

Table 2 Your digital repository contains which of the following:

Table 2.1.1 Repository contains books written by faculty

	Yes	No
Entire sample	60.61%	39.39%

Table 2.1.2 Repository contains books written by faculty Broken out by Public/Private

Public/Private	Yes	No
Public	68.18%	31.82%
Private	33.33%	66.67%

Table 2.1.3 Repository contains books written by faculty Broken out by Enrollment

Enrollment	Yes	No
0-5,000	22.22%	77.78%
5,001-25,000	54.55%	45.45%
25,001+	90.91%	9.09%

Table 2.1.4 Repository contains books written by faculty Broken out by Type

Type	Yes	No
BA/MA-granting	44.44%	55.56%
PhD-granting	66.67%	33.33%
Research University	80.00%	20.00%
Non-higher education institution	100.00%	0.00%

Table 2.1.5 Repository contains books written by faculty Broken out by Country

Country	Yes	No
USA	52.38%	47.62%
Other	75.00%	25.00%

Table 2.2.1 Repository contains journal articles written by faculty

	Yes	No
Entire sample	87.88%	12.12%

Table 2.2.2 Repository contains journal articles written by faculty Broken out by Public/Private

Public/Private	Yes	No
Public	86.36%	13.64%
Private	88.89%	11.11%

Table 2.2.3 Repository contains journal articles written by faculty Broken out by Enrollment

Enrollment	Yes	No
0-5,000	77.78%	22.22%
5,001-25,000	81.82%	18.18%
25,001+	100.00%	0.00%

Table 2.2.4 Repository contains journal articles written by faculty Broken out by Type

Type	Yes	No
BA/MA-granting	83.33%	16.67%
PhD-granting	100.00%	0.00%
Research University	90.00%	10.00%
Non-higher education institution	100.00%	0.00%

Table 2.2.5 Repository contains journal articles written by faculty Broken out by Country

Country	Yes	No
USA	80.95%	19.05%
Other	100.00%	0.00%

Table 2.3.1 Repository contains presentations made by faculty

	Yes	No
Entire sample	72.73%	27.27%

Table 2.3.2 Repository contains presentations made by faculty Broken out by Public/Private

Public/Private	Yes	No
Public	68.18%	31.82%
Private	88.89%	11.11%

Table 2.3.3 Repository contains presentations made by faculty Broken out by Enrollment

Enrollment	Yes	No
0-5,000	77.78%	22.22%
5,001-25,000	63.64%	36.36%
25,001+	81.82%	18.18%

Table 2.3.4 Repository contains presentations made by faculty Broken out by Type

Type	Yes	No
BA/MA-granting	66.67%	33.33%
PhD-granting	100.00%	0.00%
Research University	80.00%	20.00%
Non-higher education institution	50.00%	50.00%

Table 2.3.5 Repository contains presentations made by faculty Broken out by Country

Country	Yes	No
USA	76.19%	23.81%
Other	66.67%	33.33%

Table 2.4.1 Repository contains magazine or newspaper articles written by faculty

	Yes	No
Entire sample	36.36%	63.64%

Table 2.4.2 Repository contains magazine or newspaper articles written by faculty Broken out by Public/Private

Public/Private	Yes	No
Public	40.91%	59.09%
Private	22.22%	77.78%

Table 2.4.3 Repository contains magazine or newspaper articles written by faculty Broken out by Enrollment

Enrollment	Yes	No
0-5,000	22.22%	77.78%
5,001-25,000	36.36%	63.64%
25,001+	45.45%	54.55%

Table 6.1 How many press releases about or from the repository did the library send out in the past year?

	Mean	Median	Minimum	Maximum
Entire sample	1.34	0.50	0.00	12.00

Table 6.2 How many press releases about or from the repository did the library send out in the past year? Broken out by Public/Private

Public/Private	Mean	Median	Minimum	Maximum
Public	1.71	1.00	0.00	12.00
Private	0.56	0.00	0.00	3.00

Table 6.3 How many press releases about or from the repository did the library send out in the past year? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
0-5,000	0.63	0.00	0.00	3.00
5,001-25,000	1.18	0.00	0.00	4.00
25,001+	2.09	1.00	0.00	12.00

Table 6.4 How many press releases about or from the repository did the library send out in the past year? Broken out by Type

Type	Mean	Median	Minimum	Maximum
BA/MA-granting	1.06	0.00	0.00	4.00
PhD-granting	0.00	0.00	0.00	0.00
Research University	2.30	1.00	0.00	12.00
Non-higher education institution	1.00	1.00	1.00	1.00

Table 6.5 How many press releases about or from the repository did the library send out in the past year? Broken out by Country

Country	Mean	Median	Minimum	Maximum
USA	1.67	1.00	0.00	12.00
Other	0.73	0.00	0.00	3.00

Describe how you market the repository both to internal and external users. Have you used search engine optimization techniques? What about your site linking strategy. Your press release efforts? Outreach at conferences? Etc.

1. We concentrate on focused outreach. We identify groups on campus and send a personalized message about IR services. We have an over 80% response rate. We also do presentations at conferences.
2. Presentations to faculty departments. Presentations at state-wide digitization workshops. Bundle with Open Access Policy information and presentations. Occasional press releases through Libraries Communications Director.
3. We really have not done any marketing to our internal or external users.
4. As this is the initial year we have not yet marketed the IR.
5. We market internally through training sessions and attendance at meetings.
6. Marketing occurs through one-on-one and face-to-face outreach, as well as through seminars and workshops.
7. Blog, Facebook, Twitter (#throwbackthursday), Instagram.
8. Internal: OAW, round table, blog information, official communications to the university authorities, promotional materials, brochure, Twitter, Facebook. External: Blog, Twitter, Facebook, brochure, presentations in professional meetings.
9. For the most part, promotional efforts for our digital collections are integrated into our other Library communications - e.g., we use the Library's social media accounts, blog, newsletter, etc. On campus, most communication with current or potential users is done on a case-by-case basis, usually with personal contact via email or (more successfully) face to face. We have introduced the idea of extending our repository to include faculty and student scholarship to the Faculty Senate and faculty representatives on the Library's Advisory Committee.
10. Word of mouth.
11. We present at conferences and internal meetings at our University. We hand out brochures to new staff at induction seminars and at one-to-one meetings. We ensure our repository data is crawled by internet search engines, with detailed metadata about formats, licensing, etc. We don't publicize new content all that much except via internal news magazines and news articles. We are working on a strategy to publicize more via Twitter and other social networking sites.
12. Anywhere and everywhere.
13. SEO, publish blurbs in student newspaper, present at conferences, personal outreach to individual faculty, link backs on departmental pages, occasional (weekly) posting on Facebook and Twitter, webinar, and much individual campus outreach, including presentation to deans and chairs.

CHAPTER 6: Budget and Staff Time for the Digital Repository

Table 22.1 How much has the college or library allocated for the annual budget of the digital repository, its operation and marketing (in US dollars)?

	Mean	Median	Minimum	Maximum
Entire sample	\$131,840.91	\$30,000.00	\$0.00	\$1,000,000.00

Table 22.2 How much has the college or library allocated for the annual budget of the digital repository, its operation and marketing? Broken out by Public/Private

Public/Private	Mean	Median	Minimum	Maximum
Public	\$183,964.29	\$46,250.00	\$0.00	\$1,000,000.00
Private	\$12,500.00	\$14,000.00	\$0.00	\$26,000.00

Table 22.3 How much has the college or library allocated for the annual budget of the digital repository, its operation and marketing? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
0-5,000	\$9,800.00	\$8,000.00	\$0.00	\$20,000.00
5,001-25,000	\$144,250.00	\$28,000.00	\$0.00	\$1,000,000.00
25,001+	\$206,785.71	\$55,000.00	\$0.00	\$850,000.00

Table 22.4 How much has the college or library allocated for the annual budget of the digital repository, its operation and marketing? Broken out by Type

Type	Mean	Median	Minimum	Maximum
BA/MA-granting	\$15,950.00	\$5,500.00	\$0.00	\$65,000.00
PhD-granting	\$368,333.33	\$55,000.00	\$50,000.00	\$1,000,000.00
Research University	\$198,000.00	\$30,000.00	\$0.00	\$850,000.00
Non-higher education institution	\$125,000.00	\$125,000.00	\$100,000.00	\$150,000.00

Table 22.5 How much has the college or library allocated for the annual budget of the digital repository, its operation and marketing? Broken out by Country

Country	Mean	Median	Minimum	Maximum
USA	\$166,142.86	\$25,000.00	\$0.00	\$1,000,000.00
Other	\$71,812.50	\$46,250.00	\$0.00	\$250,000.00

Table 23 What was the rate of change in spending on the digital repository in the following years:

Table 23.1.1 Rate of change in spending on the digital repository in 2012-13

	Mean	Median	Minimum	Maximum
Entire sample	5.39%	0.00%	0.00%	70.00%

Table 23.1.2 Rate of change in spending on the digital repository in 2012-13 Broken out by Public/Private

Public/Private	Mean	Median	Minimum	Maximum
Public	1.42%	0.00%	0.00%	10.00%
Private	17.50%	0.00%	0.00%	70.00%

Table 23.1.3 Rate of change in spending on the digital repository in 2012-13 Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
0-5,000	23.33%	0.00%	0.00%	70.00%
5,001-25,000	1.00%	0.00%	0.00%	5.00%
25,001+	1.50%	0.00%	0.00%	10.00%

Table 23.1.4 Rate of change in spending on the digital repository in 2012-13 Broken out by Type

Type	Mean	Median	Minimum	Maximum
BA/MA-granting	10.00%	0.00%	0.00%	70.00%
PhD-granting	0.00%	0.00%	0.00%	0.00%
Research University	2.83%	1.00%	0.00%	10.00%
Non-higher education institution	5.00%	5.00%	0.00%	10.00%

Table 23.1.5 Rate of change in spending on the digital repository in 2012-13 Broken out by Country

Country	Mean	Median	Minimum	Maximum
USA	6.42%	0.00%	0.00%	70.00%
Other	3.33%	0.00%	0.00%	10.00%

Table 23.2.1 Rate of change in spending on the digital repository in 2013-14 (anticipated)

	Mean	Median	Minimum	Maximum
Entire sample	6.28%	0.00%	0.00%	65.00%

Table 23.2.2 Rate of change in spending on the digital repository in 2013-14 (anticipated) Broken out by Public/Private

Public/Private	Mean	Median	Minimum	Maximum
Public	1.50%	0.00%	0.00%	10.00%
Private	16.25%	0.00%	0.00%	65.00%

**Table 23.2.3 Rate of change in spending on the digital repository in 2013-14 (anticipated)
Broken out by Enrollment**

Enrollment	Mean	Median	Minimum	Maximum
0-5,000	21.67%	0.00%	0.00%	65.00%
5,001-25,000	1.60%	0.00%	0.00%	5.00%
25,001+	1.25%	0.00%	0.00%	10.00%

**Table 23.2.4 Rate of change in spending on the digital repository in 2013-14 (anticipated)
Broken out by Type**

Type	Mean	Median	Minimum	Maximum
BA/MA-granting	9.71%	0.00%	0.00%	65.00%
PhD-granting	0.00%	0.00%	0.00%	0.00%
Research University	2.50%	0.00%	0.00%	10.00%
Non-higher education institution	15.00%	15.00%	0.00%	30.00%

**Table 23.2.5 Rate of change in spending on the digital repository in 2013-14 (anticipated)
Broken out by Country**

Country	Mean	Median	Minimum	Maximum
USA	6.08%	0.00%	0.00%	65.00%
Other	6.67%	0.00%	0.00%	30.00%

Table 27 Please rank the following academic departments or group of departments as contributors to the digital repository:

Table 27.1.1 Level of contribution to the digital repository from the Medical and Biological Science departments

	Not really a contributor	Modest contributor	Significant contributor	Heavy contributor
Entire sample	27.27%	27.27%	30.30%	15.15%

Table 27.1.2 Level of contribution to the digital repository from the Medical and Biological Science departments Broken out by Public/Private

Public/Private	Not really a contributor	Modest contributor	Significant contributor	Heavy contributor
Public	36.36%	18.18%	27.27%	18.18%
Private	11.11%	55.56%	33.33%	0.00%

Table 27.1.3 Level of contribution to the digital repository from the Medical and Biological Science departments Broken out by Enrollment

Enrollment	Not really a contributor	Modest contributor	Significant contributor	Heavy contributor
0-5,000	22.22%	33.33%	44.44%	0.00%
5,001-25,000	45.45%	18.18%	18.18%	18.18%
25,001+	18.18%	36.36%	27.27%	18.18%

Table 27.1.4 Level of contribution to the digital repository from the Medical and Biological Science departments Broken out by Type

Type	Not really a contributor	Modest contributor	Significant contributor	Heavy contributor
BA/MA-granting	33.33%	27.78%	33.33%	5.56%
PhD-granting	0.00%	33.33%	33.33%	33.33%
Research University	30.00%	30.00%	20.00%	20.00%
Non-higher education institution	0.00%	0.00%	50.00%	50.00%

Table 27.1.5 Level of contribution to the digital repository from the Medical and Biological Science departments Broken out by Country

Country	Not really a contributor	Modest contributor	Significant contributor	Heavy contributor
USA	33.33%	28.57%	23.81%	14.29%
Other	16.67%	25.00%	41.67%	16.67%

Table 27.2.1 Level of contribution to the digital repository from the Chemistry department

	Not really a contributor	Modest contributor	Significant contributor	Heavy contributor
Entire sample	36.36%	45.45%	12.12%	6.06%