Beyond Faculty Outreach: The Role of Advisory Boards and Administrators in Repository Outreach

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About Me

- Research and Projects Specialist and Coordinator of Digital Commons
- Masters in Public Administration
- Graduate certificates in Program Evaluation and in Data Collection and Management
- Expertise in fundraising for over fifteen years
- Employed in Higher Education for twenty years
- Experience in both administrative units and academic units in a university environment
- Not a Librarian by trade
• Established relationships with high level administrative leadership through work as Co-Chair of a Middle States Standard
• Membership on numerous University-wide committees which allows for networking and Repository marketing.
• Experience working with various administrative departments for the past fourteen years.
• Currently serving as a team leader in the creation of the University’s next Strategic Plan.
University Administration

• Key administrative stakeholders
  ➢ Alumni Office
  ➢ Development/Advancement
  ➢ Marketing/Communications
  ➢ President’s Office
  ➢ Provost Office
Ways to Involve Administration

• One-on-one meetings with top management are most effective
• Include Administrators as Advisory Boards members
• Ask to participate in targeted University events
Tips for the Meeting

• Demonstrate how the Repository will benefit their particular Division/Department.

• Emphasize why the Repository is important to the University.

• If possible upload reports/documents related to that particular Division/Department before the meeting.

• Showcase the importance of faculty scholarship but also emphasize the importance of University reports, documents, etc.
External Advisory Board

• Champions of the repository
• Mix of both administrators and academics
• Advisors not change agents
• One-on-one meetings with board members
• Listen and engage
The Repository is both a library initiative and a University initiative.
Questions?
Thank You!