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Going Viral (Virtual Institutional Repositories and ASDAL Libraries): An Added Value for Our Stakeholders

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Recommended Citation

Robertson, Terry Dwain and Onsager, Lawrence W., "Going Viral (Virtual Institutional Repositories and ASDAL Libraries): An Added Value for Our Stakeholders" (2018). *Faculty Publications*. 689.

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GOING VIRAL (VIRTUAL INSTITUTIONAL REPOSITORIES AND ASDAL LIBRARIES)

AN ADDED VALUE FOR OUR STAKEHOLDERS

Lawrence W. Onsager, Dean of Libraries, Andrews University

Terry Dwain Robertson, Associate Dean of Libraries, Andrews University



Overview

- ▶ The Role of the Institutional Repository for Andrews University
 - ▶ Branding the University
 - ▶ Library Services for Stakeholders
 - ▶ Marketing tool for recruitment and fundraising
- ▶ Institutional Repositories and Adventist Education: ASDAL
 - ▶ Collective Impact
 - ▶ Mutual Support
 - ▶ LibGuide
 - ▶ Information Sharing



Digital Commons@ Andrews University

- ▶ Failed effort with locally-hosted repository, 2008-2010
- ▶ Interim effort using Library Catalog
- ▶ SelectedWorks, 2013
- ▶ Inspirations
 - ▶ Marilyn Gane, Avondale College of Higher Education
 - ▶ Deyse Bravo, Southern Adventist University, ASDAL 2014
- ▶ Digital Commons @ Andrews University, 2015

Development Highlights

- Year 1
 - Student works
- Year 2
 - Journals
- Year 3
 - Stories
- Looking Ahead
 - Expert Gallery



DISSERTATIONS

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Current Volume: Volume 2 (2017)

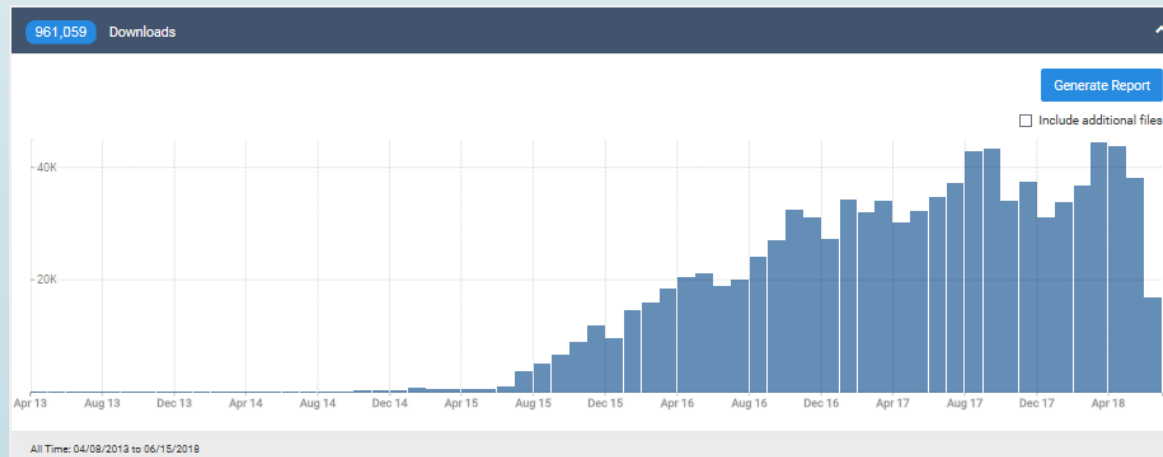
Article

- [PDF](#) [Transforming Information Literacy Through Librarian/Course Instructor Collaboration: A Case Study](#)
Lauren R. Mallico and Bruce Closser

ISSN: 2469-5386

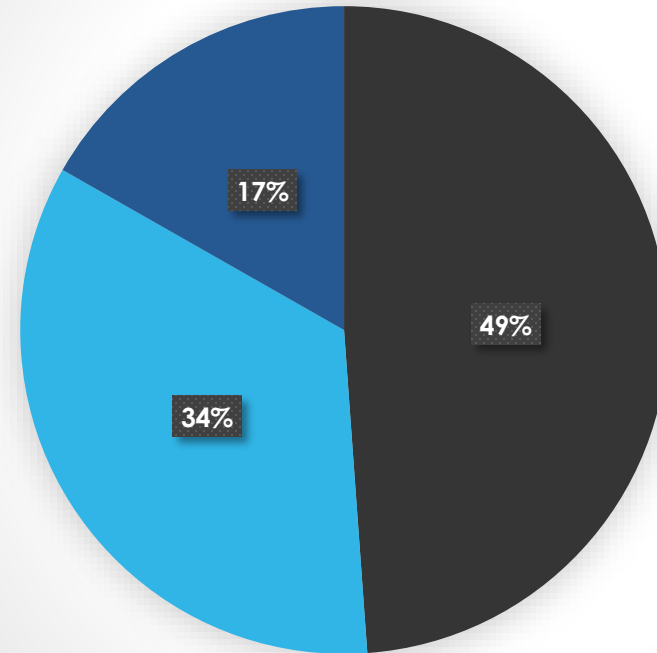
Branding Andrews University

- Global Impact
 - Approaching 1 million downloads
 - 230 Countries
 - Top Ten represent all Continents



Branding Andrews University

Downloads by Category



- Student Works
- Journals
- Other

Andrews University Journals


- Andrews University Seminary Studies
- Andrews University Seminary Student Journal
- Journal of the Adventist Theological Society
- Journal of Adventist Libraries and Archives
- Journal of Adventist Mission Studies
- Journal of Applied Christian Leadership



Library Services for Stakeholders

Faculty

- Faculty Publications
 - Selected Works
 - Expert Gallery
- Department Pages
- Data Archive



Selected Works of James Hayward

Research Professor of Biology

Jim Hayward received his Ph.D. in zoology from Washington State University. He teaches General Ecology, Issues in Origins and Speciation, and a senior seminar course on research methods and bioethics. Hayward has investigated the communication, habitat selection and reproductive success of gulls. He co-directs the interdisciplinary Seabird Ecology Team, which develops mathematical models to forecast the behavioral ecology of marine animals. He also

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Jump to Category ▾ Search works of James Hayward 🔍

Ornithology (6)

Article
Common Ravens (*Corvus corax*) Prey on Rhinoceros Auklet (*Cerorhinca monocerata*) ...
Faculty Publications (2015)
James Hayward, Gordon Adkins, Ashley A. Reichert and Shandelle M. Henson
We observed Common Ravens (*Corvus corax*) on Protection Island, Washington that used their bills to dig into the nesting ...

[Link](#)

Article
Aqueous transport of gull nests and eggs: Taphonomic implications for ...
Faculty Publications (2015)
James Hayward and Amanda Sandler
We report the flooding and transport of glaucous-winged gull (*Larus glaucescens*) nests and eggs in response to high tides at ...

[Link](#)

Article
B-2 Changing sea surface temperature alters timescale of reproductive synchrony ...
Celebration of Research and Creative Scholarship (2014)

Article
Egg Cannibalism in a Gull Colony Increases with Sea Surface ...
Faculty Publications (2014)



 Department of
Biology

Chair: Tom Goodwin

The Biology Department at Andrews University is an exciting and dynamic place to be. We are committed to helping our students become capable and professional scientists.

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Browse the *Biology* Collections:

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[World Changers Made Here](#)

Faculty Readership Dashboards

3997 Downloads

69 Countries

Most downloaded title:

*Juneau County, Wisconsin Bygdebok:
A Genealogy of the Norwegian
Settlers, 1850-1950 (322 downloads)*

The screenshot shows the digital commons profile for Lawrence W. Onsager, Dean of Libraries at Andrews University. The profile includes a header with the university logo and navigation links. Below the header, there is a profile picture, a 'Following' button, and a 'Contact' button. The main content area is titled 'Selected Works of Lawrence W. Onsager' and features a search bar and a 'Library Science (28)' category. Four works are displayed in a grid:

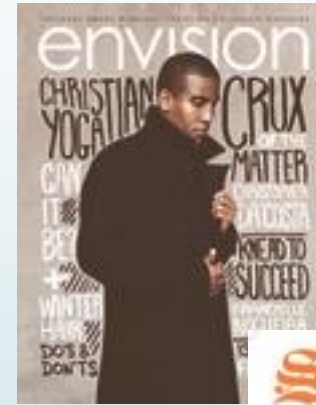
- Other:** P-23 Benefits and Challenges of Open Access and Institutional Repository ... (2011) by Larry Onsager and Silas Oliveira.
- Presentation:** Andrews University and the Open WorldCat Program (2005) by Lawrence W. Onsager.
- Presentation:** Googling - Our Future? (2008) by Lawrence W. Onsager.
- Presentation:** Mining the Internet for Adventist Resources (2008) by Lawrence W. Onsager.



Library Services for Stakeholders

Public Documents “Archive”

- Publications
 - Focus
 - Campus News
 - Stories @ Andrews
 - Student Movement
 - Envision
 - Current
 - Department Newsletters
 - World Changes Made Here





Library Services for Stakeholders Looking Ahead

- ▶ Develop criteria for public documents archiving
 - ▶ Examples
 - ▶ Tours
 - ▶ Student Missionary Narratives
 - ▶ Student Officer Profiles
- ▶ Mine AU web for appropriate content
- ▶ Visit Departments/Units/Services regularly
- ▶ Distribution of Readership Reports
- ▶ Commission content

Repository as Marketing / Recruiting Resource

- ▶ Campus Champion: Music Department
- ▶ Stories
- ▶ Intentional Collections
- ▶ Unit Level Portfolio
- ▶ Evidence of Academic Strengths



stories@andrews

STORIES of ANDREWS

- ▶ President's Initiative
 - ▶ stories@andrews.edu
 - ▶ Heart of Andrews Award Recipients
 - ▶ World Changers Made Here

World
Changers
Made
Here.

Heart@Andrews Awards

April 2018

Wanda Cantrell, office manager, James White Library

Supervisor: Larry Onoager, dean of Libraries

Served in this position:

What inspires you about working at Andrews University?

What motivates you to share your heart@andrews?



Marketing the Repository

Embedding Library Services Everywhere on Campus

- ▶ Campus Engagement
 - ▶ Strategic Planning Committee
 - ▶ President's Council
 - ▶ Integrated Marketing & Communication
 - ▶ Library Council
- ▶ Campus Champions





Global Impact of Adventist Education

ASDAL going VIRAL

- ▶ Expanding the vision
 - ▶ Collective Impact
 - ▶ Mutual Support
 - ▶ Collaborative Projects
- ▶ <https://libguides.andrews.edu/asdal>
- ▶ Information Sharing
- ▶ ASDAL Action column highlighting/showcasing new initiatives
- ▶ Communicating collective impacts to Church Administrators



References

- ▶ Asch, E. J. (2013) “Not just the means to an end: Repositories, marketing, and development.” Retrieved June 19, 2018, from http://www.ala.org/acrl/sites/ala.org.acrl/files/content/conferences/confsandpreconfs/2013/papers/Asch_NotJust.pdf
- ▶ Huston, C. (2017) “Why some American libraries are obsessed with making viral GIFs.” *Market Watch*. Retrieved June 19, 2018 from <https://www.marketwatch.com/story/why-some-american-libraries-are-obsessed-with-making-viral-gifs-2017-03-31>
- ▶ <https://www.bepress.com/products/digital-commons/>