Two Repositories, One Strategy: Marketing Digital Collections

Daardi Sizemore, Archives and Special Collections Librarian
Heidi Southworth, Digital Initiatives Librarian
4th Annual Minnesota Archives Archives Symposium
November 2, 2015
Quick Overview of our Digitization Experience

• Began working with MDL in 2000
• Started
  • Digitizing photos in 2006
  • Digitizing student magazine and newspaper in 2010
  • Providing Access to Oral Histories in 2012
• Access
  • University Archives Digital Collections via CONTENTdm
  • Minnesota Digital Library (some items)

• Old Main with fence, Mankato State Normal School, 1857
Building our Digital Future

- Increased emphasis on digitization efforts @ MSU
  < 2013
  < Archivist back to full time
  < New Librarian
  < New staff member

- Focus on Institutional Repository
  < Vendor demos

- CONTENTdm Level maxing out
  < Looking @ big financial investment

A photograph of the construction on Memorial Library addition; Unidentified workers on building; Mankato State University, 1991.
Our Solution: Two Products

Cornerstone
- Lots of questions
- Vendor Demos = 3 products and 40 more questions
- Finding the Best Fit for Us = bepress Digital Commons®

ARCH
- Less questions
- Vendor Demo = 1 product
- Finding the Best Fit for Us = Islandora by PALS

A well-developed, professional, customizable, highly discoverable, presentation and publication platform with excellent customer support.

A well developed, professional, customizable, highly discoverable, presentation and preservation platform with excellent customer support.
Setting a Cornerstone

• Finding a name
• Logo (Printing Services)
• Integrated Marketing and Graphic Design
  < When is purple not purple?
  < Hierarchy
• Loaded existing content
Marketing Plan

• Marketing Goals
• Core Message
• Strategies for Marketing
  < Publications
  < News media
  < Electronic media
  < Special events and outreach

MARKETING PLAN:
Cornerstone Repository

(March 2014)

Proposed by the Integrated Marketing Team
Jeannine Johnson, Associate Vice President for Integrated Marketing
Don Benson, Director of Media Relations
Sara Frederick, Director of Content Marketing
Ted Johnson, Director of Applications Development & Web Services
Lindsey Tafel, Director of Web Marketing

BACKGROUND

SWOT Analysis
• Strengths: library team support, strategic goal of the Dean; good relationships across campus; repository will be "free"; product is proven and will be up and running quickly; already have content; not mandatory
• Weaknesses: little experience with social media; internal clarification of what belongs where
• Opportunities: existing and new partnerships with campus and local organizations, such as Research and Sponsored Programs, Undergraduate Research Center, Honors Program and Historical Society; recognize the effect of our scholarly work for world to see; help recruit faculty and high-achieving students; act as a bridge for the whole University
• Threats: possible perception of this being a burden on faculty and a theft of intellectual property, lifespan of product; compelling cloud service
Cornerstone is the new digital home for all of the University's intellectual output, including:

- Electronic theses and dissertations
- Faculty and staff research
- Student research papers and projects
- Conference posters and presentations
- Published articles, white papers and more

Minnesota State Mankato is one of a handful of universities in Minnesota with an institutional repository available to spotlight the work of its faculty, staff and students. Similar repositories are in place at the University of St. Thomas, St. Cloud State University, Macalester and schools within the University of Wisconsin system, as well as other nationally known institutions such as Ball State, Mil and Rutgers.

Visit Cornerstone at http://cornerstone.lib.mnsu.edu to see what's included and to explore the works already in the collection.

To submit, follow the submission guidelines available at http://libguides.mnsu.edu/cornerstone

For more information, contact Digital Initiatives Librarian Heidi Southworth at heidi.southworth@mnsu.edu or 507-389-5066.
Cornerstone showcases the intellectual output of Minnesota State University, Mankato's faculty, staff, and students by preserving their works digitally and presenting them to the world in an easy-to-find format.

Browse Research and Scholarship

- College, department, or campus unit
- Theses, dissertations, and other capstone projects

At a Glance

Top 10 Downloads
All time

Recent Additions
20 most recent additions

Paper of the Day

First-Generation College Students: Forensics Fulfilling a Family Support Function
Elizabeth Kate Stoltz
Before Integrated Marketing

- Campus Professional Development Day Presentation
- Internal Library Staff/Student Presentations
- Campus Faculty Association Executive Meeting
- LibGuide (FAQ, Contact Information)
- Conversations in the Hallway, the Elevator, in Campus Meetings and the Bathroom (Okay, maybe not that last one…)
After Integrated Marketing

- Council of Deans, President’s Cabinet Presentation, Provost’s Speech at the President’s Retreat
- University’s homepage (Campus Press Release)
- Articles in the Mankato Free Press and the Reporter (student newspaper)
- KMSU interview
- Library homepage
- Library Services Newsletter articles
- College Department Chairs’ Meetings
- Individual Department Meetings

ALL THAT MARKETING LEAD TO...
Building an ARCH

- Finding a name
- Logo (Printing Services)
- Integrated Marketing and Graphic Design
  - Cornerstone
  - When is purple not purple?
- Loaded existing content
ARCH Marketing Plan

- Marketing Goals
- Core Message
- Strategies for Marketing
  - Publications
  - News media
  - Electronic media
  - Special events
Next steps

- Presentation to Library employees
- Working on print piece
- Bookmarks
- Business cards
- A little more waiting
Marketing = Growth for Cornerstone

- Total Number of Items = 2,129
- Downloads = 79,363
Marketing equals growth - ARCH

- Reporter
- Image Library
- Athletics and Theatre
- Blue Earth County Historical Society
Success Made Possible by…

- Support from Multiple Levels
- Marketing, Marketing, and More Marketing
- Existing Projects
- Adapting and Adopting
- Constant Care, Dedication and Commitment

And…
Shared Strategies
Questions? Contact us!

Daardi Sizemore  
Archives and Special Collections Librarian  
Minnesota State University, Mankato  
Phone: 507-389-5949  
Email: daardi.sizemore@mnsu.edu

Heidi Southworth  
Digital Initiatives Librarian  
Minnesota State University, Mankato  
Phone: 507-389-5066  
Email: heidi.southworth@mnsu.edu

For more information:  http://lib.mnsu.edu/archives/diglib/intro.html