Outreach & Collaboration

Strategies for Digital Repositories

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Outline

- Development
- Outreach
- Building relationships
- Collaboration
- Question and Answers
Development

• Utilized an existing infrastructure [UNT Digital Library]
• Research, scholarship, and creative works
• Modifications and additions [metadata, interface, etc.]

http://digital.library.unt.edu/scholarlyworks
We started slow and continued to grow!

- May 2012: 1063 items
- October 2012: 647 items
- May 2011: 347 items
- October 2010: 32 items
Outreach

Open the lines of communication

• E-mail
• Telephone
• Face-to-face
Outreach

Strategies and tips

• HTML E-mails
• Brochures
• Marketing tools
• Attending events
Building Relationships

Understanding and Communication

• Unique needs, considerations, questions
  ▪ Publishing
  ▪ Copyright
  ▪ Tenure

• Unique time constraints

Keep yourself available!
Building Relationships

Get to know your audience

• Stay informed
• Do your research
• Talk to everyone

Make it a positive experience!
Collaboration

Start with your institution

• Fellow librarians
• Every department
• Every college/institute/center

Get to know your community!
Collaboration

Work with others in this field

• Contact other digital repositories
• Research other digital repositories
• Promote and participate

Get to know everyone and work together!
Thank you for coming!