Organizing the Peacock Parade

Faculty Buy-In for the Institutional Repository and Open Access Publishing

by Carol Hixson, Deborah Henry, and Tina Neville
Nelson Poynter Memorial Library
University of South Florida St. Petersburg

A Webinar hosted by ALCTS,
Association for Library Collections & Technical Services
September 24, 2014
http://dspace.nelson.usf.edu/xmlui/handle/10806/11969
Your presenters

Tina Neville               Carol Hixson             Deb Henry
University of South Florida St. Petersburg (USFSP)

Photo by Lisa Ferrante
Nelson Poynter Memorial Library
USFSP Digital Archive
http://dspace.nelson.usf.edu/
Faculty Participation Rates

76 %
Why Peacocks?

*Photo by Carol Hixson*
How to Achieve Faculty Buy-In

- Talk to them
- Present models
- Don’t ask them to change
- Personalize
- Don’t expect them to do anything
- Educate them over time
- Market, market, market
- Be reliable and innovative
Talk to Faculty

Faculty at USFSP

• Want to have their work better known and more widely cited
• Are risk-averse
• Do not want to disrupt the scholarly publishing model
• Know very little about open access
• Generally do not understand copyright
• Have no spare time
• Often lose track of their own work
WHO IS ELIGIBLE TO ESTABLISH A PERSONAL COLLECTION OF PROFESSIONAL MATERIALS?

- Any currently employed permanent member of the USFSP faculty
- Any retired or emeritus member of the USFSP faculty
- Adjunct or visiting faculty must have the agreement of their department head or College Dean
- Library staff will create the collection home page and keep it updated with appropriate contact and other information
Policies

INSTITUTIONAL COMMITMENT TO AUTHORS

• The Library commits to preserving and making available the materials submitted to the USFSP Digital Archive

• The Archive retains all materials whether the authors continue their affiliation with USFSP or not

• Materials will not be withdrawn because an author is no longer affiliated with the University

• All USFSP authors who subsequently leave USFSP will still be able to access and add to their work
Policies

USFSP - Scholars Formerly Affiliated with the University

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This community contains materials for scholars who are no longer affiliated with the University. We honor their contributions to USFSP by maintaining their collections in the archive.

News

This community is under development.

Cover photo by Lisa Ferrante.

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Models

Nelson Poynter Memorial Library (Faculty and Professional Works)

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News

FEATURED COLLECTION FOR FALL 2013

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- Watson, Berne
Models
Models

Henry, Deborah Boran

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VIEW ALL ITEMS IN THIS COLLECTION

This collection contains some publications of Deborah Henry, Nelson Poynter Memorial Library, USFSP.

EDUCATION

- Master of Arts, University of South Florida
- Master of Science, University of Delaware, College of Marine Studies
- Bachelor of Arts, Regis College

CONTACT INFORMATION

Deborah Henry, Librarian
Nelson Poynter Memorial Library
University of South Florida St. Petersburg
140 Seventh Avenue South, PO1129
St. Petersburg, FL 33701
Phone: (727) 873-4977
Email: henry@mail.usf.edu

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No Change:
Build on What They Know

Photo by Carol Hixson
Build on What They Know
The bias in time series volatility forecasts.

By Jensen's inequality, a model's forecasts of the variance and standard deviation of returns cannot both be unbiased. This study explores the bias in GARCH type model forecasts of the standard deviation of returns, which we argue is the more appropriate volatility measure for most financial applications. For a wide variety of markets, the GARCH, EGARCH, and GJR (or TGARCH) models tend to persistently over-estimate the standard deviation of returns, whereas the ARLS model of L. Ederington and W. Guan (2005a) does not. Furthermore, the GARCH and GJR forecasts are especially biased following high volatility days, which cause a large jump in forecast volatility, which is rarely fully realized.

Abstract only. Full-text article is available through licensed access provided by the publisher. Published in Journal of Futures Markets, 30(4), 305-323. DOI: 10.1002/fut.20417. Members of the USF System may access the full-text of the article through the authenticated link provided below.

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Date: 2010
Personalized Support

Elliott, Deni

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This collection contains some of the work of Deni Elliott, Ph.D., Eleanor Poynter Jamison Chair in Media Ethics and Press Policy and Department Chair and Professor, Department of Journalism and Media Studies, USFSP College of Arts & Sciences.

Education

- Ph.D., Harvard University, Philosophy of Education
- M.A., Wayne State University, Philosophy
- B.A., University of Maryland, Speech Communication, Minor, Journalism

Research interests: Dr. Elliott specializes in practical ethics. In addition to her writings in media ethics, she has published work relating to ethical issues and animals, government, higher education, philanthropy, research and teaching. Her recent books include Ethical Challenges: Building Your Ethics Toolkit, published through Authorhouse, The Kindness of Strangers, Philanthropy in Higher Education and Ethics In the First Person, A Guide to Teaching and Learning Practical Ethics, both published by Rowman & Littlefield. Dr. Elliott also works as the Ethics Officer for the Metropolitan Water District of Southern California.

Contact Information
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McLauchlan, Judithanne Scourfield

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This collection contains some of the work of Judithanne Scourfield McLauchlan, Ph.D., Associate Professor of Political Science, USFSP College of Arts & Sciences.

Education

- Ph.D., Rutgers University, Political Science
- M.A., Rutgers University, Political Science
- B.A., Rider University, Political Science, Summa Cum Laude, Honors in Political Science, Baccalaureate Honors Scholar

Honors & Awards

- Fulbright Scholar, Chisinau, Moldova Universitatea Libera Internationala din Moldova (ULIM), Free University of Moldova, 2010 and 2012
- Diversity Honor Roll Award, University of South Florida, 2011-12
- American Political Science Association and Pi Sigma Alpha Certificate for Outstanding Teaching in Political Science, 2008
- Chancellor’s Award for Teaching Excellence, USF St. Petersburg, 2008
- College of Arts and Sciences Teacher of the Year, USF St. Petersburg, 2008
- Student Organization Advisor of the Year 2007-2008
Personalized Support

For more information, visit my website at http://www.stpt.usf.edu/coe/brice.htm
Comprehensive Digital Portfolios
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A mission of civic engagement: Undergraduate students working with nonprofit organizations and public sector agencies to enhance societal wellbeing.

Title: A mission of civic engagement: Undergraduate students working with nonprofit organizations and public sector agencies to enhance societal wellbeing.

Author: Braunsberger, Karin; Flann, Richard O.

Abstract: Universities in the U.S. have been criticized for not contributing enough to the social well-being of the communities within which they operate, and business schools have been accused of failing to prepare students adequately for careers in business. These criticisms have led to increased focus on service-learning, a form of experiential learning that aids students in the application of theoretical knowledge to “real-life” situations—including problems and opportunities—faced by local as well as international communities. Even though service-learning has become fairly popular in business schools throughout the U.S., there is relatively little literature that illuminates its application. This paper describes a service-learning project in a marketing research course and how this project supports the university’s mission of civic engagement. Included are also a discussion of course-specific objectives as well as learning goals, objectives, and assessments as commonly required by regional and accreditation agencies.

Description: Abstract only. Full-text article is available through licensed access provided by the publisher. Published in VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations, 24(1), 1-31. doi: 10.1007/s11266-012-9289-6

URL: http://hdl.handle.net/10806/6805

Date: 2013
Credibility of political messages on the Internet: A comparison of blog sources.

Title: Credibility of political messages on the Internet: A comparison of blog sources.

Author: Kaid, Lynda Lee; Ancu, Monica

Description: Citation only. Includes bibliographical references and index. For full access, check out the book through the USF St. Petersburg Library HM851.856 2007, request it on interlibrary loan, or order it through a book dealer. Members of the USF System may access the full-text of the article through the authenticated link provided below.

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Comprehensive Digital Portfolios: Track Embargo Periods

How to “Align” an Online Finance Course Using Capital Budgeting Analysis

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<td>Schmidt, Martina K.</td>
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<td>Abstract:</td>
<td>The assessment of business courses and their learning goals and objectives is important for accredited business schools. However, not all business educators are necessarily knowledgeable and trained in designing appropriate learning objectives and aligning all aspects of a course around these learning objectives. This paper tries to fill this gap for business instructors by describing the concept of alignment. This paper also applies the concept of alignment to the specific learning module of capital budgeting analysis in an online MBA level corporate finance class. Important observations are given that help an instructor align a class with the course objectives, materials and assessments. The paper shows how the specific learning objective for risk assessment in capital budgeting analysis can be achieved with the use of a screen capture recording, a spreadsheet tutorial, a case study assignment and a specific grading rubric.</td>
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<td>Description:</td>
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• Statistics showing use
• Full-text searching
• Stable URL that can be linked anywhere
• Discoverability through open Web searches
We Do It All

• We collect their CVs and work from them
• We verify and correct citations from their CV
• We add in items for them
We Do It All

• We run citation alerts
• We send statistical reports
• We investigate copyright using Sherpa and publishers’ websites
• Sometimes we contact publishers on their behalf and ask for permission
Educate Over Time

• We inform about OA but we don’t require it
• We use every opportunity to inform them and get them to reconsider their approach
• We provide access to SPARC and other resources
• We introduced an Open Access Resolution from Library faculty to Faculty Senate
Educate About Publishers’ Agreements

• Be willing to look over publishers’ agreements
• Offer options to consider
• Refer them to resources
• Stress their personal responsibility
Informational Materials

• SPARC Authors’ Addendum
• Predatory publishers lists
• What’s In It For You
• Step-by-Step Guide on Submission
• Links to presentations about the archive
• Searching guide to the archive
Marketing

Photo by Carol Hixson
Marketing Strategies

Why Open Access?
Promote Research & Scholarship

Schmidt, Martina K.

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VIEW ALL ITEMS IN THIS COLLECTION
This collection contains some of the work of Martina K. Schmidt, Ph.D., Level 2 Instructor, Finance, USFSP College of Business.
Education
- Ph.D., Florida Atlantic University, Finance
- M.B.A., Florida Atlantic University, International Marketing
- B.A., Florida Atlantic University, International Business

Contact Information
- Office: DAV 108 D
- Phone: 727-873-4250
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USFSP UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG
Marketing: Reaching Out to Individual Faculty

• Following announcements of presentations, or new publications
• When new faculty are introduced
• To collect course-specific student work
### The Twelve Step OA Program, or, How I Learned to Give Up My Addiction to Commercial Publishing and Support Open Access

**Title:** The Twelve Step OA Program, or, How I Learned to Give Up My Addiction to Commercial Publishing and Support Open Access

**Author:** Hixson, Carol G., 1955-; Nelson Poynter Memorial Library.

**Description:** Brought to you by the Dean and Faculty of the Nelson Poynter Memorial Library, October 22, 2013, In Celebration of International Open Access Week, Presentation prepared by Carol Hixson.

**URL:** http://hdl.handle.net/10806/8199

**Date:** 2013-10-22

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Marketing: Administrative Support

Reichgelt, Han

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This collection contains some of the work of Han Reichgelt, Ph.D., Regional Vice-Chancellor for Academic Affairs at the University of South Florida, St Petersburg.

Education
- Ph.D., Cognitive Science, University of Edinburgh, UK
- MA, Philosophy, University of Nijmegen, the Netherlands
- BS, Psychology, University of Nijmegen, the Netherlands

Research Interests
- IT Service Delivery Quality
- Computing Education
- Accreditation, Assessment and Quality Enhancement
- Higher Education Policy and Online Education
- Health Information Technology
Marketing: High Profile Collections

Heller, H. William

Search within this collection:  Go

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This collection contains some of the work of H. William Heller, Ed.D., Professor & Dean, USFSP College of Education and Director, Bishop Center for Ethical Leadership and Civic Engagement.

Educational Background
- Ed.D., University of Northern Colorado, Special Education & School Psychology
- P.M.A., Northern Illinois University, Educational Administration
- M.S., Northern Illinois University, Guidance and Counseling
- B.S., Southern Illinois University, Elementary Education & Special Education

Research Interests
- Appearance as a handicap (dysmorphia)
- Teacher retention
- Human service leadership
- Ethics/Character education
Marketing : Faculty Testimonials

Faculty works

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News

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READ FACULTY TESTIMONIALS ABOUT THE ARCHIVE
Marketing: Featured Collections

Kate Tiedemann College of Business (Faculty Works)

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FEATURED COLLECTION FOR Fall 2014

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News

READ ABOUT NAMING OF THE COLLEGE

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USFSP
UNIVERSITY OF SOUTH FLORIDA
ST. PETERSBURG
Marketing: Use of Social Media & Blogging
Marketing: Web Sites
Be Reliable and Innovative

• Deliver what you say you will
• Be responsive
• Listen to suggestions
• Implement what you can
• Develop new features and services
Be Responsive

Pezzo, Mark

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VIEW ALL ITEMS IN THIS COLLECTION

This collection contains some of the work of Mark Pezzo, Ph.D., Associate Professor

Ph.D., Experimental Psychology, Ohio University
Research Area: Social Psychology

Dr. Pezzo's research focuses on judgmental biases. He examines the interface between motivational and cognitive processes (i.e., self-presentation vs. sensemaking) in a number of areas, including hindsight bias, planning fallacy, numerosity judgments, perceptions of offensiveness, and the spread of rumors. His most recent work has been moving toward more applied settings, including medical judgments.

News

This collection is under development.
In April 2013, as part of the University’s Research Month, the Nelson Poynter Memorial Library hosted a series of “Lightning Talks” for faculty to speak for 5 minutes about their research. This effort continued again in 2014 and has become a regular series.

This collection provides links to videos and presentations by USFSP faculty discussing their current research.
Services : Faculty Experts

Faculty Experts

Search within this collection:  Go

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VIEW LIST OF SUBJECT EXPERTISE

VIEW LIST OF FACULTY EXPERTS

Through this collection, members of the USFSP community and beyond will be able to learn about the areas of expertise of our faculty. Here individuals will be able to make connections with experts in their field of interest for dialogue and collaboration.

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Services: Collect Students’ Work

Student works

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Sub-communities within this community

- USFSP Theses

Collections in this community

- Journalism & Media Studies Graduate Student Culminating Work
- Miscellaneous Student Works
- MLA in Liberal Studies Projects
- Undergraduate Research Symposium (USFSP)
- University of South Florida St. Petersburg Student Research Journal
Business Plan

• Know your limitations and be realistic
• Tie to institutional strategic plans
• Do pilot studies with different models
• Outline the operational, technical, policy, marketing, management and staffing costs
• Consider the costs of in-house versus hosted
• Don’t market beyond your capacity
• Add new services gradually
Workflows

• specifics depend on software, staffing, services provided
• delegate work to lowest level
• share responsibilities
• share project information
• document processes
Challenges

• Software limitations and no in-house expertise to modify
• Selling senior faculty on the “legacy” aspect
• Time, time, time!
• Self-submission
Next Steps

• Continue to develop innovative services & marketing
• Improve software and technical infrastructure
• Obtain funding for dedicated staffing
• Coordinate with state or national archival initiatives
• Develop support for research data
How to Achieve Faculty Buy-In

- Talk to them
- Present models
- Don’t ask them to change
- Personalize
- Don’t expect them to do anything
- Educate them over time
- Market, market, market
- Be reliable and innovative
Thank you!

Handouts and slides available at:
http://dspace.nelson.usf.edu/xmlui/handle/10806/11969