Let's Talk About Faculty Outreach and Engagement: Successes, Lessons Learned, & Strategies

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2020 COPPUL Scholarly Communications SkillShare
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Why we’re here

● Are you a scholarly communications expert looking to foster deeper engagement with your faculty colleagues on topics like open access, scholarly publishing, copyright, or knowledge mobilization?
● Do you find yourself constantly reimagining your workshops, speaker series, and promotional material, hoping that this time you've crafted a resonant message that will motivate researchers at your institution to take action?
Who is in the “room”?
How many years have you been a librarian?

- I'm an LIS student
- 0 - 3 years
- 4 - 7 years
- 8 - 12 years
- 13 or more years
What is your area of expertise within scholarly communications?

- open access
- copyright
- general knowledge
- publishing
- impact
- knowledge mobilization
- digital scholarship
- journal publishing
- OER
- IR
- undergraduate research
- eResources
- open data
On a scale of 1 -5, where 1 is "total newbie" and 5 is "expert," how experienced with faculty outreach and engagement are you?
What are some adjectives you associate with outreach or engagement initiatives?

“layered, sometimes feels futile”

“frustrating, surprising, labour intensive”

“fun, unpredictable, draining”

“intimidating, rewarding”

“(Often) discouraging & tedious, but (sometimes) energizing & hopeful”
Examples of engagement activities
SFU’s new Open Access Policy (2017)

The Faculty Association, Grad Students Society, and Library spearheaded this initiative and drafted a policy in early 2016. The revised version was passed by SFU Senate in January 2017.

➔ How could we make sure everyone was given opportunities to provide feedback?
➔ How could we then make sure everyone was made aware of the policy and its requirements as well as benefits?
Increasing awareness of the SFU Copyright Office

How can we increase awareness of the office and our services, across the University community?
Things we’ve tried that failed
Summit IR deposit clinics

- Scheduled one-on-one walk-throughs
- Advertised during OA Week
- Very little uptake
Open Access Week

- Various OA and publishing workshops
- Held in the Library during OA Week
Standalone research communication workshops

● What's Your Impact?: An Introduction to Measuring the Impact of Your Research Within and Beyond the Academy
● Get credit for your work: Build a sustainable online CV with ORCID
● Get credit for your work: Distinguish yourself with ORCID
● Building Your Online Academic Presence
● Cultivating Your Professional Online Presence
Things we’ve tried that worked
Different venues

● Faculty Association meetings
● Messaging through VPR & other communication channels
● Visual displays in high-traffic areas
Different formats

- One-on-one and less-structured connections
- Copyright Office poster/postcard campaign
Different formats

 Awareness of copyright services

Copyright Office
copyright.sfu.ca

Years:


Values:

0 20 40 60 80
Lessons learned
Lessons learned

- Integrate content with pre-existing, well attended sessions
- Go to the people (faculty association events, departmental meetings, things people already attend)
- Collaborate with other local institutions (e.g., OA Week, Fair Dealing Week)
- Building relationships and trust takes years
- It’s okay to just start conversations
Success is defined contextually
What does success mean at your institution?

- Success is contextual
- Will depend on institutional characteristics
- Assessment/evaluation
Discussion in breakout rooms

We are going to take 10 minutes to discuss the following topics in breakout rooms. Pick a topic that you want to discuss and join that room.

Nominate someone in your group to share some key takeaways from the discussion when we resume. You will get a 2 minute warning before we resume.

Topics:

- **Wins:** Tell us about an outreach or engagement strategy that you tried at your institution that worked.
- **Fails:** Tell us about an outreach or engagement strategy that you tried at your institution that didn’t work.
- **Lessons learned:** What are the takeaways from your successful or not-so-successful outreach or engagement initiatives that could improve your future initiatives?
- **Evaluation/Assessment:** What does success look like for outreach or engagement strategies at your institution? How do you know if you’ve been successful?
Thank you

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