Beyond Assessment: Using Metrics to Make Institutional Repositories Indispensable

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DC+GLUG 2015
Wayne State University
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-or-

Lessons Presented via the Worst Ways to Do Selfies

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AGENDA

AUDIENCE

METRICS

APPLICATION OF METRICS

#onaplane
AUDIENCE

IDENTIFY YOUR STAKEHOLDERS AND THEIR NEEDS

(LIKE PERHAPS, THE JERRY SPRINGER SHOW?)

#pregnant
#pet
Univ. Admin.

Demo Scholarly Output
Increase Visibility
Highlight Student Success
Accreditation
Secure Grant Funding
Peer Comparisons
Association Memberships

#pet
CAMPUS UNITS

DEMO SCHOLARLY OUTPUT
INCREASE VISIBILITY
HIGHLIGHT STUDENT SUCCESS
ACCREDITATION
SECURE GRANT FUNDING
PEER COMPARISONS
RECRUIT FACULTY & STUDENTS

#pet
AUTHORS

DEMO SCHOLARLY OUTPUT
INCREASE VISIBILITY
SECURE GRANT FUNDING
PERFORMANCE EVALUATIONS
PROMOTION AND TENURE
SECURE EMPLOYMENT
FURTHER EDUCATION

#pet
#pet
COMMON METRICS

IDENTIFYING METRICS AND MATCHING THEM TO THE AUDIENCE:

**IR** - DOWNLOADS, UPLOADS, READERSHIP LOCATIONS, CITATIONS

**THIRD PARTY** - WEB ANALYTICS, CITATIONS

**IN-HOUSE MEASURES** - # OF DOCS, # OF FACULTY
DOWNLOADS

AUDIENCES

ACCREDITING AGENCIES, GOVERNING BOARD, UNIV. ADMIN., CAMPUS UNITS, AUTHORS

SOURCE

REPOSITORY PLATFORM

#drinking
#drinking
UPLOADS

AUDIENCES

ACCREDITING AGENCIES, GOVERNING BOARD, UNIV. ADMIN., CAMPUS UNITS, AUTHORS

SOURCE

REPOSITORY PLATFORM

#drinking
#drinking
#medical
LOCATIONS

AUDIENCES

UNIV. ADMIN., CAMPUS UNITS, AUTHORS, SOCIAL MEDIA

SOURCE

REPOSITORY PLATFORMS, WEB ANALYTICS

#medical
#workingout
#AGESago
PARTICIPATING UNITS

AUDIENCES
UNIV. ADMIN., CAMPUS UNITS, FACULTY

SOURCE
REPOSITORY PLATFORMS,
IN-HOUSE MEASURES

#workingout
#AGESago
#workingout

#AGESago
PARTICIPATING FACULTY

AUDIENCES
UNIV. ADMIN., CAMPUS UNITS

SOURCE
REPOSITORY PLATFORMS,
IN-HOUSE MEASURES

#workingout
#AGESago
METRICS IN ACTION

ANNUAL - PEER COMPARISONS

MONTHLY REPORTS - DCN “MOST POPULAR...” LISTS

DAILY NOTICES TO FACULTY

AS AN ENTICEMENT - “SUCCESS + SERVICE” REPORTS

“NEGATIVE” METRICS

WORLD IMPACT - JOURNALS ANALYTICS

#blurry
#YAAAASSSSSSSS