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Beyond Faculty Outreach: The Role of Advisory Boards and Administrators in Repository Outreach

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Beyond Faculty Outreach: The Role of Advisory Boards and Administrators in Repository Outreach

Karen Ramsden
Montclair State University

About Me

- Research and Projects Specialist and Coordinator of Digital Commons
- Masters in Public Administration
- Graduate certificates in Program Evaluation and in Data Collection and Management
- Expertise in fundraising for over fifteen years
- Employed in Higher Education for twenty years
- Experience in both administrative units and academic units in a university environment
- Not a Librarian by trade

My Applicable Skills

- Established relationships with high level administrative leadership through work as Co-Chair of a Middle States Standard
- Membership on numerous University-wide committees which allows for networking and Repository marketing.
- Experience working with various administrative departments for the past fourteen years.
- Currently serving as a team leader in the creation of the University's next Strategic Plan.

University Administration

- Key administrative stakeholders
 - Alumni Office
 - Development/Advancement
 - Marketing/Communications
 - President's Office
 - Provost Office

Ways to Involve Administration

- One-on-one meetings with top management are most effective
- Include Administrators as Advisory Boards members
- Ask to participate in targeted University events

Tips for the Meeting

- Demonstrate how the Repository will benefit their particular Division/Department.
- Emphasize why the Repository is important to the University.
- If possible upload reports/documents related to that particular Division/Department before the meeting.
- Showcase the importance of faculty scholarship but also emphasize the importance of University reports, documents, etc.

External Advisory Board

- Champions of the repository
- Mix of both administrators and academics
- Advisors not change agents
- One-on-one meetings with board members
- Listen and engage

*The Repository is both a library initiative
and a
University initiative*

Questions?

Thank You!