Buy-in From Administrators and Faculty](#)," December 8, 2011
- Bepress "IR Funding Strategies" Workshop, ALA Anaheim, June 23, 2012
- [HELIN Digital Collections Affinity Group Meeting](#), December 1, 2011
- [HELIN Digital Collections Affinity Group Meeting](#), March 22, 2012

## Successes

Presentations, collaborations, and new partnerships had a significant impact on the success of the IR this academic year. The webinar developed in collaboration and co-presented with Bepress client services and the opportunity to co-present at the Bepress workshop at ALA provided the ability to showcase and discuss IR initiatives with a wider audience outside of the university. The positive impact of the restaurant menu collections was felt, not only through research requests, but particularly by the donation from Brown University Library.

## Challenges

The challenge remains to continue outreach, collection, and publishing efforts and forming new partnerships, while recognizing the limits of a single staff member with full time responsibilities elsewhere.

## Opportunities & Goals

The most significant opportunity and goal is to establish an official Scholarly Communications Librarian in order to fully support the university's mission and competencies as outlined in the [2017: Centennial Plan](#).

## Conclusions

The *ScholarsArchive@JWU* continued to grow significantly in content variety, new contributors, and expanded visibility outside the university. Bepress continues to be a driving force and relentless supporter of initiatives and marketing the *ScholarsArchive@JWU*.