

Faculty Analysis and Outreach Plan for UNT Scholarly Works

Pamela Andrews and Candace Allison
University of North Texas

Southern Miss
Institutional Repository
Conference
April 12-13, 2017

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

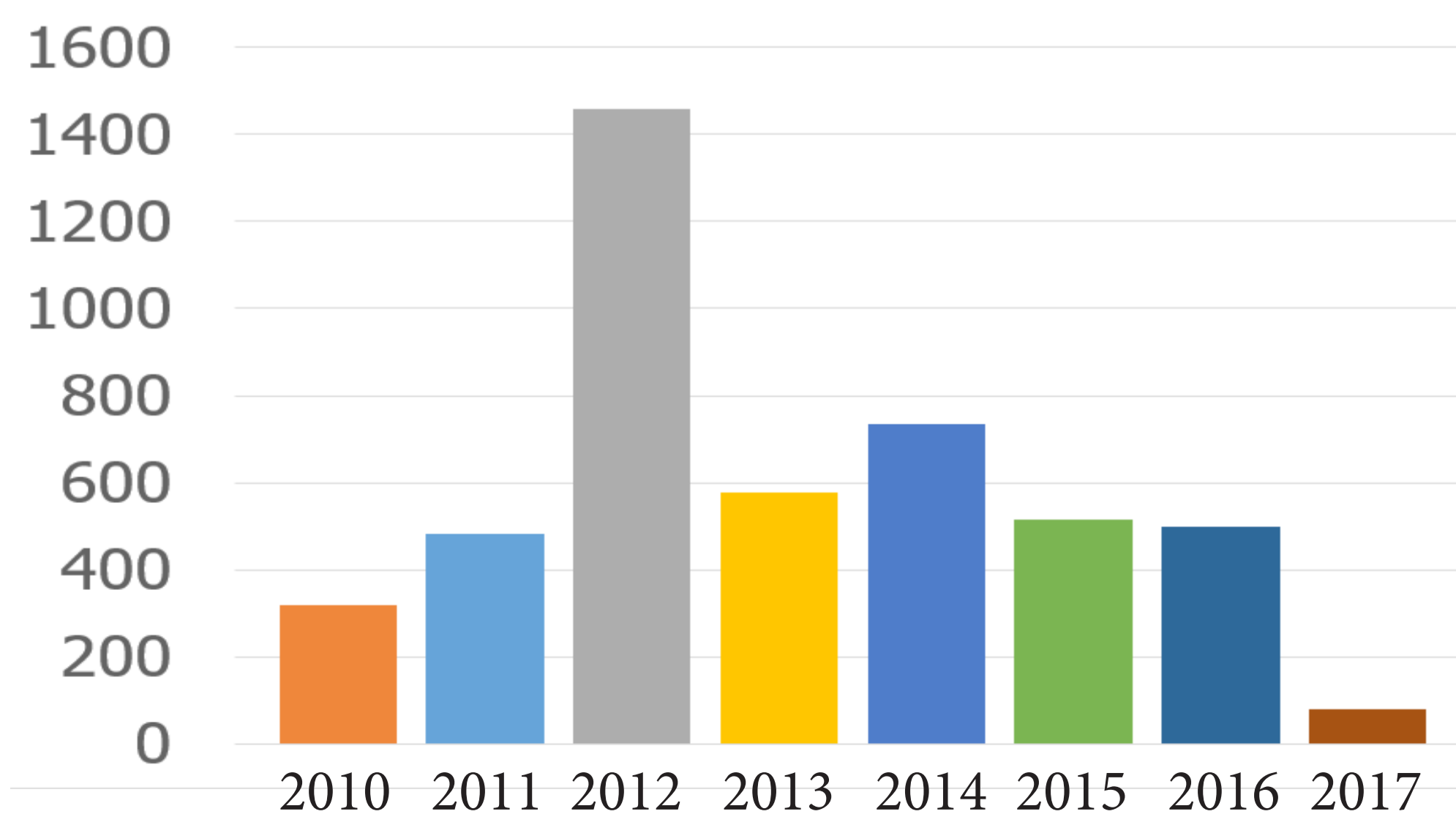
Strategy

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

