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"Donuts & Downloads" or (If Not Using Donuts) "Top Three in [The Name of Your IR]"

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Description, Abstract, or Artist's Statement

This Open Access Week activity celebrates the top three most-downloaded items in the institutional repository (IR) by awarding the departments that produced the content with an official letter of recognition and a complimentary box of donuts from the library.

Keywords

institutional repository, downloads, open access

Disciplines

Library and Information Science | Scholarly Communication

Notes

Book is available for purchase at the ALA store: https://www.alastore.ala.org/content/scholarly-communications-cookbook

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The Scholarly Communications Cookbook

edited by Brianna Buljung and Emily Bongiovanni

"Donuts & Downloads" or (If Not Using Donuts) "Top Three in [The Name of Your IR]"

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NUTRITION INFORMATION

This Open Access Week activity celebrates the top three most-downloaded items in the institutional repository (IR) by awarding the departments that produced the content with an official letter of recognition and a complimentary box of donuts from the library.

PROJECT OUTCOMES

- Recognize the popular contributions of students and faculty to the institutional repository to foster pride in and ownership of the IR.
- Draw attention to the worldwide exposure that the IR offers to stimulate new submissions by the campus community.
- Highlight the content and features of the IR to increase its name recognition.

NUMBER SERVED

Each winning department receives enough donuts for its faculty members, student workers, and staff members. They are free to invite others in the department to stop by to enjoy a donut. Delivery of the letter and donuts is preceded and followed by campus announcements through various venues in order to reach a broad audience. As a general guideline, plan on providing enough donuts to serve approximately 60–75 people.

COOKING TIME

Identifying the top three most-downloaded items—of all time or of a specific timeframe, such as the past academic or calendar year, depending on what time period you want to highlight and how often you plan to run this campaign—typically takes only a short time, depending on the IR platform used. Preparing the letter of recognition, notifying the winning departments, and scheduling delivery of the donuts can be accomplished in a few hours. Picking up the donuts and delivering them to the departments also takes a few hours, as does assembling publicity efforts before and after the event. All in all, plan on a total of about 8 hours or the equivalent of one working day.

DIETARY GUIDELINES

"Donuts and Downloads" is an easy way to spread the word about the IR and emphasize how the IR is a campus-wide endeavor, not just the purview of the library. The lightly competitive nature of the campaign means that recipients feel a sense of pride and ownership of their content in the IR as their contributions are highlighted and celebrated. It can also help spur new engagement with the IR. On my campus, this campaign led to inquiries from faculty members and students about adding their own work to the IR. And

for all these benefits, it doesn't require a lot of time, money, or effort. It's easy to assemble and fun to implement!

INGREDIENTS & EQUIPMENT

- Library or grant funds to purchase donuts
- Library letterhead stationery for the award letters
- Librarian or staff time and availability to notify winning departments, schedule and deliver the donuts, and publicize the event via channels such as campus newsletters, email blasts, flyers or posters, and the library's website or social media accounts

PREPARATION

- Spend some time thinking about what you want to achieve with this campaign and adapt it accordingly. Is Open Access Week the best time to do it, or is another time of the year better? Are donuts a good choice for your campus, or is there another award that would be more appropriate?
- Make arrangements with your dean, director, and/or budget analyst to line up the funds for this activity.
- Prepare the letter of recognition and make it specific. (See figure 1: Sample

[Printed on library letterhead]

[Name of library]

[Mailing address]

[Date]
Dear Members of the ___[name]___ Department:

On behalf of ____[library's name]____: congratulations! A ____[type of work]____ coming out of your department, ____["title of work"]____ is one of the top three most-downloaded items in the university's institutional repository, ____[name of IR]___. As of this writing, it has been downloaded ___[number]___ times! To celebrate this occasion, the library would like to deliver ___[prize, e.g., a complimentary box of donuts]___ to your department's office to share with your students, faculty, and staff. I'll be in touch soon with scheduling details.

___[Name of IR]___ continues to grow and diversify its content. It includes ___[types of work, e.g., faculty work, student work, archival material, photographs, posters, postcards, theses & dissertations, journals and magazines, etc.]___. Currently, there are approximately ___[number]___ items in ___[name of IR]___ and together they have been downloaded nearly ___[number]___ times across the world.

Thank you for using ___[name of IR]___ to provide open access to materials produced by members of your department and to contribute to an open knowledge ecosystem.

Again, congratulations!

Cheers,

[Name, Title, Library]

Figure 1: Sample Letter of Recognition
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Letter of Recognition.) What is the item you are celebrating and what are its metrics in the IR? Use the opportunity to describe the IR and its mission and to contextualize the item within the body of work in the IR. For example, you can specify how many total items are in the IR, what types of content it encompasses, how many total downloads items have cumulatively amassed, and any other interesting facts that make the awardees stand out.

- Prepare a message(s) publicly announcing the campaign to the entire campus, so that everyone—not just the winners—is aware of the award and can join in the celebration (See figure 2: Example Campus Announcement.)
- Contact the individuals or departments involved. Explain the award and schedule a time that works best for them to receive it.

COOKING METHOD

There is flexibility in the method used to identify top-downloaded IR content. Perhaps you want to target individual authors rather than entire departments. Or maybe you want to choose the content from the most recent academic year rather than by downloads of all time. You could also limit the awards to student-produced content or select from only a certain type of material, such as theses or dissertations. It all depends on what you want to highlight within the IR.

Donuts & Digital USD: Celebrating Open Access Week
by Amanda Makula

Copley Library celebrated Open Access Week (Oct. 21–25, 2019) by recognizing the top three most downloaded items in <u>Digital USD</u>. The Nonprofit Institute, the M. A. in Leadership Studies program, and the Music department all received an official letter of recognition—and a complimentary box of donuts—to celebrate their wildly popular contributions to the institutional repository.

Here are the winners:
- <u>"Sample Advisory Board Invitation Letter/Email,"</u> a template by The Nonprofit Institute (over 20,000 downloads)
- <u>"Twelve-tone Serialism: Exploring the Works of Anton Webern,"</u> an undergraduate honors thesis by music student James P. Kinney (over 8,000 downloads)
- <u>"Leadership Cultural Values of United Arab Emirates—The Case of United Arab Emirates University,"</u> an M.A. in Leadership Studies thesis by Ebtesam Ali Alteneiji (over 7,000 downloads)

Today there are approximately 25,000 items in Digital USD—and together they have been downloaded nearly 350,000 times across the world. The repository continues to grow and diversify its content. It currently includes faculty work, student work, archival material, photographs, posters, postcards, theses and dissertations, journals and magazines, and more.

If you are interested in learning more about Digital USD or would like to make your work openly available, please contact the Digital Initiatives Librarian, <u>Amanda Makula</u>. You never know: your contribution could one day go viral and become the most downloaded item!

Figure 2. Example Campus Announcement
© Amanda Makula

Whatever criteria you choose, remember the importance of publicizing this event and its winners. This is a vital opportunity to draw attention to the IR, to promote its worldwide discoverability, and to inspire people across the institution to submit their own work or explore how they can use it for a variety of

purposes. You can use publicity channels that work best on your campus, e.g., campus newsletters, email blasts, flyers or posters, the library's website, or social media accounts, etc.

ALLERGY WARNING
Be transparent with the IR data statistics used for the selection of winners to ensure no one feels overlooked or excluded.

CHEF'S NOTES
You aren't limited to donuts for this award. Choose the prize, food or otherwise, that works best on your campus. Perhaps you want to use library swag, such as stationery or tchotchkes branded with the name of your library or IR. Another possibility is to choose an award based on the name of your IR. For example, if the name of your IR starts with the letter "C," choose a prize that starts with the same letter, such as cupcakes, and advertise your campaign as "Cupcakes & [Name of IR]." Whatever you choose, keep in mind that you will be transporting it to the winners, so it should be easy for you to carry and easy for them to clean up.

Photo 1. The Nonprofit Institute at the University of San Diego celebrates their "Sample Advisory Board Invitation Letter/Email" (https://digital.sandiego.edu/npi-bpl-governance/14/) which has gone viral!

Photo provided by Colton C. Strawser, MS, CFRE, CNP