

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

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2020 COPPUL Scholarly Communications SkillShare  
April 30, 2020



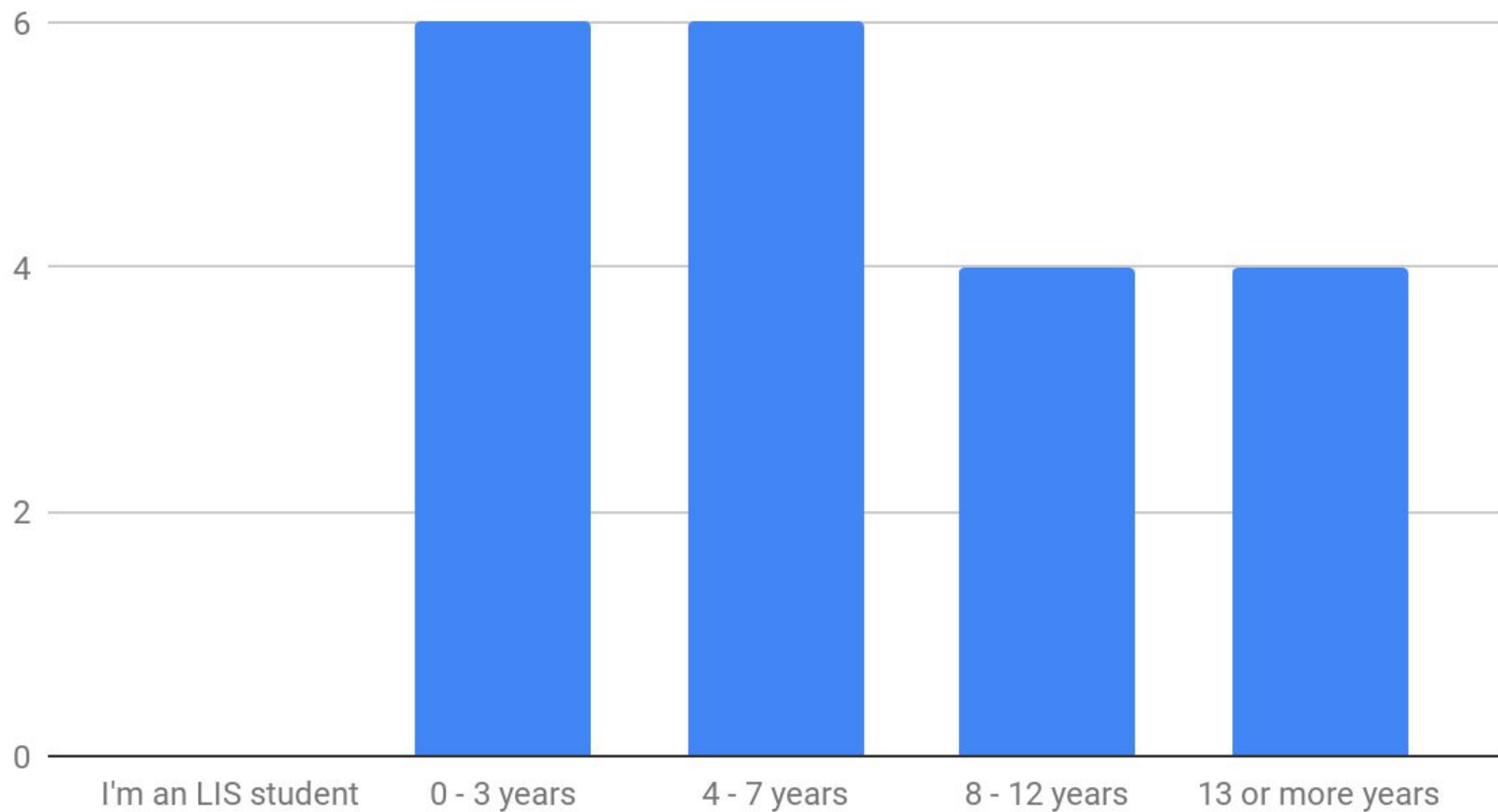
# Why we're here

- 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?

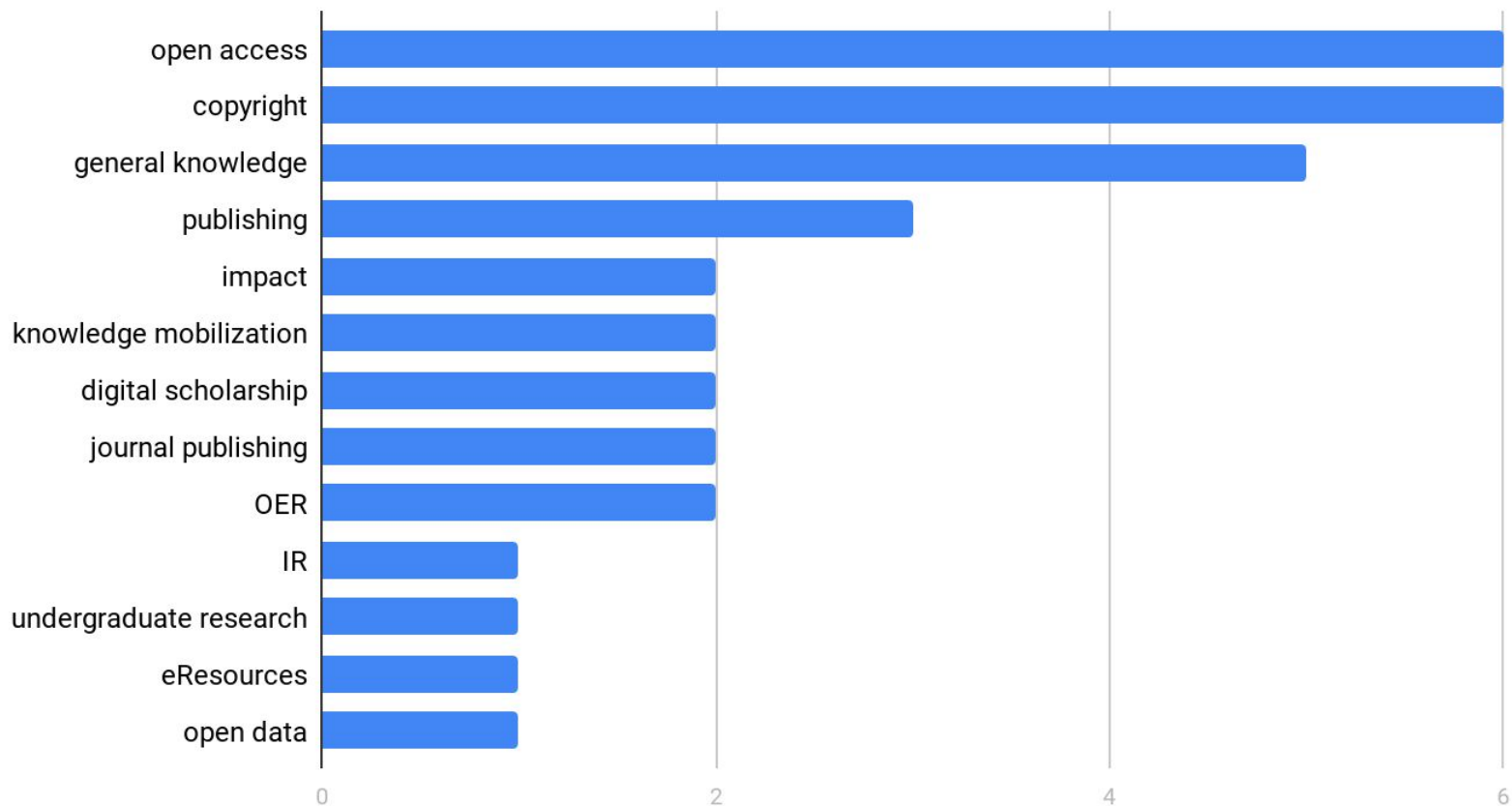


Who is in the “room”?

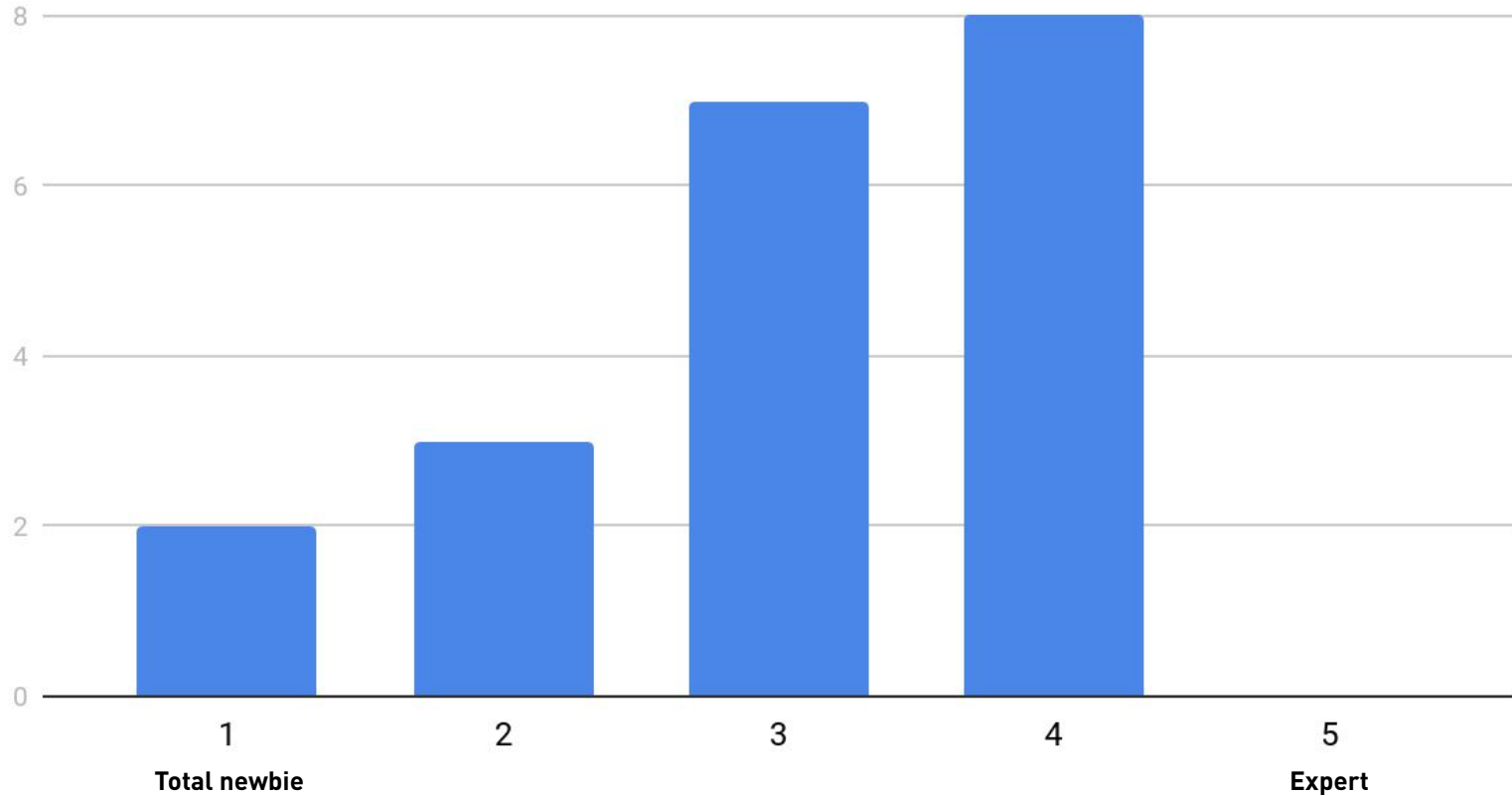
## How many years have you been a librarian?



## What is your area of expertise within scholarly communications?



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



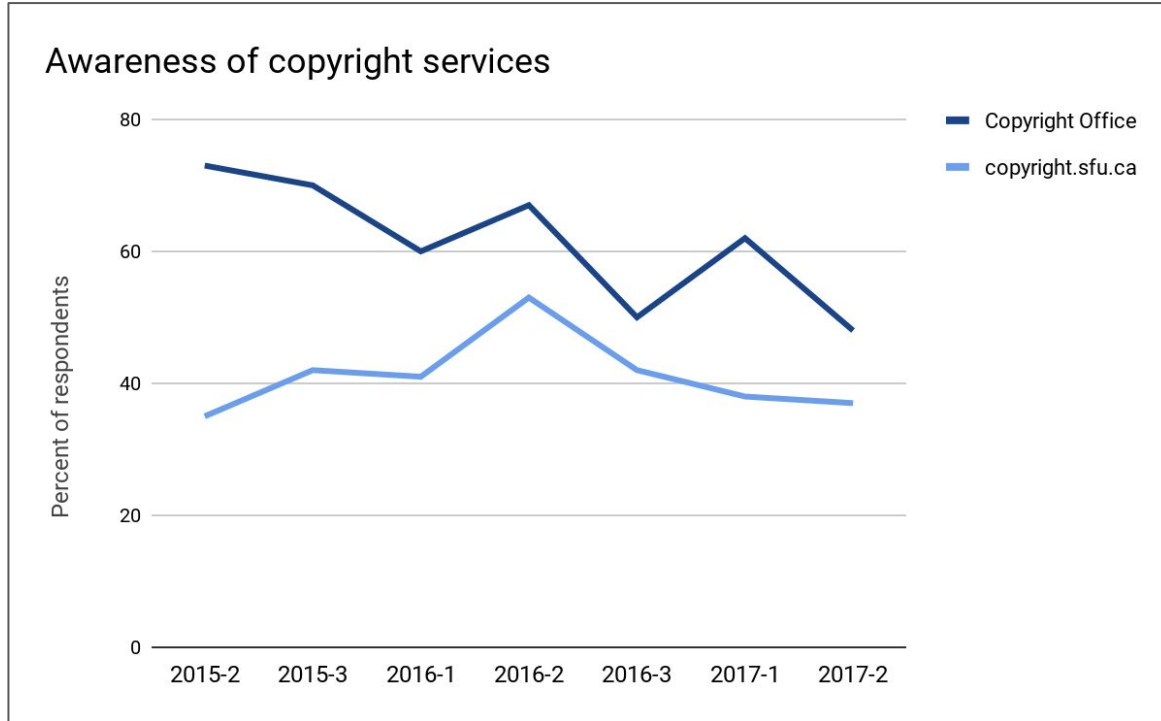
# SFU's new Open Access Policy (2017)

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



## Summit deposit form

View Results Revisions

Fill in these fields and attach your document(s) and Library staff will upload your material to [Summit](#), SFU's Research Repository.

Title \*

Title of the material being deposited to Summit.

Author(s) \*

For multiple authors, separate names with semicolon, e.g. Cranston, T.; Magnusson, K.

Email address \*

SFU Computing ID

SFU department

Date created \*

Year ▼ Month ▼ Day ▼

Enter the date of publication or date you completed the item.

Embargo period \*

Some publishers do not permit immediate open access. If this is the case for the above article, indicate how many months from the date of publication the publisher allows it to become open access. If you'd like the Library to investigate whether an embargo applies, please indicate so in the box above.

Citation \*

Citation for the published version.

Abstract

# Open Access Week

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



# Standalone research communication workshops

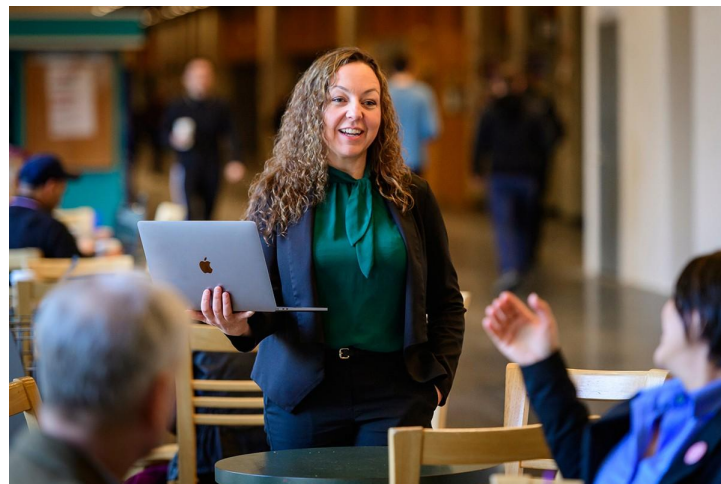
- What's Your Impact?: An Introduction to Measuring the Impact of Your Research Within and Beyond the Academy
- Get credit for your work: Build a sustainable online CV with ORCID
- Get credit for your work: Distinguish yourself with ORCID
- Building Your Online Academic Presence
- Cultivating Your Professional 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



SFU News recently sat down with Lupin Battersby, the university's new knowledge mobilization officer, to discuss SFU's Knowledge Mobilization Hub and the services available to the SFU community.

## RESEARCH

### Q&A with Lupin Battersby, SFU's new Knowledge Mobilization Officer

February 13, 2020

[Tweet](#) [Facebook](#) [Pinterest](#) [Email](#) [Print](#)

By Justin Wong

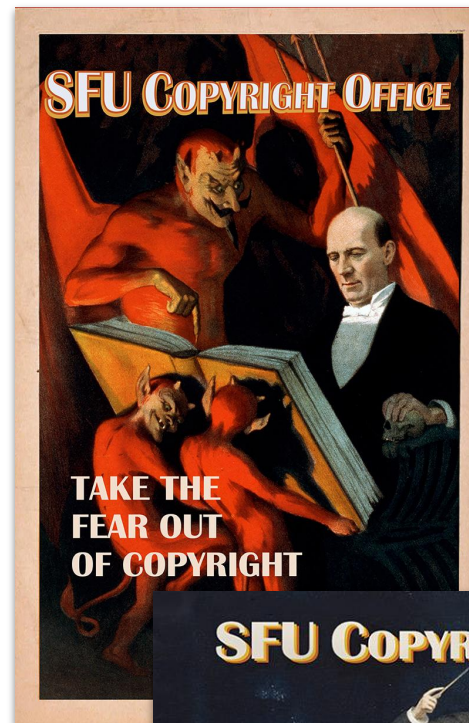
There is a lot of curiosity surrounding SFU Knowledge Mobilization, a university-wide initiative that is focused on growing Simon Fraser University's culture of sharing knowledge and/or transferring it to end users in our communities.

*SFU News* recently sat down with Lupin Battersby, the university's new knowledge mobilization officer, to discuss SFU's Knowledge Mobilization Hub and the services available to the SFU community.



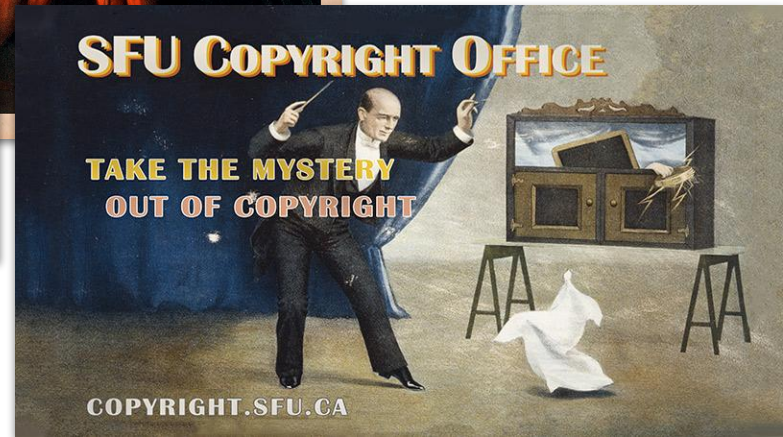
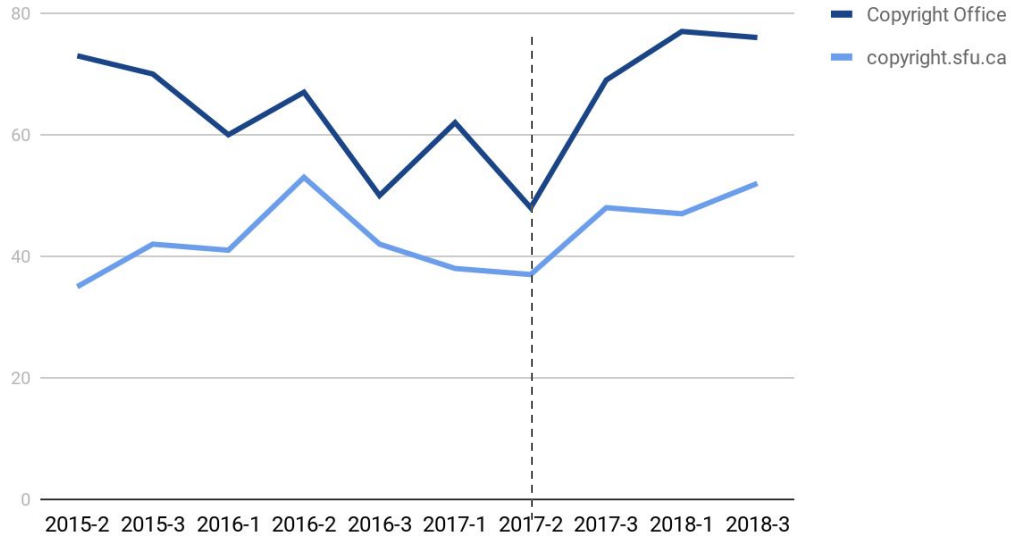
# Different formats

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



# Different formats

Awareness of copyright services



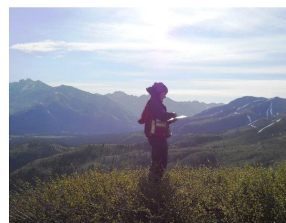
Lessons learned

# 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

## **Publish Archaeology!**

SFU Archaeology Press and the Open Access Future



**Thursday, September 7  
3:00 – 6:00pm**

**7th floor, Room 7200  
W.A.C. Bennett Library  
SFU Burnaby**

SFU Archaeology and SFU Library Digital Publishing are thrilled to announce the launch of the open access SFU Archaeology Press Catalogue: [archpress.lib.sfu.ca](http://archpress.lib.sfu.ca)

Join us for a panel discussion to explore the past, present, and future of publishing in archaeology.

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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