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

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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
Branding Andrews University

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

- Student Works: 34%
- Journals: 49%
- Other: 17%
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 Publications
  - Selected Works
  - Expert Gallery
- Department Pages
- Data Archive

Department of Biology

Chair: Tom Godwin

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.

Browse the Biology Collections:
- Faculty Publications
- Honors Theses
- Master’s Theses
- Undergraduate Papers, Presentations, and Projects

Visit the Department of Biology Department Pages.
Faculty Readership Dashboards

3997 Downloads
69 Countries
Most downloaded title:

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

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

World Changers Made Here.
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

