Developing an Outreach Plan for UNT Scholarly Works

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Digital Curation Unit

Outline

Analysis

- Landscape of Scholarly Communication: Background
- Guiding Questions
- Methodology
- Breakdown of Contributors:
  - By Department
  - By Tenure Status
  - By Resource Types
- Future Plans and Summary

Outreach Plan

- Goals
- Increasing Contributors
- Increasing Submissions
- Increasing Traffic

Background

- Landscape of Scholarly Communication

- Stakeholders

- The role of institutions in the scholarly publishing

- UNT's Status

Step 1

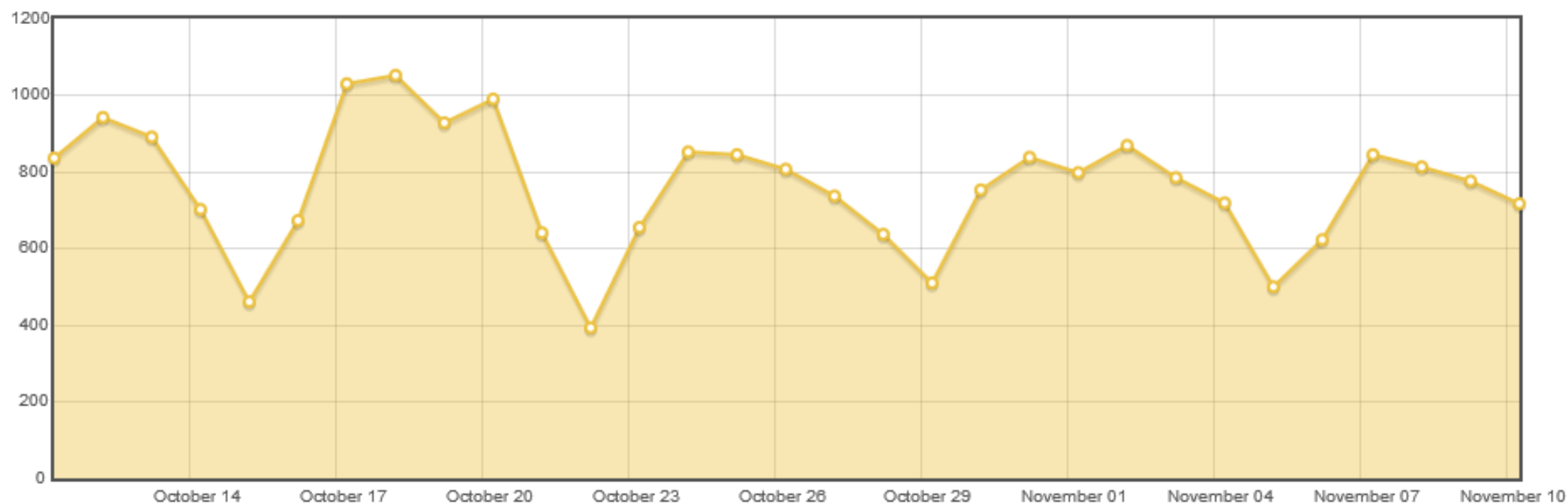Preliminary Analysis of Faculty Works

Statistics for UNT Scholarly Works

| Item Usage | Added Items | More Data |

862,278 Total Uses / **4,532** Total Items (75,673 files) / **4,380** Visible / **152** Hidden

Usage by Month/Year

Year	January	February	March	April	May	June	July	August	September	October	November	December	Total
2016	19,505	24,246	24,780	22,449	19,470	20,370	14,514	16,146	22,134	26,897	7,445		217,956

Beginning Research Questions

- Which faculty have/not contributed to the Scholarly Works collection?

- Where do whole departments/colleges stand in regards to the collection?

- Where are our contributors in the tenure process?

- What types of items are they contributing, and does this have any influence on faculty participation?

Methodology

- Used publically available faculty senate spreadsheet listing faculty members by job code
  - Removed administrative faculty, ESL instructors, and Visiting faculty
  - Does not include other UNT system campuses such as UNT Dallas, UNT Health Science Center

- Searched for each member in Scholarly Works
  - Looked at number of items, larger patterns in co-author/institutions tied to items
  - Two searches: June 29 & July 18th, 2016.

Update with official HR data

- The HR list of full-time and adjunct faculty totaled 1,686 community members.
    - 757 members were not listed in the faculty senate spreadsheet
    - 608 of these members are adjunct faculty,
        - meaning 35% of our campus faculty are adjuncts (if you use HR's population + librarians).
        - Despite holding non-tenure track status, librarians were NOT included by HR.

Overall faculty contributions from academic departments dipped to 24%, then raised to 27% once librarians were added.

Overview of Collection

- We currently have works from **27%** of UNT's faculty
  - 24% if you don't count UNT Libraries

- Analysis of 1,157 current active faculty members
  - Of these, 309 faculty members contribute to Scholarly Works
  - From 52 out of 62 departments
  - Of 9 out of 10 Colleges + UNT Libraries

- These faculty account for 74% of our total Scholarly Works items

Unit	# of Faculty	% of Faculty Contributors	Ranking of units by % of faculty contributing to Scholarly Works
UNT Libraries	57	88%	
College of Information	44	43%	
College of Engineering	90	36%	
College of Arts & Sciences	432	35%	
College of PACS	64	17%	
College of Visual Arts & Design	73	16%	
College of MHT	36	11%	
College of Education	111	12%	
College of Business	99	11%	
College of Music	94	5%	
School of Journalism	21	0%	

Department	% of Faculty Contributors
Electrical Engineering	73%
Biological Sciences	73%
Chemistry	69%
Philosophy & Religion Studies	67%
Library & Information Sciences	67%
Applied Gerontology	50%
Sociology	62%
Behavior Analysis	57%
Physics	57%
Geography	56%
Materials Science & Engineer	50%
International Studies	50%

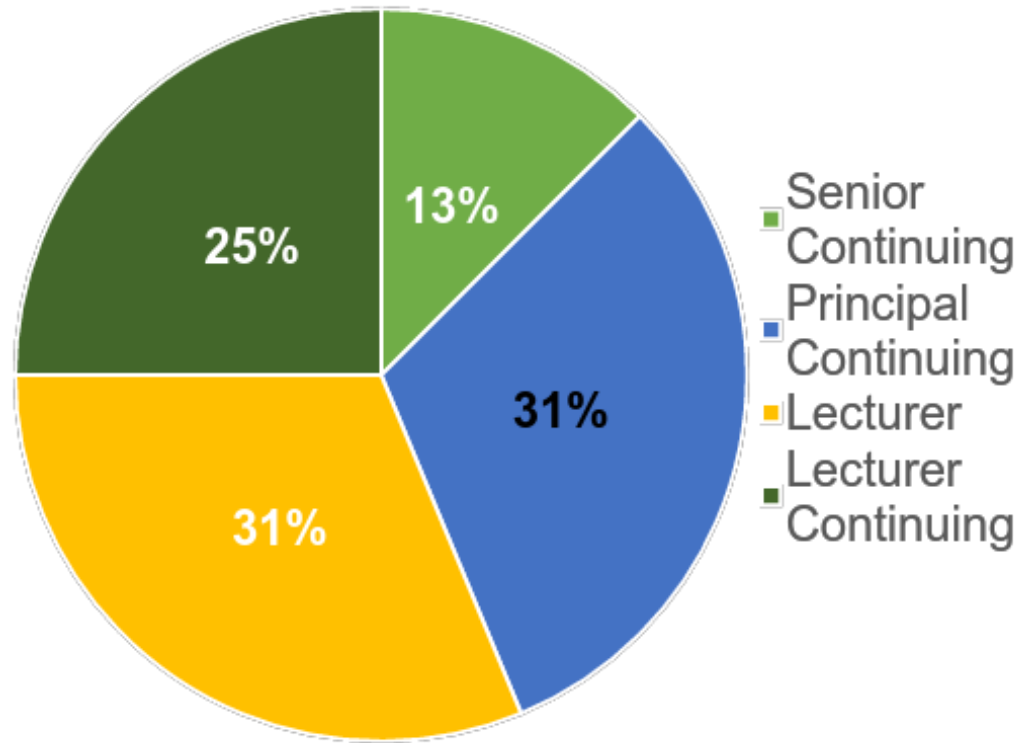**Depts. with at least 50% of their faculty contributing to Scholarly Works**

Tenure Status of Contributors

243 Tenure-Track Faculty

- Professor
- Associate Professor
- Assistant Professor
- Dept Chair/Div Head

44%
42%
5%
9%

+ 1 Clinical Associate Professor from the College of Education

16 Lecturer Faculty

- Senior Continuing
- Principal Continuing
- Lecturer
- Lecturer Continuing

13%
31%
31%
25%
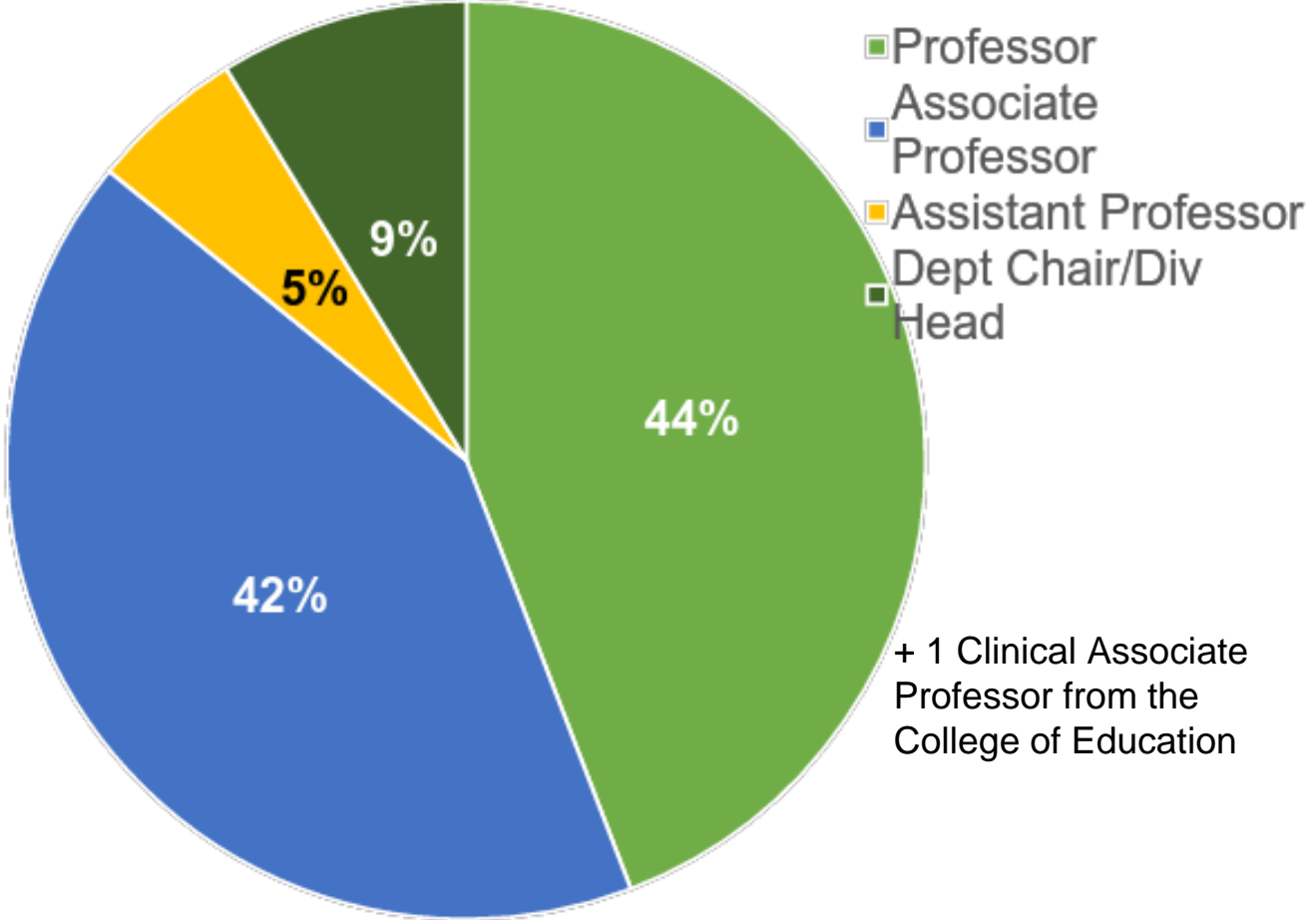
Resource Types

To increase our number of items, we looked at a breakdown of what types of items we receive, and how this tracks onto our departmental/job code breakdown.

For a baseline, our current overall stats include:

1,847 articles

715 presentations

433 papers

359 posters

339 pieces of artwork

191 reports

143 texts

Top 3 Resource Types per College

College of Arts & Sciences

    1,530 Articles

    45 Papers

    31 Book Chapters

College of Business

    5 Articles

    3 Posters

    2 Presentations/Papers

College of Information

    41 Articles

    39 Papers

    32 Presentations

College of Education

    13 Articles

    6 Posters

    4 Presentations

College of Engineering

    138 Papers

    68 Articles

    29 Patents

College of Music

    3 Papers

    2 Articles

    1 Poster

Top 3 Resource Types per College

College of Public Affairs & Community Service

  47 Articles

  3 Papers/Posters/Presentations

  1 Book Chapter/Text

UNT Libraries

  408 Presentations

  107 Articles

  99 Posters

College of Visual Arts & Design

  219 Artwork

  9 Images

  4 Physical Objects

College of Merchandising, Hospitality & Tourism

  5 Posters

  1 Paper/Article

Future Plans

- Conduct annual review of faculty contributions to measure growth
  - Account for remaining 22% of collection, likely Emeritus & Alumni members
- Focus outreach on under-represented departments
  - Leverage collaborations from contributing faculty members with non-contributing partners
- Focus outreach on faculty only participating through the Honors College & patents
- How to further include industry-based disciplines
- Moving works to student collections for more meaningful collections

Step 2

Developing an Outreach Plan for Scholarly Works

Identifying Trends within the Data

Using this data and institutional knowledge, we decided upon the following goal:

To double the number of items collected and faculty contributors over the next two years

This means a collection of 8,000 items and 50% of our faculty

The Outreach Plan

Overall Goal: For the Scholarly Works Collection to be seen as a valued, necessary resource to the UNT community.

Objective 1: Increase the number of faculty contributors to the Scholarly Works collection by 25% before August 31, 2017

Objective 2: Increase the number of submissions to the Scholarly Works collection by 25% before August 31, 2017

Objective 3: Increase visibility and traffic to the Scholarly Works collection by 10% before August 31, 2017

Objective 1:

Strategy: Targeted departmental outreach

- **Tactic:** Solicit at least 1 contribution from at least 1 faculty member in departments that are not currently in the collection using input from liaisons regarding potential contributors
  - Currently, 11 departments do not have any contributors within the collection.

- **Tactic:** Email department chairs for contributions
  - An analysis of contributor job titles shows that in every department in which a dept chair had contributed, at least one other faculty member also had items within the collection.

- **Tactic:** Attend departmental events where faculty will be present and advertise the collection
  - Advertising collection to winners of distinguished professorships and other highlighted faculty members

Objective 1:

Additional Takeaways

- Trickle-down effect: Explicitly targeting department chairs for contributions
  - Departments with Dept. Chair contributors have an average of 6 additional faculty members within the collection.

- Targeted outreach to underrepresented job titles
  - What can we do for lecturers?

- Letting the University guide some of our choices
  - Explicitly soliciting contributions from university award winners, who typically are established in their field and have a long legacy of scholarship

Objective 2:

Strategy: Recruit contributions by activating passive contributors

- **Tactic:** Solicit contributions from faculty who have less than 5 items in the collection
    - These faculty have typically contributed collaborations, but not their primary scholarship

- **Tactic:** Solicit contributions from multidisciplinary programs
    - Many of our departments work together or house interdisciplinary centers of research. These involve post-doc researchers, and larger collaborations that may not show up in our metadata as belonging to that department.

- **Tactic:** Examining our pool of Emeritus or Retired faculty for legacy contributions.
    - They have be in the collection as a co-author with current faculty, but have not deposited any of their primary scholarship.

Objective 2:

Additional Takeaways

By looking at the number of works per faculty member, we were able to identify faculty members to characterize as "passive" contributors. In that the only works attributed to them were those submitted by co-authors, or by other means unknown to them.

- Their items typically come from:
  - Creative Commons licensed material that can be harvested without their participation
  - Collaborations with initiatives such as the Honors College who are depositing material on their behalf

  As 20% of our items come from UNT community members who have either left UNT or retired, looking at the retiree population provides a pool of scholars who are likely very interested in preserving their legacy

Objective 3:

Strategy: Affiliate the collection with student groups targeted for recruitment

- **Tactic:** Liaise with the Admissions Office to use the collection as a recruiting tool for graduate admissions and become involved in their outreach campaigns
  - Students can identify potential mentors and see the work of their peers within the collection.

- **Tactic:** Pilot program with McNair Scholars
  - Bringing in undergraduate research and faculty mentors will allow us to showcase scholarship for undergraduate recruitment, and help identify potential mentors

Objective 3:

Strategy: Increase presence of Scholarly Works in existing University public relations strategies

- **Tactic:** Spotlight Contributions in Internal News Sources
  - Since launching the spotlight series, contributions highlighted have received an identifiable bump in views

- **Tactic:** Align collection with University Public Relations
  - Colleges have their own social media pages. When highlighting a faculty member's research, encouraging links to that work in Scholarly Works

Evaluation Methods

Current Landscape of Scholarly Works

- Creating an annual whitepaper detailing increase in contributions/contributors

Collection/Item Statistics

- Tracking usage through collection and item statistics to both demonstrate value to potential contributors, and to track increases around specific promotions of those items.

Questions?

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