Outreach & Collaboration
Strategies for Digital Repositories

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Development

• Utilized an existing infrastructure
• Research, scholarship, and creative works
• Modifications and additions

http://digital.library.unt.edu/scholarlyworks
Development

We started slow and continued to grow!

• May 2012: 1063 items
• October 2011: 907 items
• May 2011: 378 items
• October 2010: 32 items
Outreach

Open the lines of communication

- E-mail
- Telephone
- Face-to-face
Outreach

Strategies and tips

• HTML e-mails
• Brochures
• Marketing tools
• Attending events
Building Relationships

Understanding and Communication

- Unique needs, considerations, questions
  - Publishing
  - Copyright
  - Tenure

- Unique time constraints

Keep yourself available!
Building Relationships

Get to know your audience

• Stay informed
• Do your research
• Talk to everyone

Make it a positive experience!
Collaboration

Start with your institution

• Fellow librarians
• Every department
• Every college/institute/center

Get to know your community!
Collaboration

Work with others in this field

- Contact other digital repositories
- Research other digital repositories
- Promote and participate

Get to know everyone and work together!
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Questions?