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THE QUESTIONNAIRE

MARKETING THE DIGITAL REPOSITORY

1. How much did your organization spend in the past year in marketing the digital repository to potential users?
2. Does your institutional repository have _____?
 - A. A link to the college library website
 - B. A link to the college website (apart from any link to the library)
 - C. A link to a university iTunes site
 - D. A link to a university YouTube channel
 - E. Its own blog
 - F. A brochure
 - G. A regular webcast or podcast
 - H. A published annual report
3. How many press releases about or from the repository did the library send out in the past year?
4. Describe how you market the repository both to internal and external users. Have you used search engine optimization techniques? What about your site licensing strategy? Your press release efforts? Outreach at conferences?

REVENUE FROM THE DIGITAL REPOSITORY

5. Does the repository charge any form of fee for any articles or downloads (including charges aimed only at cost recovery)?
 - A. Yes
 - B. No
 - C. No, but we are thinking about it
6. Has the repository formed reciprocal access, development or marketing arrangements with any other digital repository?
7. Has the repository garnered any revenue over the past three years in providing consulting services to any other repository or library unit of institutions other than your own?

ACCESS DATA

8. Approximately how many unique visitors has the repository website received in the past year?¹
9. If the repository allows direct downloads, approximately how many downloads of articles or other materials occurred within the past year?¹
10. What percentage of downloads from the repository come from _____?
 - A. Within the United States
 - B. Canada
 - C. All other countries outside the United States and Canada
11. What percentage of downloads from the repository come from _____?
 - A. Within your institution
 - B. Outside your institution
12. Comment on trends in the download of materials from your repository. Are downloads increasing in a particular subject area? For a particular part of the world or from certain types of institutions? We are particularly interested in the trend in downloads from scholars and educators in developing countries.
13. In the past year, what has been the growth rate in the overall use of the digital repository measured by the indicator most useful to you in your personal planning (i.e. downloads, page views, site visits, etc.)?
14. Describe your philosophy on how you compile, distribute, and publicize your repository download statistics. How detailed is your data? How great an effort do you make to get them out to authors and end users? How do they promote the interests of your institution?

THE DIGITAL REPOSITORY AS PUBLISHER

15. Has your digital repository taken measures to become a publisher in its own right, developing branded information collections of scholarly materials to market to the outside world or for internal use?
 - A. Yes
 - B. No
 - C. No, but we are planning on it

¹ Some statistics given by participants were for less than one year and have been adjusted accordingly.

16. Has the repository, alone or in concert with others, established any form of peer review network?
 - A. Yes
 - B. No
 - C. No, but we are considering this

17. Does the repository send out any proposed articles to a peer review network maintained by the repository or by one or more academic institutions?
 - A. Yes
 - B. No
 - C. No, but we are thinking of doing this

18. Does the repository have an e-publishing program through which it publishes monographs or books in either a print or digital format (or both) that might not have been initially published elsewhere?

19. If the repository does have such an e-publishing program, how many book titles has it published in the past three years?¹

20. Does the repository publish any open access journals?

21. Describe the repository's attitude toward becoming an actual publisher. Does it plan to publish its own open access journals? Has it taken measures to organize peer review councils, editorial staff, or other measures associate with academic publishing?

BUDGET AND GRANTS/FUNDRAISING

22. How much has the college or library allocated for the annual budget of the digital repository (in USD)?²

23. What was the rate of change in spending for the digital repository in the 2012-13 academic year?

24. What was the rate of change in spending on the digital repository in the 2013-14 academic year?

25. What is the expected rate of change in spending on the digital repository in the 2014-15 academic year?

¹ Titles published by the repository and not initially published elsewhere.

² Includes spending for relevant license, conferences, publications, telecommunications, marketing, appeals to faculty, and all other operations expenses. Does not include money spent to start up the repository other than expenditures the library expects to spend every year in running the repository. Personnel costs are only included for positions largely dedicated to the repository.

26. Approximately how many man-hours per year of librarian and librarian technician labor are required to operate and market the digital repository?¹
27. Briefly comment on your plans for staffing the repository. Will you increase staff? Will you hold steady? Can you get more productivity by bringing in experts from other departments to play specific roles or else use outside consultants? What about better software or other tools to make it easier for faculty and staff to use the repository without staff assistance?
28. How successful has your repository been in attracting grant/fundraising support from foundations, alumni, or other sources outside your institution? From where has this support come and how did you go about getting the support?

FACULTY COOPERATION

29. Approximately what percentage of the books published by your institution's faculty in the past two years is archived in any form in the institutional repository?
30. Approximately what percentage of the journal articles published by your faculty is archived in any form in the institutional repository?
31. Describe how you have gone about trying to assure faculty participation in the digital repository program. What methods have you used? Can you advise your peers on best practices in gaining faculty awareness and acceptance?

IMPACT ON THE COLLEGE ONLINE AND SCHOLARLY PRESENCE

32. Has the library done any research on the impact of the digital repository on the citation rate of journal articles in the repository? If so, what has it discovered?
33. In general, what has been the impact of the digital repository on your institution's overall online presence?

RIGHTS MANAGEMENT AND COPYRIGHT

34. How many individual _____ does the library have in its digital repository?
 - A. Books
 - B. Journal articles
 - C. Articles from non-refereed sources such as magazines and newspapers
 - D. Photographs or digital images
 - E. Videos

¹ One full-time person would equal approximately 1,800 man-hours per year.

35. What percentage of the books in the institution's digital repository are _____?

- A. Full open access prior to or upon publication
- B. Full open access after a waiting period of less than one year
- C. Full open access after a waiting period of more than one year

36. What percentage of the journal articles in the institution's digital repository _____?

- A. Are full open access prior to or upon publication
- B. Have access restricted to a page view limit
- C. Have access restricted to an institution or limited group of institutions

MOOCs

37. Many colleges are now capturing lectures, classes, and special events on tape and preserving them as a form of intellectual property. If your college does so, what role does the repository play in locating, archiving, providing metadata for copyright clearance for, distribution, or other services for this emerging form of intellectual property?

38. What role has the repository played in developing Massive Open Online Courses (MOOCs) or in archiving materials from/for these courses?

SURVEY PARTICIPANTS

Ashesi University College
Australian National University
Bindura University of Science Education
Binghamton University
California State University Northridge
Colorado State University
Connecticut College
Forschungszentrum Jülich
Iowa State University
Lehigh Valley Health Network
Marine Institute
Mount St. Mary's College
New York Academy of Medicine
Nigerian Institute for Oceanography & Marine Research
Original Literature of Vintage Mechanical Musical Instruments
Parkview Health System
Rutgers University
Seattle Pacific University
St. Cloud State University
Universidad Complutense de Madrid
Universidad de Sevilla
University of Alberta
University of Brasilia (Brazil)
University of Canterbury
University of Massachusetts Amherst
University of Minnesota Duluth
University of Nevada Las Vegas
University of North Carolina at Chapel Hill
University of the Sunshine Coast
University of the West of England, Bristol
Washington and Lee University
Western Michigan University
Wichita State University

CHARACTERISTICS OF THE SAMPLE

Overall sample size: 33

By Repository's Home Country

United States	19
Outside United States	14

By Public or Private Status

Public college	21
Private college	5
Not a higher education institution	7

By FTE Enrollment of the College

Less than 20,000	14
20,000 or more	12
Not a higher education institution	7

By Number of Years the Digital Repository Has Been in Operation

Less than 3 years	8
3 to 5 years	12
More than 5 years	13

By Carnegie Class

Primarily BA- or MA-granting institution	13
PhD-granting institution	5
Research university	8
Not a higher education institution	7