

## USQ ePRINTS MARKETING PLAN 2006

### Objectives

1. Increase awareness and knowledge of USQ ePrints across campus. This will result in more items being submitted to USQ ePrints, increase confidence of academic and general staff in submission processes.
2. Assist academic and faculty staff to submit their research publications to USQ ePrints, including the introduction of self-submission.
3. Support RQF and Office of Research and Higher Degrees (ORHD) HERDC work and planning
4. Increase awareness of open access initiatives nationally and internationally, including USQ projects

### Key Messages

Target Audiences	Key Messages	Comments
Academic staff	<ul style="list-style-type: none"> <li>• That participation increases exposure of their research, internally and externally</li> <li>• That participation is easy – self-submission is simple, not time-consuming and enables collection of data for ORHD at same time</li> <li>• That statistics on the use of their research is immediately available and also can be generated on request</li> <li>• (Subsidiary messages: Document permanence/access/security)</li> </ul>	<ul style="list-style-type: none"> <li>• Faculty-based training sessions including submission of documents, August Sept 2006</li> <li>• One-on-one support also available</li> <li>• Prepare standard answers to anticipated questions also FAQ</li> </ul>
Senior Research personnel: DVC (Scholarship), PVC (Research), Research & Higher Degrees Committee	<ul style="list-style-type: none"> <li>• That USQ ePrints can align with the University's needs for RQF processes.</li> <li>• That USQ ePrints is a robust and economic solution for storage and listing of the University's research output.</li> </ul>	
Administrative support staff in Faculties	<ul style="list-style-type: none"> <li>• That the ePrints system is easy to use</li> <li>• That training and support will be provided to assist staff – but that academic staff should be able to submit their own work.</li> </ul>	Early training with practice run-throughs of document submissions.
General staff, eg Library, Corporate Services, etc.	<ul style="list-style-type: none"> <li>• That participation will increase exposure of their research, internally and externally</li> <li>• That participation is easy – submission of their work can be done for them initially</li> <li>• That statistics on the use of their research can be generated on request</li> </ul>	
Library staff	<ul style="list-style-type: none"> <li>• That ePrints is an institutional initiative</li> <li>• That USQ ePrints is already another useful information resource</li> </ul>	Workshop with faculty librarians
University senior leadership (Vice-	<ul style="list-style-type: none"> <li>• That USQ ePrints will help to raise the research profile of USQ.</li> </ul>	Primarily Executive Director, DAIS

Chancellor, DVCs, PVCs)	<ul style="list-style-type: none"> <li>• That ePrints can be integral in the planning and preparation for the RQF.</li> </ul>	
Students	<ul style="list-style-type: none"> <li>• That involvement in USQ ePrints is limited to particular programs/courses/types of research as determined by Faculty Deans</li> <li>• That some items in ePrints maybe useful for study, esp. 4<sup>th</sup> year Engineering projects for engineering students.</li> <li>• That sometimes Google Scholar can be used to locate useful academic material (this message to be used sparingly and only in appropriate forums)</li> </ul>	

### Objective 1: Increase awareness and knowledge of USQ ePrints across campus

Action	Responsibility	Timelines	Measures	Notes
Write articles for <ul style="list-style-type: none"> <li>• USQ news,</li> <li>• GLS news and</li> <li>• Faculty newsletters and other publications</li> </ul>	Coordinator, Fac. Liaison Library Officer	Ongoing	Articles published, feedback from readers	Aim for 1 each 1-2 months
Hold briefing sessions for USQ senior staff	Coordinator, Univ. Librarian	Aug/Sept 2006 and ongoing as required.	<ul style="list-style-type: none"> <li>• No. of sessions held</li> <li>• Informal feedback.</li> </ul>	Target VCEx, VCX
Hold forums and information sessions for USQ authors and interested staff: <ul style="list-style-type: none"> <li>• Combined information forum</li> <li>• Sessions for each Faculty or Dept at Board or staff meetings</li> </ul>	Coordinator, Fac. Liaison Library Officer, Metadata Officer	Open forum, September 2006  Training/ information sessions as negotiated with Faculties	Sessions conducted, feedback from participants	Drivers also coming from DVC Scholarship, PVC Research.
Provide statistics on article downloads to academics	ePrints Coordinator, Technical officer	Ongoing	Reports on usage by Faculty etc produced and communicated.	May use Impromptu reporting package?.
Establish and operate USQ ePrints Academic Liaison Group: improve communication and seek advice on issues (inc academics, faculty staff, eprints staff)	Coordinator	Immediately	Meetings held quarterly.	As approved Lib Exec Dec 2005.
Give particular support to new staff and to 'mature career' researchers	Coordinator	Ongoing		Mention at induction sessions; personal consultation

Update 1 page information flier	Coordinator, Graphics	Late 2006	Flier completed, distributed	
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**Objective 2: Assist academic and faculty staff to submit their research publications to USQ ePrints**

Action	Responsibility	Timelines	Measures	Notes
Pilot one-on-one support sessions for academics	Coordinator, Metadata Officer	Ongoing	Workshop sessions conducted	Aim for at least 1 per Faculty
Design and implement simple information sheet and other documentation	Coordinator, Fac. Liaison Library Officer	September 2006	Sheet finished and distributed to depositors.	Update existing crib sheet
Update website documentation, including FAQ, detailed instructions for depositors	Coordinator	September 2006	Website completed	Review ALL pages, include registration into.
Train faculty staff	Coordinator, Faculty Librarians	Ongoing	Training course designed and implemented	One- on one support/ training;
Train Faculty Librarians to support Faculty staff	Fac. Liaison Library Officer, Metadata Officer, Coordinator	September/ October 2006	No. of requests for assistance	
Support faculty staff, esp. academic staff to self-submit	All	Ongoing	No. of requests for assistance	One-on-one face to face sessions, email, phone support.
Continue to populate database	Metadata Officer	Ongoing	No. of items added / time period.	Get remainder of 2005 data completed, enter data for key academics.

**Objective 3: Support RQF and Office of Research and Higher Degrees (ORHD) HERDC work and planning**

Action	Responsibility	Timelines	Measures	Notes
Monitor RQF developments at Univ., DEST and national levels	All			
Be involved in University RQF planning as appropriate	Office of Research & Higher Degrees, Coordinator		Membership of RQF Planning Committee	
Plan migration to	Committee		Repository is	Upgraded

RQF- compatible repository if possible and required: either eprints 3 or other platform.			RQF-compliant	version MAY support RQF, otherwise look at platform alternatives.
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**Objective 4: Increase awareness of open access initiatives nationally and internationally, including USQ projects**

Action	Responsibility	Timelines	Measures	Notes
Monitor developments via Open Access News and other lists/blogs newsletters	Committee	Ongoing	Information gathered and shared	
Link with other USQ University initiatives as appropriate, eg Beginning Researchers Orientation, Open Day.	Committee	Ongoing		
Liaise with RUBRIC Project and other Australian repository projects	All	Ongoing	RUBRIC Board membership, membership of ARROW, APSR communication lists	Issues may include migration strategies, seminars & staff devt.
Liaise with Library resource purchase developments.	Coordinator, Manager, Info. Resources	Ongoing		

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