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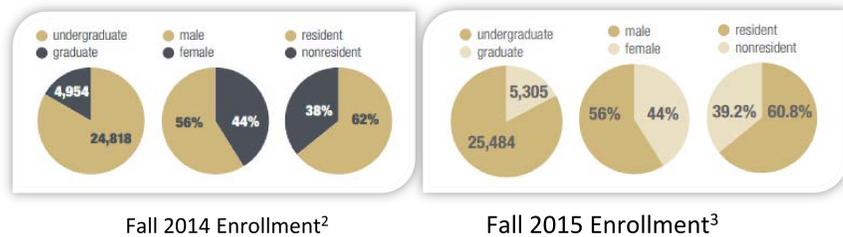
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Abstract

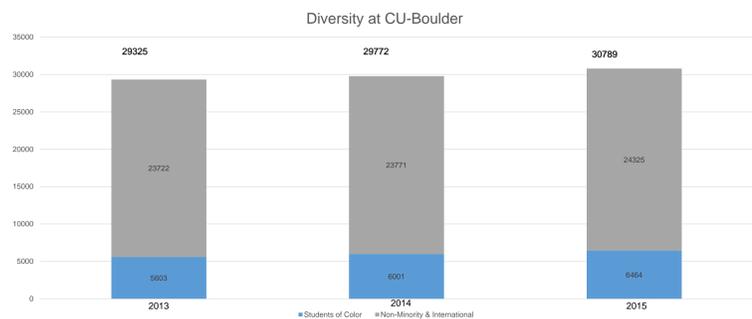
The diverse populations that librarians serve on a college campus have different scholarly communication concerns about open access, academic publishing, author rights, and related issues. Many academic libraries expect their librarians to have some working knowledge of scholarly communication, but not all campuses have a dedicated functional specialist. Two librarians at a large research institution will demonstrate their methods for identifying and adequately addressing these issues in their campus community.

Background

Diversity is an essential component of any civil society.¹ The authors examine diversity here within the context of campus user populations at the University of Colorado Boulder: faculty, staff, graduate students, undergraduates, and librarians. Various approaches were taken to best support the scholarly communication needs of these users.



Overall ethnic diversity of the student body is increasing due to the campus's ongoing efforts to recruit students from traditionally underrepresented populations.



CU-Boulder Scholarly Communication Milestones:

- Libraries adopts Open Access Policy, Fall 2013⁵
- Launches campus OA institutional repository CU Scholar, Fall 2014⁶
- Campus adopts Open Access Policy, Spring 2015⁷

Methods & Approach

Campus information needs are served by the University Libraries, which consist of Norlin Library, housing the Government Information Library, and four additional campus branch locations: Business Library; Earth Sciences & Map Library; Engineering, Math & Physics Library; and Music Library. The CU Law Library operates independently.

The Scholarly Communications Librarian is housed in the Libraries' department of Scholarly Resource Development, which also includes Acquisitions, Collection Development, and Interlibrary Loan-Borrowing. The Social Sciences Librarian liaised with the School of Education and the department of linguistics to provide research services to the various faculty and students in those departments. Both librarians collaborated as members of the interdepartmental Scholarly Initiatives Working Group, which included the Digital Library Management Group, Research Data Services Team, and Scholarly Communications Team.



The Scholarly Communications Team was tasked with coordinating and continuing to develop all Libraries services related to Scholarly Communication.⁸ Multiple toolkits, resources, and programming were produced in response. The Scholarly Communications Librarian coordinated efforts to disseminate information about CU Scholar, Open Access programming and initiatives, new campus resolutions, and provided support to faculty through collaboration with subject specialist librarians. Subject specialist librarians responded to departments on a more granular level.

APPROACH	FUNCTIONAL SPECIALIST	SUBJECT LIAISON LIBRARIAN
TOOL KIT CREATION	COPYRIGHT; OPEN ACCESS	AS PART OF SIWG
PROGRAMMING & OUTREACH	LEARNER'S LUNCH; NORLIN & MUSIC; OPEN ACCESS WEEK; ONE-OFFS	AS PART OF SIWG
TARGETED OUTREACH	DEPT LEADERSHIP; NEW FACULTY PREVIEW	YES
INDIVIDUAL CONSULTATIONS	YES	YES
INVITED TALKS	YES	YES
INFORMAL	YES	YES

Diverse Needs

AREA OF NEED	STEM	HUMANITIES/SOCIAL SCIENCES
OPEN ACCESS	FUNDER ACCESS REQ; QUESTIONS ABOUT CAMPUS POLICY	SOME FAMILIARITY; QUESTIONS ABOUT CAMPUS POLICY
ACADEMIC PUBLISHING	GRANT-SUPPORTED JOURNAL PUBLICATIONS	SOME JOURNALS, MOSTLY MONOGRAPHS
AUTHOR RIGHTS	QUESTIONS ABOUT © & TRANSFER AGREEMENTS	QUESTIONS ABOUT © & TRANSFER AGREEMENTS
ALTMETRICS	SOMEWHAT ENTHUSIASTIC	SOMEWHAT SKEPTICAL

SS Example: Through informal outreach, the Social Sciences Librarian established herself as a resource for faculty and graduate students of the School of Education. She presented to faculty about managing their scholarly presence for tenure and promotion purposes at request of the Assoc. Dean, and prepared a presentation on metrics - traditional bibliometrics vs. altmetrics, impact factor, and various services that researchers could use to manage their scholarly presence (Google Scholar, ORCID, etc.).

Conclusion

Our experiences at CU-Boulder demonstrate that different approaches are necessary to most effectively address the scholarly communications needs of diverse user groups. There is no one size fits all approach, but many of these ideas and approaches are transferable to and customizable for other institutions. Above all, open communication among diverse groups is the best way to create robust and multi pronged scholarly communication outreach that benefits the entire campus community.⁹

Discussion

How is your library addressing the scholarly communication needs of your campus community? Do you think diversity has anything to do with scholarly communication initiatives? Some Humanities/Social Sciences faculty have expressed concerns about how their scholarship measures up in the world of Altmetrics. How would you address such concerns? What tools/information do you think would help you to better address scholarly communication topics with your faculty? In your experience, have first-generation students had different scholarly communication needs than their non-first-gen peers?

Future Application

- Discipline and genre--specific resources, especially in the areas of humanities and social sciences
- Schol Comm Module for graduate students that are prospective academics (workshop)
- Practical and easily customizable resources for providing scholarly communication programming
- Encouraging continued communication with campus community stakeholders
- Assessment of the environment in which the scholarly communication program operates
- Targeted outreach to undergraduate students
- Longitudinal study on the scholarly communications practices of academics

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³CU Boulder. "Just the Facts 2016," 2016. <https://www.colorado.edu/news/sites/default/files/attached-files/justthefacts2016.pdf>.
⁴University of Colorado Boulder Office of Data Analytics. "CU-Boulder Enrollment by Gender and Ethnic/racial Group over Time," May 25, 2016. <http://www.colorado.edu/oda/div/enrl/>.
⁵CU Libraries. "University of Colorado Boulder Campus Open Access Policy | University Libraries | University of Colorado Boulder." Accessed July 19, 2016. <http://www.colorado.edu/libraries/research-assistance/open-access/open-access-resolutions>.
⁶News Center, CU Boulder. "University Libraries Launches Open Access Repository, CU Scholar." *News Center*, October 8, 2014. <http://www.colorado.edu/news/features/university-libraries-launches-open-access-repository-cu-scholar>.
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⁹Wright, Andrea M. "Starting Scholarly Conversations: A Scholarly Communication Outreach Program." *Journal of Librarianship & Scholarly Communication* 2, no. 1 (November 2013): 1-9. doi:10.7710/2162-3309.1096.

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