



# Demystifying the Institutional Repository for Success (Chandos Information Professional Series)

*Marianne Buehler*

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## **Demystifying the Institutional Repository for Success (Chandos Information Professional Series)**

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Institutional repositories remain key to data storage on campus, fulfilling the academic needs of various stakeholders. Demystifying the Institutional Repository for Success is a practical guide to creating and sustaining an institutional repository through marketing, partnering, and understanding the academic needs of all stakeholders on campus. This title is divided into seven chapters, covering: traditional scholarly communication and open access publishing; the academic shift towards open access; what the successful institutional repository looks like; institutional repository collaborations and building campus relationships; building internal and external campus institutional repository relationships; the impact and value proposition of institutional repositories; and looking ahead to open access opportunities.

- Presents successful and creative marketing techniques of open access benefits and repositories useful to administrators, faculty, staff, and students
- Strategic campus and off-campus partnerships for garnering and archiving content, including metadata specialists, off-campus librarians, local/state collaborations, including case studies
- Specific tools for overall success of users in locating repository research (search engine optimization (SEO), analyzing Google Analytics), and more

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