So you're thinking about an IR?

Photo: “Repository Road,” David Flanders, http://www.flickr.com/photos/79865753@N00/2400630645
My first job: blow your mind
My second job: show you a road.

Photo: “Repository Road,” David Flanders, http://www.flickr.com/photos/79865753@N00/2400630645
Null hypothesis:

CUNY does not, in fact, want an institutional repository.
speaking of null...
Null hypothesis:

If you can’t decisively refute it, THAT’S OKAY. Just don’t have an IR. Plenty of libraries don’t.
Your first job: What does CUNY want?

And what do you, librarians, want?
And where, if anywhere, does an IR fit?
And if it fits, what does it need to do?
Think action verbs!

- To preserve
- To locate/discover
- To publish (in several senses of the word)
- To show off
- To participate, to belong
- To serve
- To advance Open Access
- To spite Elseviley Verlag
  - (you never know; @FakeElsevier might walk among you!)
Think collaborators!

- Who do you want to work with?
- Who do you need to work with?
- What do you need from them?
- What are they getting back from you?

- If their contribution is out of proportion to the reward on offer, from their point of view, you have a problem to solve.
- This is as much a question about CUNY librarians as about CUNY.
- Librarians have scuttled more IRs than faculty.
Think personas!

• “The user” is too vague and slippery.
• “Dr. Alan Page of Human Ecology” feels like a real stakeholder, worth discussing.
• But is removed enough from reality to avoid overcatering to prima donnas and individual eccentricities.
• Short list of “archetypal” stakeholders.
  • Name them, describe them, find photos, etc.
• (Persona concept from Alan Cooper, The Inmates are Running the Asylum)
Be honest.

Blue-sky, at first.

Then ask around.

Be open to the unexpected.

All by itself, clarifying real-world problems and motivations will help avoid the “solution looking for problem” pitfall early IRs fell into.
A good example: Penn State

• Built a stakeholder group of librarians
  • ... insisting on a minimum participation level
  • Liaisons, systems librarians, etc. across the disciplines

• Without preconceptions (especially technical ones), asked “What are your people trying to do?”

• Building a system around the bite-off-able segments of those needs.

• http://stewardship.psu.edu/2012/01/services-users-want.html

• And note well how few of these services fit into the traditional concept of an IR!
Your second job: What will you do?

Photo: “Two of Arts - 2000 Visual Mashups,” Thomas Bower
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Friendly word of advice:

**PICK SOFTWARE LAST.**
A wrong answer

• “Hire somebody to run it.”
• This is the “maverick manager” antipattern I wrote about in “Roach Motel.”
• It never works. (Unless you’re Paul Royster.)
• CUNY’s libraries need to own this initiative collectively, just as they own “collection development” and “reference service.”
• Fortunately, I think you know this already, and are well-prepared to act on it!
The right answers...

• ... will emerge out of a complex dance of policy, politics, feasibility assessment, engineering, administrative will, and creativity.

• I don’t actually know what they’ll be, for you.
  • Everyone with a successful program in these areas has achieved success in a different way! And has a different notion of what success is to begin with!

• I can suggest some possible components, though.
  • Mostly just to get the juices flowing!
ETDs

• A lot of IRs start here. These programs often turn out very popular with a varied set of stakeholders.
• You will offer embargoes. That’s life.
  • And if a department complains too much, exempt them and move on.
• If Grad School won’t sign on, try one department at a time.
• ProQuest can be a surprisingly useful partner!
• “Vireo” might work with CUNY’s existing DSpace install. (Ask Illinois.)
OA author-side fee fund

• If you limit applications, cost isn’t much.
  • Several funds limit number of applications per person per year.
  • Or you can just cap the fund, first-come-first-served. If the fund gets too popular (what a great problem!), you can reassess.

• Make sure you publicize both the fund and the articles/people who use it.
  • Part of the goal here is legitimizing OA.

• Have a plan for when somebody comes to you wanting you to pay to publish them in a scam journal. It’ll happen.

Photo: Andrew Magill, “$5738,” http://www.flickr.com/photos/85473033@N00/362201147 CC BY 2.0
Local bibliometrics

- There’s a constellation of problems here.
  - Activity tracking
  - “Expert location” (who on campus knows anything about X?)
  - Showcasing faculty work to the world; making it discoverable; keeping web presences up to date
  - Using what you learn to feed the IR
- Have a look at Cornell’s VIVO, and BePress’s Selected Works.
- Don’t underestimate the labor cost here!

Bribery and rivalry

- University of Minho: “Carrots and Sticks”
  http://www.dlib.org/dlib/january08/ferreira/01ferreira.html
- Why is this not a widely-read classic? It’s brilliant!
- Can you find a department willing to challenge all comers on making their yearly output OA?
  - Why not start with mathematics, given the Tim Gowers v. Elsevier thing?
  - Make sure that OA means more than your IR. That’ll earn you a lot of goodwill, and be a teaching moment for a lot of faculty.

Photo: Andrew Magill, “$5738,” http://www.flickr.com/photos/85473033@N00/362201147 CC BY 2.0
Local journals and conference proceedings

- Don’t underestimate the service needs here!
  - Design, reformatting, (copy)editing common underserved needs.
  - If you’re not going to do these, you’ll need to manage expectations carefully. (There are ways.)
- But you can also find relatively easy wins.
- Have a plan for video.
  - Honestly, I don’t see a need to keep this at very high quality. Web-quality video is less of a hassle.
(now it’s okay to pick software)
Your third job: Build a road of projects
Your fourth job: Assess and regroup

Photo: Tyler Spaeth, “Four Cranes,”
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How do you know it worked?

• Remember the complex planning dance? This should be part of it.

• For every goal and project you take on, ask yourself “How do we know it worked? What’s changed as a result?”

  • Write down the answers.

• These are your success criteria.

• It’s okay not to meet them every time. (Nobody does!) It’s not okay not to have them.
Be prepared to pivot.
Thank you!

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