Reaching Faculty Where They Are: Lessons Learned on Outreach

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Digital Commons Mid-Atlantic User Group
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Consistency

Flexibility

Holistic
New York City College of Technology
Expectations and surprises: Allies

Importance of your chief librarian / chair / dean or other administrators
Strategies: IR as showcase
Expectations and surprises

Persistence and repetition pay off
Strategies

Be visible
Strategies

Balance investment and return
Strategies

Print promotion and outreach
FACULTY AMPLIFY YOUR SCHOLARSHIP WITH ACADEMIC WORKS
CUNY ACADEMIC WORKS

**Deposit Your Scholarship in Academic Works** [http://academicworks.cuny.edu](http://academicworks.cuny.edu)

- Expand readership of your work
- Get cited more
- Join a community of scholars
- Increase possibilities for collaboration

**Sharing Your Work in Academic Works Has Many Benefits**

- More exposure for your work
- Your research can influence policy
- The public can access your findings
- Your work can be shared around the world
- Researchers can benefit from your work

**Make Googling Yourself More Satisfying ... Increase the Impact of Your Scholarship**

- Control how and where your work is published, distributed, and used. Most publishers will allow you to self-deposit your work Academic Works. Learn the policies are for specific journals using Sherpa Romeo

**SHERPA/ROMEIO**

- You can retain rights to your scholarship. Use the SPARC Author Addendum when you sign a publication agreement.

Questions?

Contact Prof. Monica Berger, Library
mberger@citytech.cuny.edu

[Source: http://whyopenresearch.org/visibility.html]
Deposit Your Scholarship in Academic Works in Five Easy Steps

1. Get started! Go to: [http://academicworks.cuny.edu/ny/](http://academicworks.cuny.edu/ny/)

2. Go to My Account (located rightmost in the horizontal navigation at the top of the page) and sign up!

3. Now you’re ready to submit. Choose a work to upload, making sure you either hold the copyright or have the approval of the copyright holder to submit the work.
   - Select “Submit Research”
   - Read and accept the Submission Agreement
   - Provide information about yourself and any co-authors as well as the work
   - Upload your electronic file.

4. Make your work more findable! Here are a few tips:
   - Format the title using uppercase for each word
   - Under Affiliations at CUNY, select NYC College of Technology and expand the + to find your department. Select to move to the right pane to save. Is your co-author from another department or CUNY campus? Add their affiliations too.
   - Add keywords and abstract to improve the findability of your article. You can copy and paste from the final version if needed.
   - If depositing a previously published work, find the citation to the published version so you can add it under recommended citation. Google Scholar is usually the fastest way to find this.

5. Questions? Find answers:
   - City Tech’s Academic Works guide [http://libguides.citytech.cuny.edu/cunyaw](http://libguides.citytech.cuny.edu/cunyaw)
   - FAQs [http://academicworks.cuny.edu/faq.html](http://academicworks.cuny.edu/faq.html)

Contact Monica Berger at mberger@citytech.cuny.edu for more help!
Take Control of Your Scholarship!

Did you know?
Scholars can control how and where their work is published, distributed, and used.

How can I keep my rights?
Copyright doesn’t have to be an all or nothing exchange. Most publishers will allow scholars to self-deposit their work in an institutional repository, like Academic Works. Check to see what the policies are for specific journals using Sherpa Romeo.

How can you retain rights to your work?
Use the SPARC Author Addendum (see reverse) when you sign a publication agreement. Learn more here: http://www.sparc.arl.org/resources/authors/addendum

Deposit your work in Academic Works!

Why?
• Expand readership of your work
• Get cited more
• Join a community of scholars
• Increase possibilities for (interdisciplinary) collaboration

http://www.sherpa.ac.uk/romeo/

SHERPA/ROME
Strategies

Connect the pieces
Welcome!

This summer, take some time to boost your scholarly profile!

City Tech Library will provide a series of do-it-yourself, self-paced tasks for you to update, maintain or create your online scholarly presence. By the end of the summer, your scholarship will be easier to find and your profile will be more visible to your peers as well as publishers.

We will release a new task every week!

Sign up below for email notifications or check our website throughout the summer for new posts.

Questions? Contact Prof. Monica Berger mberger@citytech.cuny.edu dumberger@citytech.cuny.edu

Thank you to Heidi Buchanan, Liz Skene, Ann Hallyburton, and Sarah Steiner at Hunter Library, Western Carolina University for creating this guide that we've modified for the City Tech community.
Resources for Academic Publishing
Geared to faculty who need support in their efforts towards scholarly publication

Workshop Learning Objectives

- Understanding scholarly publishing and finding the journal.
  1. Overview of the scholarly communications process including disciplinary differences; peer-review process; bibliometrics; avoiding predatory publishers.
  2. Identify call for papers including listservs and other venues; conference papers and blogging for feedback; Participants will identify some journals for potential publication.

The Scholarly Lifecycle

The scholarly lifecycle can be circular moving from the informal to the formal and back again to the informal. For example:

CONCEPTUALIZATION
- communications via listservs, social media, or directly via email INFORMAL
- gathering data, literature review, getting grant or other funding, detailed outline for book proposal INFORMAL
- blogging, conference presentation INFORMAL

CRYSTALLIZATION, DRAFTING
- conference paper, feedback on draft of article via preprint archive like arXiv QUASI-FORMAL
- Peer Review FEEDBACK
Surprises
Stories

Scholarly Showcase: CUNY Academic Works

Monica Berger
I self-archived several works on CUNY Academic Works and I find the procedure quick and well-structured. Professor Monica Berger provided a lot of personal support and prompt response to all my requests. CUNY Academic Works has an Author Dashboard, which includes an interactive Google map with readership distribution across the globe, and a list of all institutions from which people have downloaded your works, along with the countries. I found it illuminating that my personal analytics over the last year include a time series of all downloads from 54 institutions, spanning 45 different countries on 6 continents. Google Scholar indexes all works published on CUNY Academic Works, which increases the scholarly visibility.

Boyan Kostadinov
Department of Mathematics

CUNY Academic Works allows me to recognize the impact of my research in the scientific community. It informs me of which of my published articles reaches a larger audience and the geographical areas they come from. In this respect, it not only helps me to substantially increase my visibility as a scholar but also to disseminate my publications, providing free access to my works in order to contribute to knowledge in my discipline.

Search engines such as Google, Google Scholar, and Bing can easily discover these materials, and its connection to Google citation ushers them to a larger audience. Another advantage of this service is how easy the process of uploading the document is. In case of technical difficulties, you can always rely on the extraordinary support of the librarian team.

David Sánchez Jiménez
Department of Humanities
Why Be Open Access? A Journal Editor Shares His Story

Posted by Monica Berger on October 23, 2015 at 11:30am

For Open Access Week 2015, Ursula C. Schwerin Library (New York City College of Technology, CUNY) is highlighting our college’s own open access journal, NANO: New American Notes Online. Why did NANO’s editor and founder, Sean Scanlan, opt to make his journal open access?

Who are we? City Tech is our often used nickname for the New York City College of Technology which is part of the City University
Fails
Timing
Meet Them Where They Are
Reflections

Reflections

Reflections
Thank you

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