Faculty Analysis and Outreach Plan for UNT Scholarly Works

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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

Objective 2:
Increase the Number of Contributors

Objective 3:
Increase Visibility and Traffic

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

Strategy
Targeted Departmental Outreach

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

Strategy
Advertise as tool for recruitment
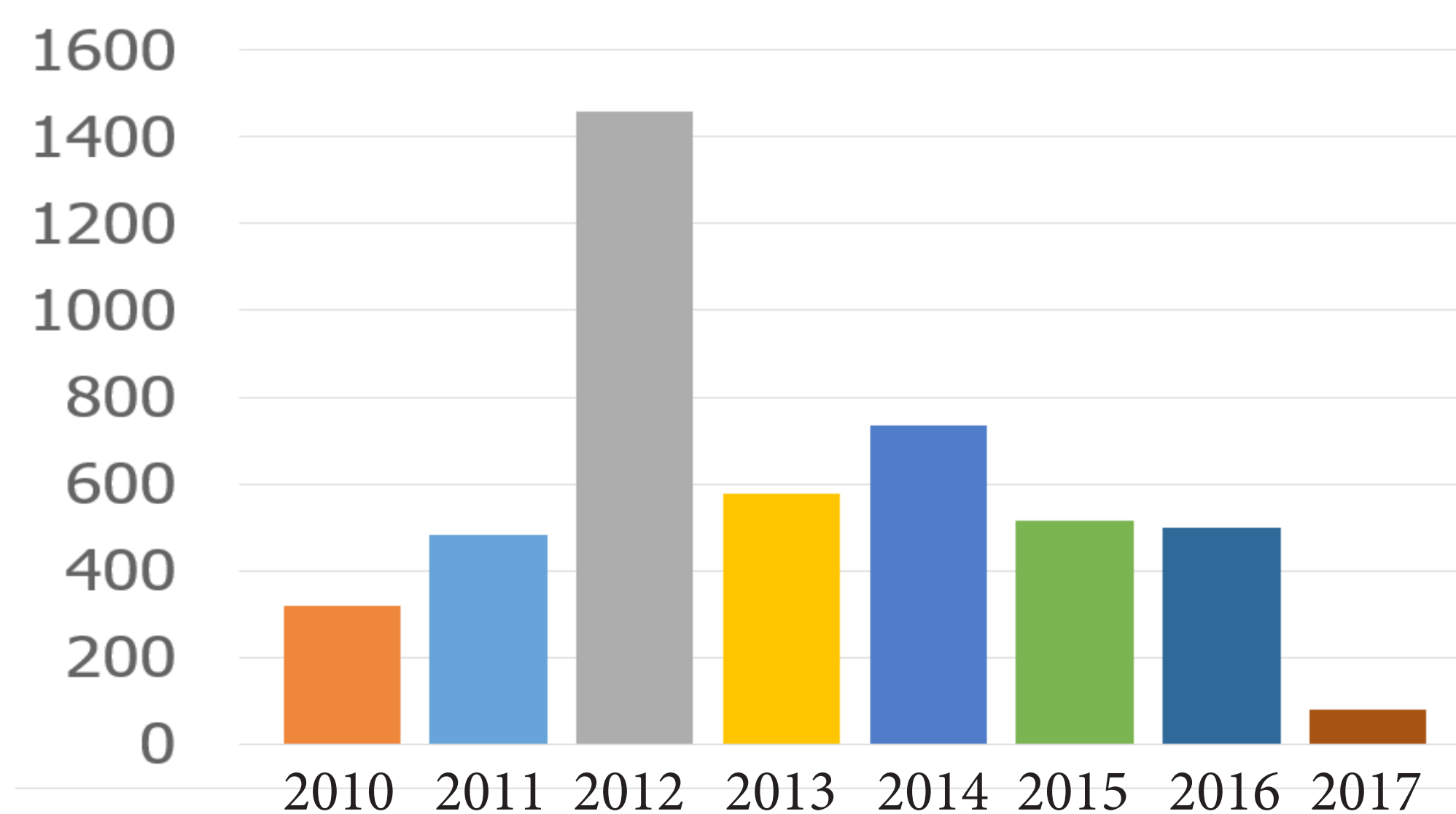
Tactic: Liaison with Admissions Office

Strategy
Increase presence in existing news sources

Tactic: Friday Frags Spotlight
Tactic: Liaison with Campus News

Total Items Added Per Year

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

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

Usage Prior, During, and After Newsletter Spotlight Articles