Assessment Questions

1) Who is/isn’t contributing to the Scholarly Works collection
2) What types of scholarship the collection contains

2016 Findings
- 23.7% of academic faculty contribute to IR
- 74% of academic depts contribute to IR

2017 Findings
- 26.5% of academic faculty contribute to IR
- 79% of academic depts contribute to IR

Results
This plan allowed us to specifically target areas for outreach, and to more directly understand which tactics were more/less effective.

Most effective: Distinguished Professors, Promotion & Tenure Events, and advertising in our internal newsletter, Friday Frags

Objective 1: Increase the Number of Submissions

Strategy
Recruit contributions from university initiatives
Tactic: Solicit Distinguished Professorships
Tactic: Solicit multidisciplinary programs
Tactic: Solicit faculty with fewer than 5 items in the collection

Objective 2: Increase the Number of Contributors

Strategy
Targeted Departmental Outreach
Tactic: Email Dept Chairs for contributions
Tactic: Advertise at Promotion & Tenure Events
Tactic: Directly solicit from missing departments

Objective 3: Increase Visibility and Traffic

Strategy
Advertise as tool for recruitment
Tactic: Liaison with Admissions Office
Tactic: Friday Frags Spotlight
Tactic: Liaison with Campus News

Number of College Faculty in Scholarly Works by Year, 2016-2017

<table>
<thead>
<tr>
<th>College</th>
<th>2016</th>
<th>2017</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Sciences</td>
<td>112</td>
<td>147</td>
<td>31.3%</td>
</tr>
<tr>
<td>Business</td>
<td>7</td>
<td>13</td>
<td>85.7%</td>
</tr>
<tr>
<td>Education</td>
<td>12</td>
<td>16</td>
<td>33.3%</td>
</tr>
<tr>
<td>Engineering</td>
<td>26</td>
<td>38</td>
<td>46.2%</td>
</tr>
<tr>
<td>Information</td>
<td>14</td>
<td>20</td>
<td>42.9%</td>
</tr>
<tr>
<td>Merch, Hospitality &amp; Tourism</td>
<td>4</td>
<td>7</td>
<td>75.0%</td>
</tr>
<tr>
<td>Music</td>
<td>3</td>
<td>4</td>
<td>33.3%</td>
</tr>
<tr>
<td>Public Affairs &amp; Community</td>
<td>10</td>
<td>11</td>
<td>10.0%</td>
</tr>
<tr>
<td>Visual Art &amp; Design</td>
<td>8</td>
<td>7</td>
<td>-12.5%</td>
</tr>
<tr>
<td>Journalism</td>
<td>0</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Usage Prior, During, and After Newsletter Spotlight Articles

- Usage After
- Usage during Highlight
- Usage prior to Highlight

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Southern Miss
Institutional Repository
Conference
April 12-13, 2017