Bridging the Gap: Providing a Marketing and Support Framework for Institutional Repository Services

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Bridging the Gap: Providing a Marketing and Support Framework for IR Services

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Abstract

Institutional Repositories require continuous promotion and support to attract and retain campus collections. However, balancing promotion with a clear representation of repository offerings, policies, and procedures is challenging, especially for institutions that rely on public services personnel for front-line promotion.

This poster presents Georgia Southern University’s recently developed IR Services LibGuide as a model for providing such a framework. This portal provides:
1) A front-line promotional tool.
2) A client-management tool for support consultations.
3) A storehouse for repository-related forms and licenses.

It further integrates with the library’s other scholarly communications-related guides, providing seamless representation of these services to patrons.

Best Practices

1) Practice intentional redundancy. Describe the same resources and services multiple times at varying levels of granularity. Make sure the patron is able to engage at their level of understanding.
2) Think multiple audiences and multiple modes of delivery. Organize and present information to support the full range of patron support activities in which you engage.
3) Encourage your colleagues to adopt your support materials as their own. This supports effective brand management and keeps everyone on the same script.

IR Services Homepage

The homepage provides a synopsis for core IR services, copyright information, and related services under the Scholarly Communications umbrella.

Descriptions are brief, promotional, and oriented toward unmediated users and public services personnel.

Consultation-Ready Content

Platform-related menus are subdivided into related services, providing increasingly focused detail and instructions.

Service-related pages include resources for load development, (by public services personnel) and initial consultation (by IR personnel).

A Host for Policies, Procedures & Fine Print

Typical menus and pages provide space to host IR-related information, especially related to copyright, reuse licensing and service-related policy statements.

http://georgiasouthern.libguides.com/iservices

Person and public services personnel that seeking IR-related information often have a vague awareness of relevant concepts, and available platforms and services. This contributes to significant confusion and lack of understanding.

The IR Services LibGuide remedies this by providing redundant high-level description on top-level pages, with increasing detail as the user “drill down” to the appropriate internal pages.

Service-related pages support increasing granularity as patrons’ cognitive load decreases while providing a familiar form for IR-related policies and procedures.

By placing topical content in context with support platforms and services, and by employing navigation across linking between service-oriented content and support materials, the IR Services guide further reduces cognitive load.