

Question One: Describe how you market the repository both to internal and external users. Have you used search engine optimization techniques? What about your site linking strategy. Your press release efforts? Outreach at conferences, etc.

1. We have had exhibit booths at conferences, market at graduate and faculty gatherings, such as orientations and library-sponsored workshops. Our library liaisons carry the word directly to faculty through meetings and email messages. Our library magazine highlights the repository in some of its stories.
2. Frequent presentations at faculty council meetings. Presentations to grad students about expanding the reach of their research. Excellent metadata to provide for good Google searchability. Number of downloads available for all items so scholars can check their outreach. Brochures handed out at most faculty events. All liaison librarians given talking points for their faculty about the IR. Major promotion of the IR during Open Access week. Links in major repository directories. Presentations at conferences about our ETD ingest process.
3. Liaising with the Research office to target researchers mandated by their funding agencies, word-of-mouth, individual site visits, periodic statistical reports, presentations at College meetings
4. Email alerts to all the faculty, students whenever there is a update in the repository. Orientation about the Repository.
5. Regular intranet articles regarding most downloaded items & general usage statistics. Regular reporting at important organizational meetings. Regular item in quarterly and annual reporting documents and presentations.
6. Marketing is in its very early stages. Search engine optimization techniques have recently been employed, particularly targeting Google. At a university teaching colloquium recently we had several staff present with posters and brochures for outreach purposes.
7. currently no marketing
8. Mention it to faculty when talking about retaining rights, email faculty when publish article to encourage publishing item in IR. OAI harvesting
9. Promotional events for users within the university
10. Search engine optimization techniques are used, information through email to members and list forums

11. Through social networking websites like Facebook, mass emails, etc. We have used search engine optimization. We organize exhibitions of rare digital materials and present our repository at seminars and conferences.
12. We are not yet to that point.
13. None
14. No SEO has been utilized to date. We did a repository launch to coincide with Open Access week. An in house seminar as well as internal sites and email lists were utilized for promotion.
15. Too much for one question. We market the repository by giving presentations to academic depts. and individual faculty. We don't market to external users.
16. As we passed the initial phase of the repository we are putting a lot of attention to widely disseminate Digital.CSIC both institutionally and externally through the making of brochures and posters, by making presentations to librarians and scientists within our organization, by participating in conferences, by writing of articles, by taking part in international projects (such as PEER), by preparing annual reports and CSIC Abierto Newsletter, a comic, by releasing our own studies etc. We have also addressed search engine optimization by sending out our sitemap, allowing crawlers to index our content, registering our site to open harvesters and platforms, and complying with international standards.
17. Advertised to library staff as a source of archived, digital publications
18. Marketing internally includes the use of printed brochures, articles in the university magazine, and events (such as a celebratory event to mark a year since the institutional mandate). We also visit research centre meetings, and hold information sessions in the departments. We ensure that our Google rating is high, so records are easily found, and have prominent links on the main university website.
19. - Our repository is indexed in the most important search-engines (Google, Google Scholar, Scirus...), and we participate in some Spanish and Catalan harvesters (RECOLECTA, RECERCAT, RACO, MDX, TDX) as well as some of the most important international directories-harvesters (OAISTER, OpenDOAR, ROAR). - The repository is linked from the Universitat Oberta and from the Library homepage. - We have an agreement with the University's Publishing Department for previously to publication depositing in the O2 repository the conference proceedings published by the UOC. - There has been a higher effort in UOC's press releases, to the university community. - We are participating in some Spanish and Catalan cooperative working groups on repositories (RECOLECTA, RECERCAT, RACO, MDX, TDX). - This year (2011) we are focusing more on conferences, journal articles...

20. We market through the library website, the university broadcast network, presentations/outreach to departments as well as distribution of printed promotional materials such as bookmarks, moocards, and posters.
21. Using all University portals, using SEO, presentations on conferences and events
22. We run bepress so we are using their SEO techniques. We have our IR linked from library website. We send out emails inviting faculty to deposit their scholarship after we receive a Scopus search indicating that they have recently published information. We mention our IR at all faculty orientations and presentations. We try to present at faculty staff meetings.
23. Conferences
24. No - currently been waiting to update it
25. Press release, service information and conferences
26. We are still very much at the very beginning, with considerable challenges from the equipment - server - point of view. So we do very little marketing, apart from internal emails
27. Google Search optimization
28. We are in the process of hiring a Digital Initiatives Librarian. Once she is on board, we intend to plan a program of services and marketing for those services. Only minor "word of mouth" marketing is being done at this time.
29. I registered the repository with DOAR, ROAR, Scientific Commons, and OAIster. I talk to individual faculty and is working with the University Faculty Senate Library Committee trying to develop a policy. We are a medium-sized university with no Open Access movement on campus.
30. The majority of marketing has been done internally, through e-mails promoting the repository and, more recently, repository training sessions. Advocacy work has also been done by meeting with research officers who in turn promote the repository to researchers in their faculties. The UWE Internal Bulletin has also been used to generate interest, as have internal library bulletins. Little promotion has been done to external users other than using search engine optimization techniques to improve searches, although attendance at some conferences has created some awareness of the repository.
31. About to market by email, poster and webpage. See the most important marketing tool will be Research Support Office as it sets policy for including works in repository. Optimizing is standard e-prints.

32. The goal of the repository is to offer a centralized storage service for conference organizers. Thus, conference organizers are being contacted by a sales team.
33. Don't market externally. Internally, all the usual advocacy approaches: presentations, one-on-one communication and promotion with academics etc.
34. For lack of 'man-power' we do not have time to market the repository. We rely on search engine to find the documents. once the repository is more populated hopefully this will change. I sent reminders-xmas card greeting about AURA
35. It applies on internal users only, and email is used for the said purpose rather links to important information are directly sent to users for seamless access.
36. Nothing. Homemade repository in the way to acquire an ECM-CMS product in 2-3 years
37. direct marketing; local contacts; use Faculty Liaison Librarians to "sell" the service, conference presentations
38. Outreach librarians include information about repository in presentations to academic staff.
39. We are a very small department with minimal staff. We post and maintain resources but we don't go looking for additional materials.
40. Only word of mouth
41. Marketing is done through links on departmental websites.
42. We have brochures that we share with all faculty, are an active participant in new faculty orientations, give presentations to faculty department meetings, ensure that all subject liaisons have up-to-date information about the repository to share with their faculty, and are part of the data management strategy for new NSF grant award requirements. The repository is actively marketed to any faculty or researcher who is hosting a conference on campus. It is "the" place where all graduate students deposit their masters theses, dissertations, and masters projects, working in partnership with the Graduate School. We are now actively marketing to the undergraduate honors college. As faculty are highlighted with honors, awards, and prestigious activities, the link to their "Selected Works" page is highlighted. This is done in coordination with the university's Office of Research. All tenure track faculty have been given a Selected Works page, pre-populated with article metadata from Web of Science, JSTOR, and other resources. This project gives us the opportunity to work closely with faculty regarding their author rights and Creative Commons licenses. We actively work with the University Press to provide a permanent location for supplemental author content (should have listed above in other content). We use bePress' Digital Commons which has optimized search engine techniques. We link to and from websites that are appropriate to a given

community. For example, an academic department's section on the IR has a link to the departments website and content can be highlighted there via RSS feeds. We link to the University Press website from that section of the IR and vice versa. We are fairly consistent presenters at librarian conferences: Charleston, SPARC, ALA, CNI, etc. We give presentations to ALCTS webinar series events and write journal articles conveying our expertise and IR developments. In addition, I gave a presentation about the value of IRs at the National Outreach Scholarship Conference in 2009. It's critical to present at conferences outside the library profession.

43. Mostly word of mouth, and presentations to faculty and campus groups. We have several promotional videos, and "Open Access publishing and Archiving" web pages. We have begun writing faculty about depositing articles from BioMed and other open sites as a means of promotion. We have a Users' Group that meets annually. We are also heavily involved in the implementation of a campus-wide expertise system and we offer to link articles deposited in the IR to profiles in the expertise system. Externally, we have used search engine optimization techniques.
44. Presentations to faculty departmental meetings
45. We have used SEO techniques and we apply the OAI-PMH standard for interoperability and increased exposure through national and international aggregators and portals. Also we issue press releases addressed to our community. Finally we have written one conference and one journal paper to forward the results of an evaluation we have conducted and led to the redesign of our repository.
46. We use search engine optimization via OAI harvesting. Marketing is minimal as we are in the process of rebranding and relaunching, which will then be accompanied by a significant marketing effort.
47. Website what's new, link on lib website, this is a statewide resource so uw system also advertises
48. Link on Library Web site; announcement at Department Chairs meeting; discussion with Provost
49. We are operating on less than a shoe string. I market the repository when I encounter faculty for projects, go to departmental meetings, offer PURLs and tell them to put them into their email signatures. Part-time librarian doing work of 2 full-time librarians – hopeful to market in future via email, brochures, blog, etc.
50. We talk about the repository at departmental meetings, at "traveling tables" during Open Access Week and at a variety of campus functions.

51. Internally, we've engaged in heavy outreach, consisting of many meetings, presentations, and trainings. We've also hosted two annual Open Access Days and are working with our communications department to ensure that articles about featured research (etc.) is linked to the corresponding repository content. With respect to external outreach, we are very much at the beginning of this process (we only launched three months ago). Staff members attend and present at conferences regularly, and will soon begin reaching out to other institutions in the field to ensure that they are aware of our services and content.
52. We informed faculty on the number of views of their articles from the repository. We regularly published short articles on the campus publications.
53. All of above
54. Local media (esp. website), presentations to faculty groups
55. Subject librarians promote to faculty in assigned departments. Digital library personnel promote to academic and technology administrators and support personnel. We promote the collections and items of interest. We have 'repository profiles' that highlight authors and distinctive collections. We have used SEO techniques and encourage other campus units to link to the IR.

Chapter One: Access Data for the Digital Repository

Question Two: Approximately how many unique visitors has the repository website or web page received in the past year?¹

Table 2.1: Approximately how many unique visitors has the repository website or web page received in the past year?

	Mean	Median	Minimum	Maximum
Entire Sample	375,912.39	33,210.00	2.00	4,462,725.00

Table 2.2: Approximately how many unique visitors has the repository website or web page received in the past year? Broken out by country.

Country	Mean	Median	Minimum	Maximum
USA	385,424.46	40,061.00	38.00	3,430,025.00
Europe	533,785.40	29,090.50	1,600.00	4,462,725.00
Canada/Australia	125,623.00	125,623.00	125,623.00	125,623.00
Developing Countries	12,888.00	5,025.00	2.00	41,500.00

Table 2.3: Approximately how many unique visitors has the repository website or web page received in the past year? Broken out by the type of institution.

Type of Institution	Mean	Median	Minimum	Maximum
Public College	295,485.10	51,180.50	2.00	3,430,025.00
Private College	24,311.00	29,544.00	6,513.00	36,876.00
Other – Non Higher Education Institution	908,582.40	28,637.00	50.00	4,462,725.00

¹ If the statistics that you have are for less than one year indicate the length of the time period that they are for.