

Providence St. Joseph Health

Providence St. Joseph Health Digital Commons

Articles, Abstracts, and Reports

7-24-2020

Beyond the Buy-in: One Year after Building an Institutional Repository

Amanda Schwartz
PSJH

Follow this and additional works at: <https://digitalcommons.psjhealth.org/publications>



Part of the [Health Sciences and Medical Librarianship Commons](#)

Recommended Citation

Schwartz, Amanda, "Beyond the Buy-in: One Year after Building an Institutional Repository" (2020).
Articles, Abstracts, and Reports. 3400.
<https://digitalcommons.psjhealth.org/publications/3400>

This Presentation is brought to you for free and open access by Providence St. Joseph Health Digital Commons. It has been accepted for inclusion in Articles, Abstracts, and Reports by an authorized administrator of Providence St. Joseph Health Digital Commons. For more information, please contact digitalcommons@providence.org.



Initiative:

Established in 2018, Providence St. Joseph Health Digital Commons became an initiative to support and market Providence St. Joseph Health research in a global and consumable way. Year one comprised of establishing the institutional repository, gathering materials, and promoting services to administrators, physicians, nursing, and research staff.

Year two began shaping the institutional repository with over 2,700 collected materials, growth of the Expert Gallery Suite, and the addition of marketing altmetrics for high performing publications.

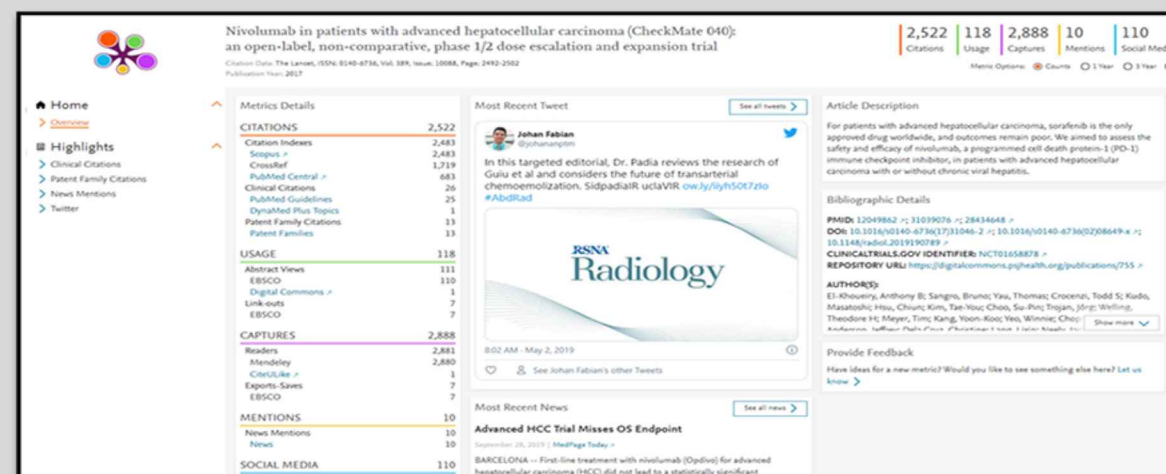
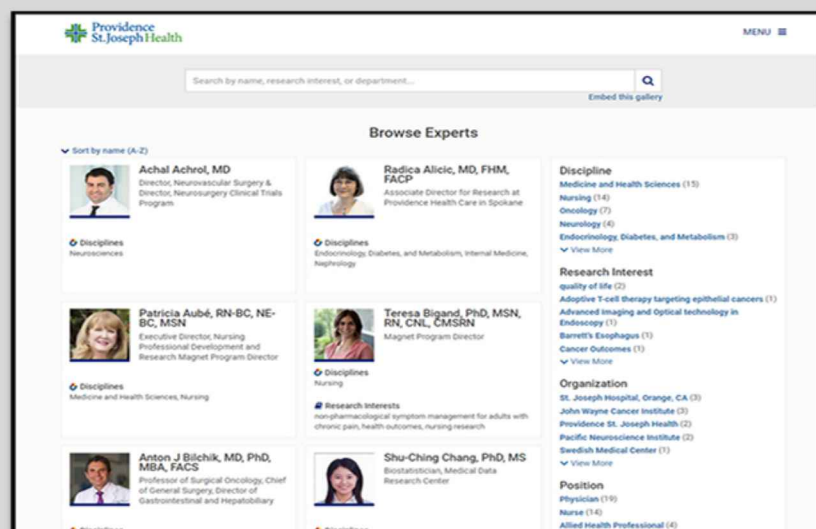


Methods:

In year one, the Digital Asset Librarian conducted outreach to major research groups and departments with the organization.

Coupled with the utilization of PubMed search algorithms, outreach yielded monthly article and presentation submissions to the institutional repository. Submissions from outreach and search algorithms maintained consistent monthly growth of materials.

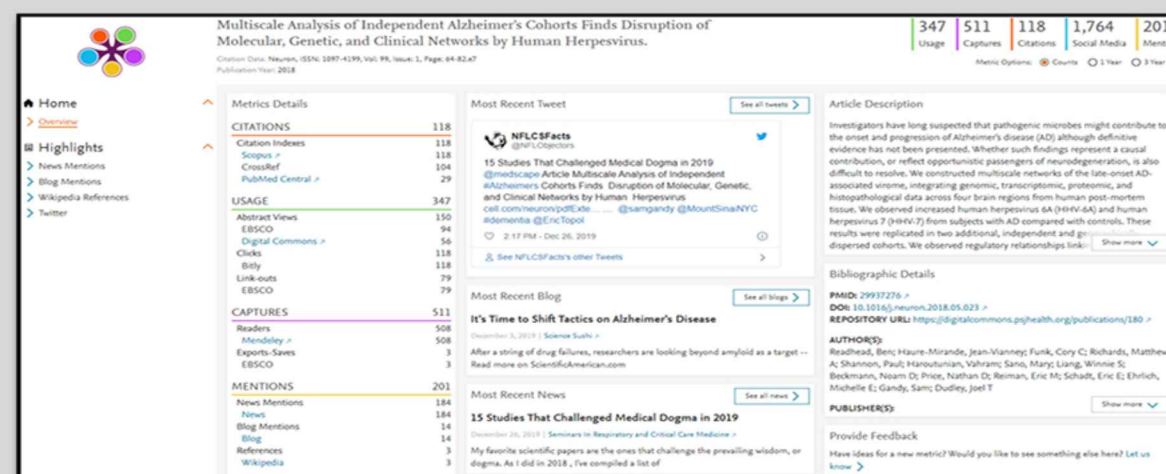
Following the success of year one outreach initiatives, year two will focus on maintaining materials growth and utilize altmetrics usage and interaction statistics as a visual marketing strategy.



Moving Forward:

Initial outreach for year two altmetrics marketing was well received. Researchers and administrators appreciated seeing the whole picture impact of their publications. The Providence St. Joseph Health institutional repository is widely supported and well received; continuous outreach is necessary to maintain a healthy dialogue and buy-in between the authors and library staff maintaining the repository.

User interaction increased 277% from the previous year, growing engagement from 3,656 individual metadata page hits to 10,147. Utilization of altmetrics showed a similar spike in usage, with social media engagement escalating from 12,335 interactions between Facebook and Twitter to 42,105.



Evidenced by continued usage and reception of Digital Commons, the institutional repository creates an investment between reader, author, and institution. Repository usage remains global and dynamic, reaching 111 countries in 2019, averaging a 300% increase in engagement between usage and readership. Marketing altmetrics as a visual piece of the growing engagement helps create a well-rounded picture of organizational research and usage.