

Why Do It?

- To capture the intellectual output of an institution and provide it freely to others
- To increase exposure and use of an institution's intellectual capital
- To increase the reputation of your institution
- Because you have been assigned the task

How Do You Do It?

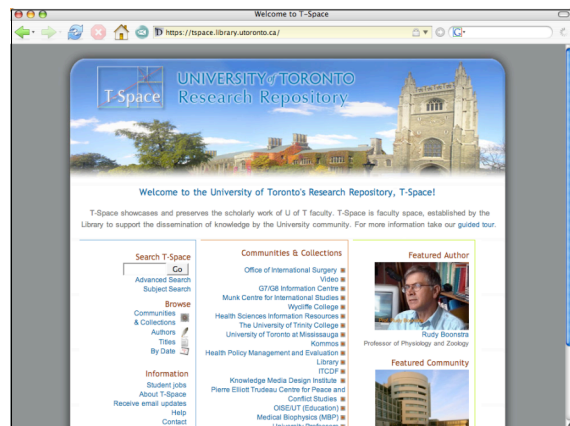
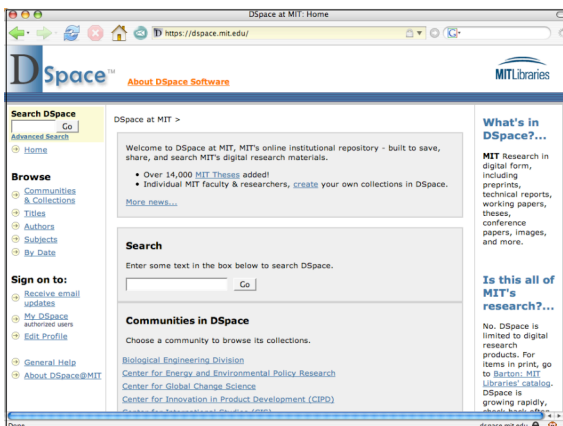
- Get a clear commitment from your institution and management
- Obtain funding and staffing
- Select software
- Install and configure
- Create policies and procedures
- Promote it (tirelessly)
- Provide training and support

Software Options

- Dspace
- Digital Commons
- Others; e.g., ePrints, DPubs, Fedora

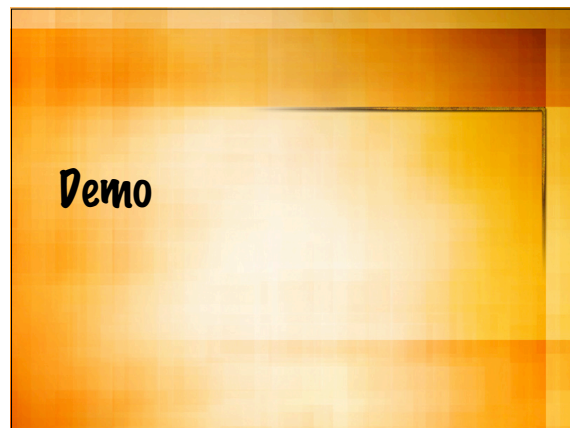
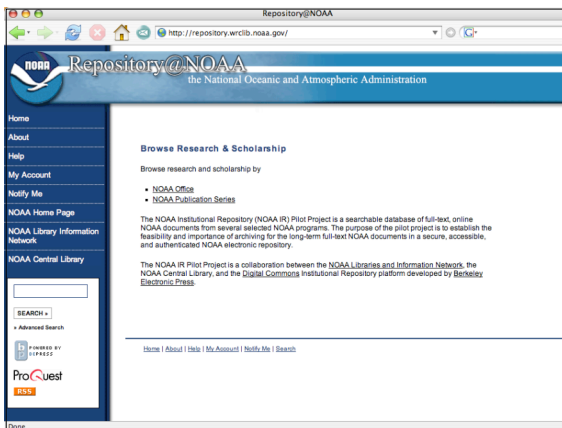
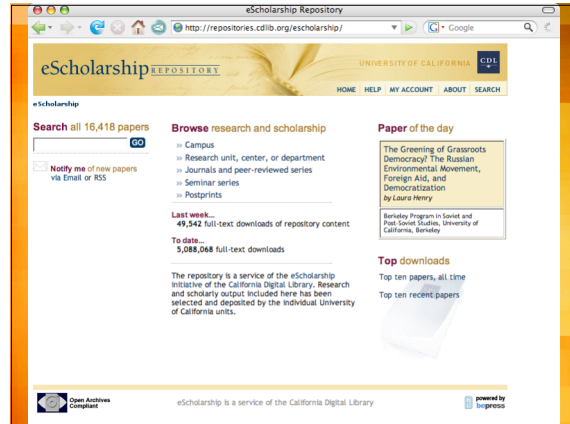
DSpace

- Created by HP and MIT, available as open source
- Reference implementation: <https://dspace.mit.edu/>
- Primary Benefits:
 - Open Source
 - Most widely implemented IR solution in libraries
- Primary Drawbacks:
 - Complicated
 - Does not include online peer review capability



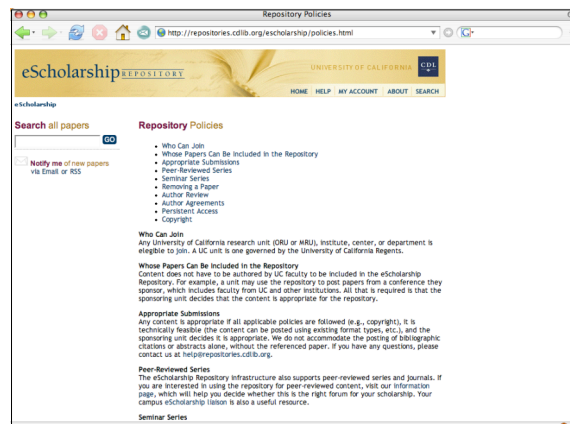
Digital Commons

- Created by bepress.com, now marketed by Proquest
- Reference implementation: <http://repositories.cdlib.org/>
- Primary Benefits:
 - Easy upload process
 - Full online peer-review process available
- Primary Drawbacks:
 - Cost



Key Decisions

- What types of content will you accept?
- How will you handle copyright?
- Will you charge for service? Or for specific value-added services?
- What will the division of responsibilities be?
- What implementation model will you adopt?
- Most of these decisions should be codified as policies...



Implementation Models

- Self-Archiving
- Overlay
- Service Provider

Self-Archiving

- Ceaselessly and annoyingly championed by Stevan Harnad
- Authors upload their own work into institutional repositories
- Best if the institution requires it
- The Good: when it works, it's great
- The Bad: many faculty can't or don't want to do this

Overlay

- New system (the IR) "overlays" and replaces the way things happen now
- Typically: faculty give their work to an admin assistant, who puts it on the web
- New method: we train the admin assistant to upload to the repository instead
- The Good: content is much more likely to be deposited than if faculty have to do it
- The Bad: turnover in admin assistants

Service Provider

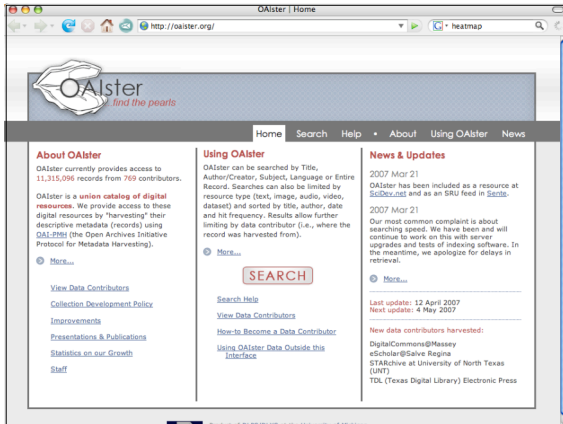
- Library uploads papers for faculty
- The Good: content is much more likely to be deposited than if faculty have to do it
- The Bad: it's a lot of work for you, and therefore cannot scale

Who Should Do it (Roles)

- Project Manager
- System Administrator
- Application Administrator
- Promoter
- Trainer
- Uploader (for those providing such a service)

Discovery Options

- Google, MS Live, etc.
- Direct
- Citations
- OAI Aggregators: e.g., OAIster.org



Barriers to Success

- Lack of institutional commitment
- Faculty apathy (lack of adoption and use)
- Difficulty of content uploading
- Inadequate implementation and/or follow-through

Strategies for Success

- Start with early adopters and work outward
- Market early and often
- Seek institutional mandates
- Provide methods to bulk upload
- Make it as easy as possible to participate
- Build technological enticements (e.g., sending email to faculty asking them to upload their recent article by clicking on a link)

Indicators of Success

- New adopters
- Continuous uploading of content
- Increased traffic
- Increased citation rates

Final Words of Advice

- Know that starting an IR is a *major activity*
- Don't do it just because others are
- Don't do it without a strong institutional commitment
- Understand the nature of this commitment
- Review the experiences of others
- Consider carefully your implementation model
- If you build it, they will come...
- ...*if you drag them to it!*