

# Scholarly Communication: From Understanding to Engagement

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Delaware Valley Chapter of ACRL  
April 26, 2019

# Introductions

Who are we?  
Who are you?

# Persona Exercise:

## Who's not in the room today?

### YOUR COMMUNITY (10 mins)

Take ten minutes to sketch a persona of a student at your university. Think about what this student does on a daily basis on campus. What activities does s/he participate in? What are his/her needs? Where does s/he go to meet those needs? Try to be as specific as possible.

#### Name

Give your student a name & sketch a picture of his/her face.

Julie



#### Demographics

How old is s/he? What is s/he studying? Where does s/he live?

Age: 21  
Major: US History / Drama  
Lives off campus, 5 roommates  
in big house  
Boyfriend on campus  
Works at local cafe off-campus  
on weekend mornings & 1 night/week

#### Campus Life

Where does s/he spend time on campus? What activities does s/he participate in? (i.e. athletics, clubs, classes, tutoring).

Spends most of her time @ her dorm, drama dept, or library  
Working on theatre capstone  
Stage Managing Spring Musical  
Attends lots of events at student union w/ Arc food  
Member of all-girls acappella group.  
Studies/works in the stacks for privacy.

#### Needs & Goals

What motivates your student? (i.e. good grades, applying to grad school, getting a job)

- Working really hard to complete capstone paper & graduate on time.
- Applying to grad school in theatre production
- Finding a job more in line w/ her interests (not in a cafe!) maybe at a theatre or tutoring.

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**“The goal of the program is to empower participants to help accelerate the transformation of the scholarly communication system.”**

**From**

**[www.ala.org/acrl/issues/scholcomm/roads](http://www.ala.org/acrl/issues/scholcomm/roads)  
[how](#)**

# Today's Agenda

- Understanding Scholarly Communication: Framing the Issues
- Copyright & Publication Agreement Exercise
- Measuring Impact
- Outreach and Programming
- Conclusion & Next Steps

# Understanding Scholarly Communication: Framing the Issues

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Carla Myers and Will Cross  
Guelph, ON  
December 14, 2017



# Scholarly Communication: Interconnected Systems

Processes

Participants

Pressures

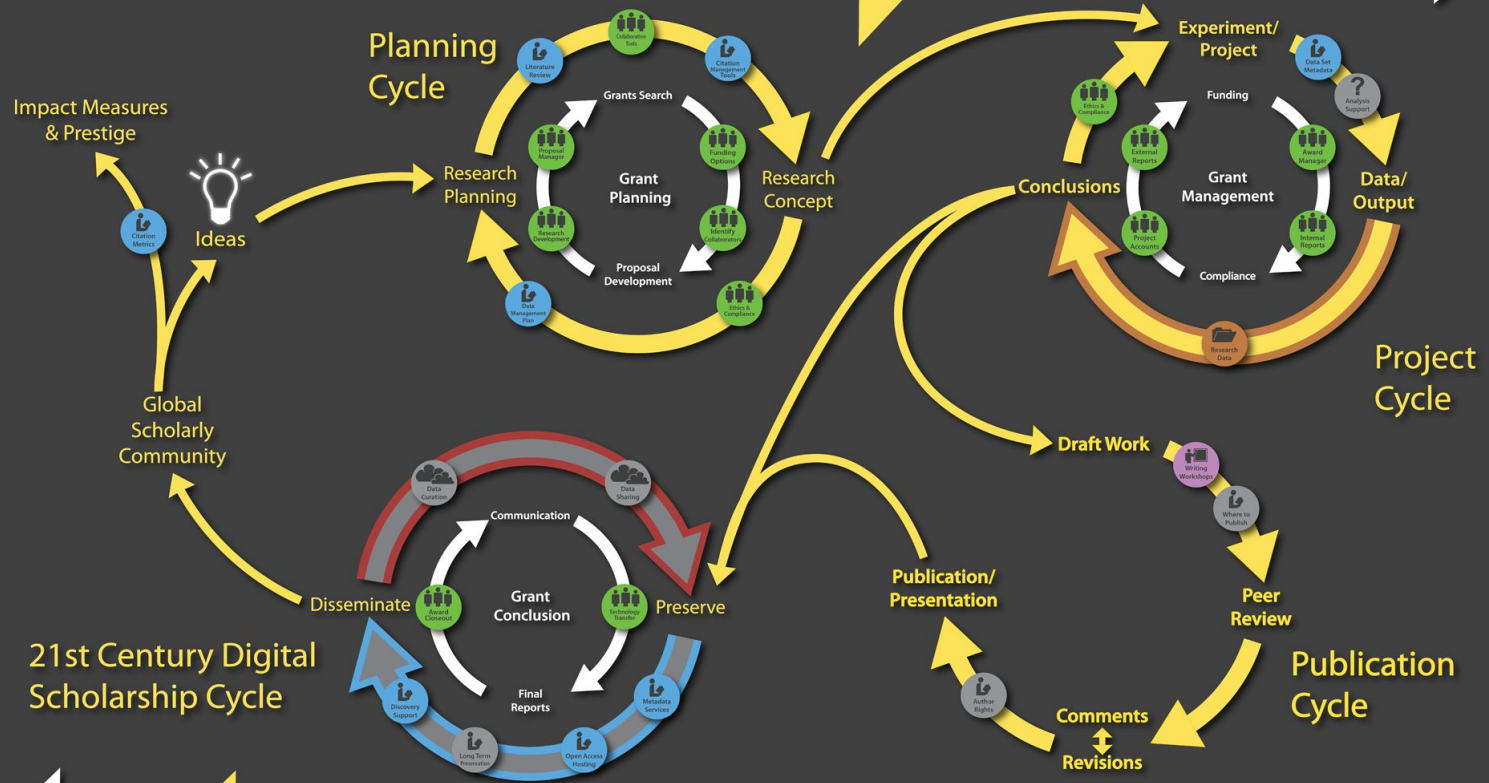


# Processes



# Research Lifecycle at UCF

University of Central Florida Libraries



Design inspiration provided by OpenWetWare

# Participants

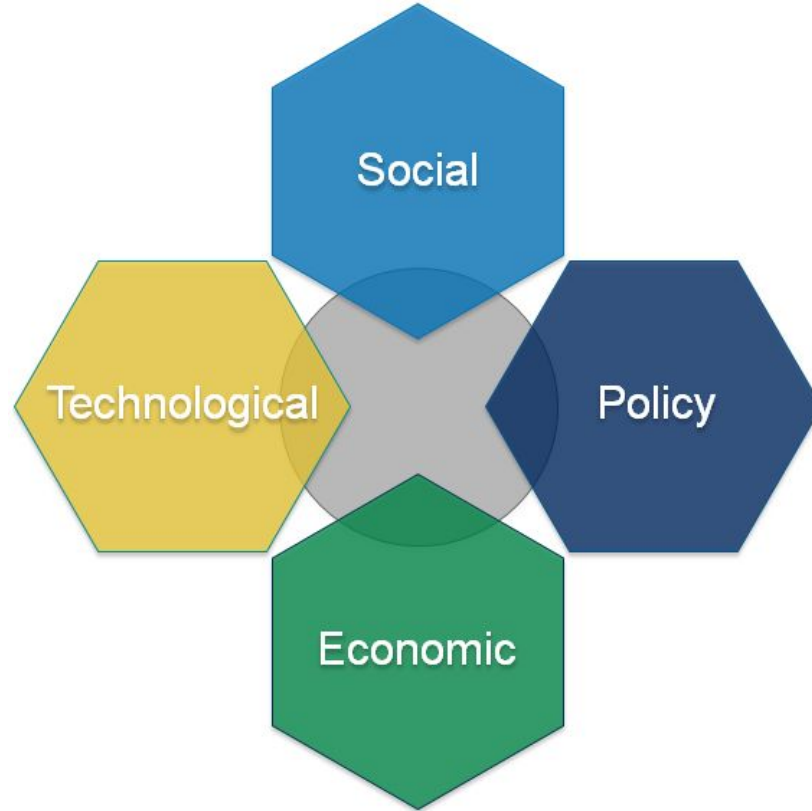


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# Participants: Systems

# Pressures





Technological

"Day 1: Volumes of antique books inside the Long Room, Old Library, Trinity College" by Can Pac Swire is licensed under [CC BY-NC 2.0](https://creativecommons.org/licenses/by-nc/2.0/)



Technological

PKP

PUBLIC  
KNOWLEDGE  
PROJECT

Au thorea

Think LAB

GitHub





Social



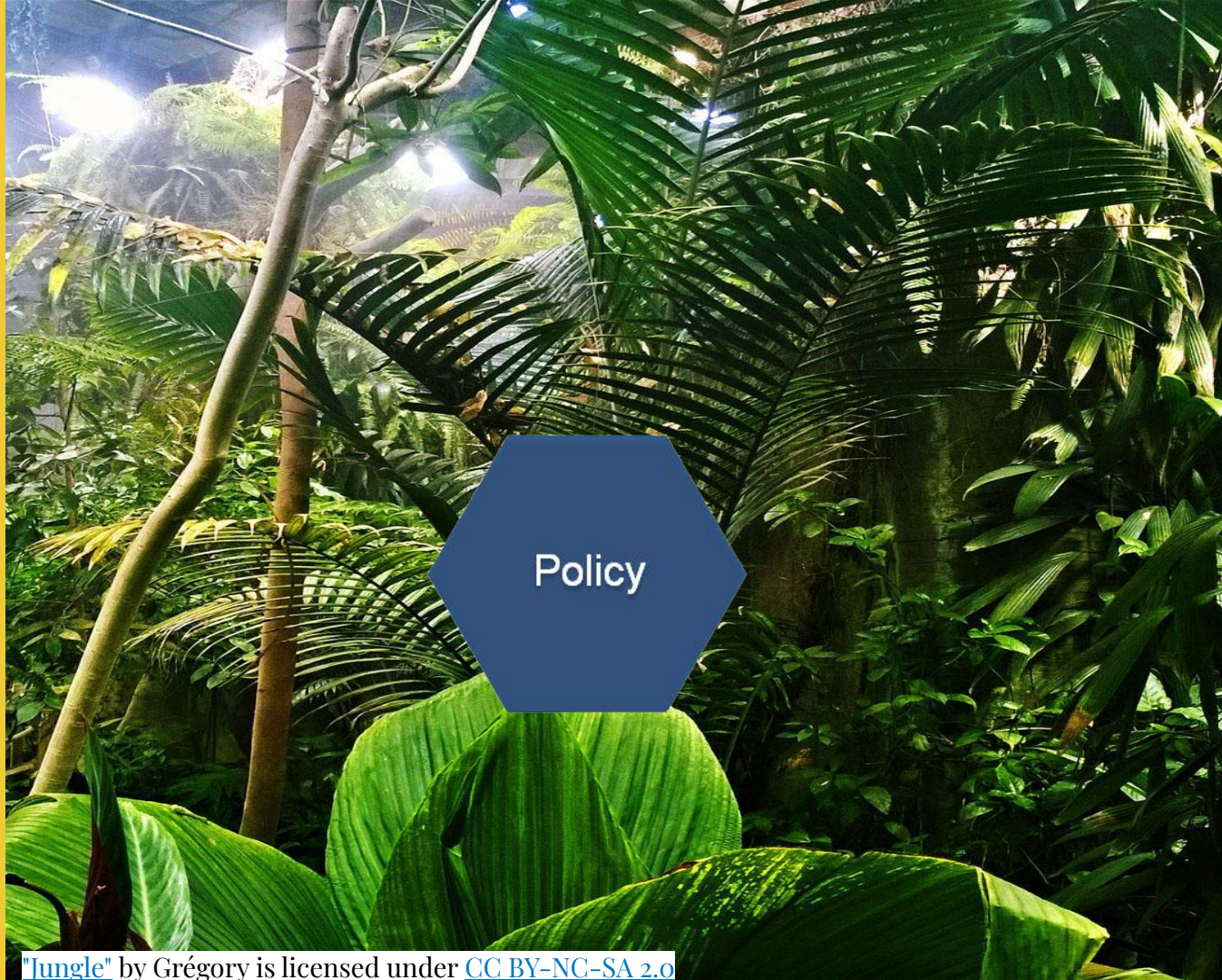
Social

I CAN HAZ PDF

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Policy



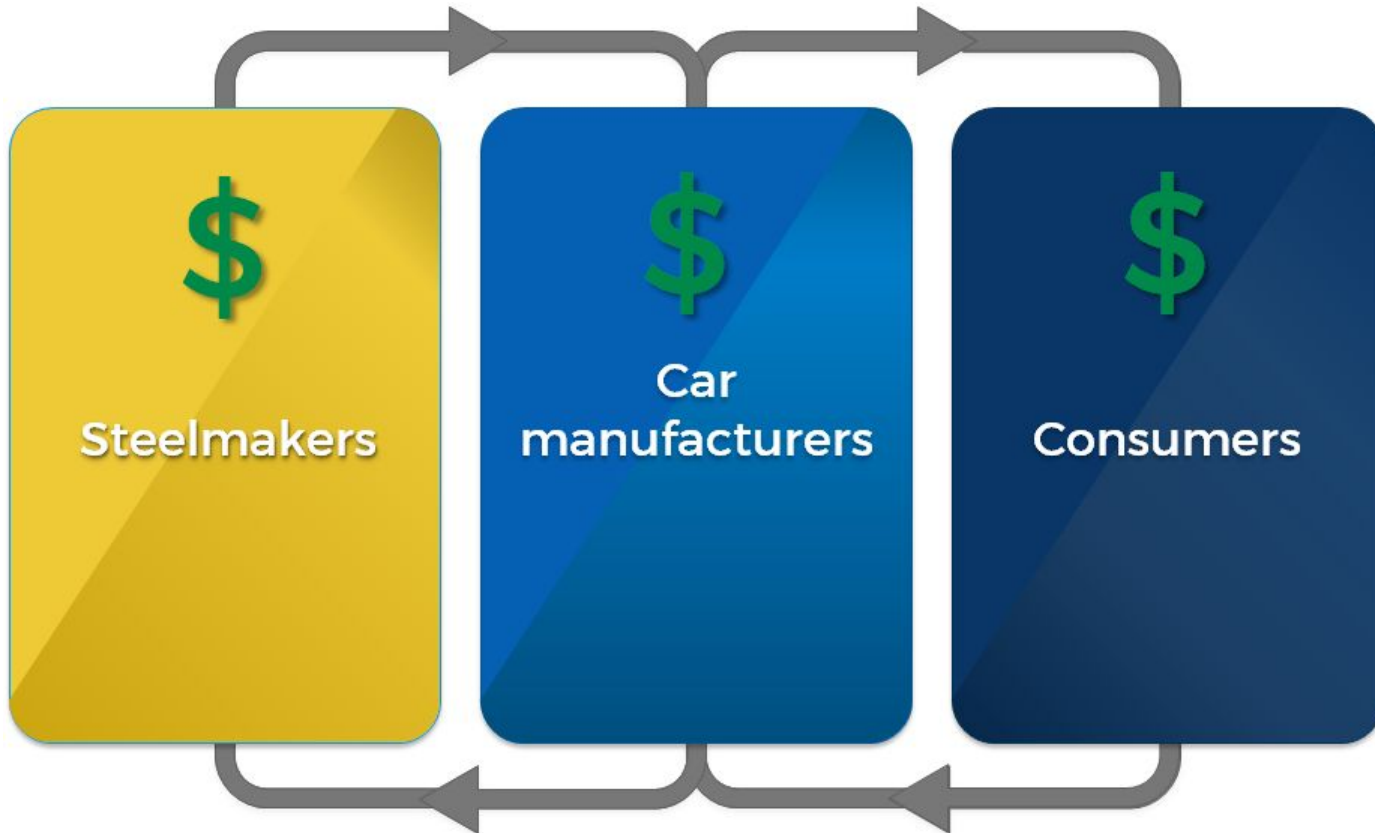


Economic

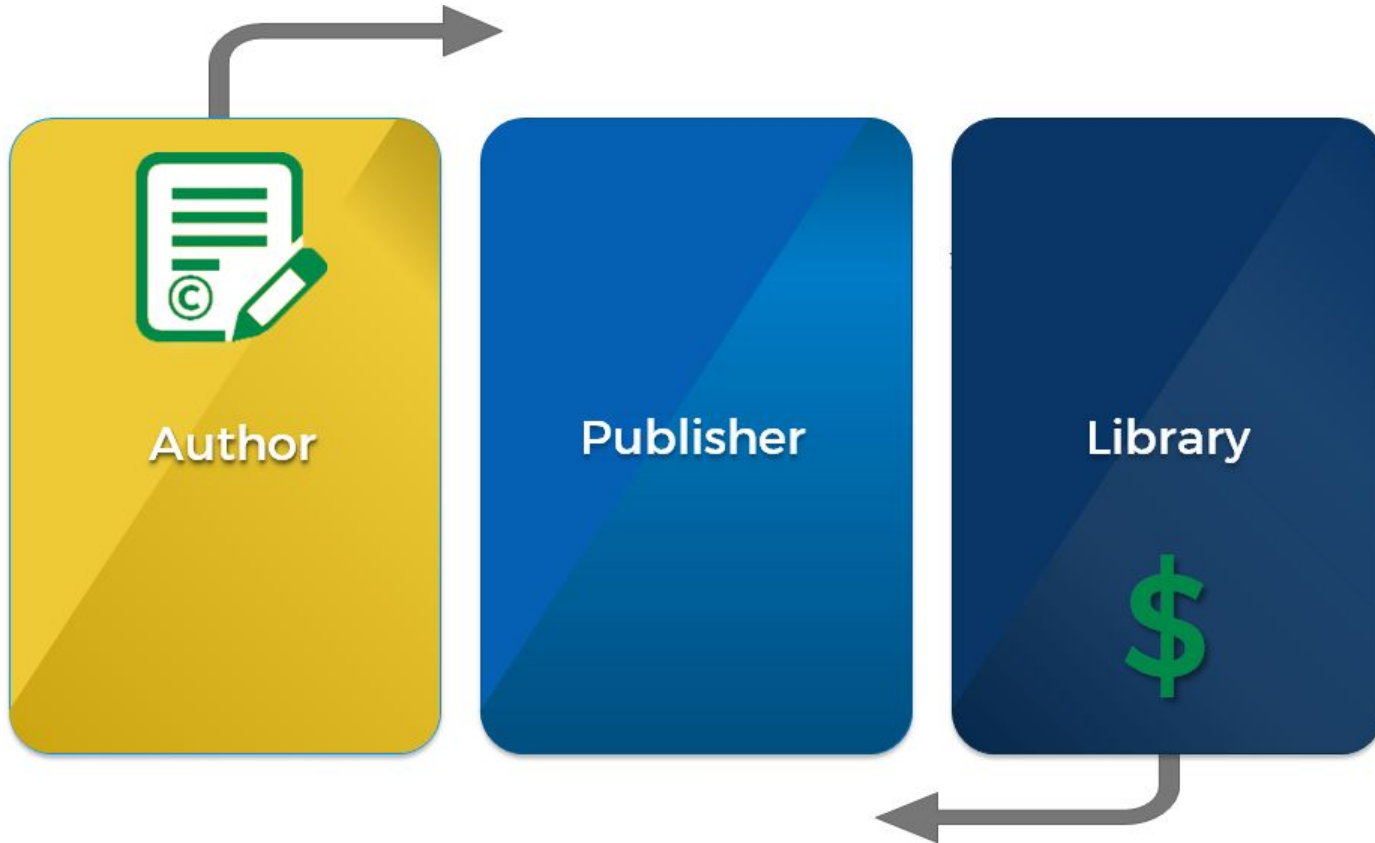
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Economic



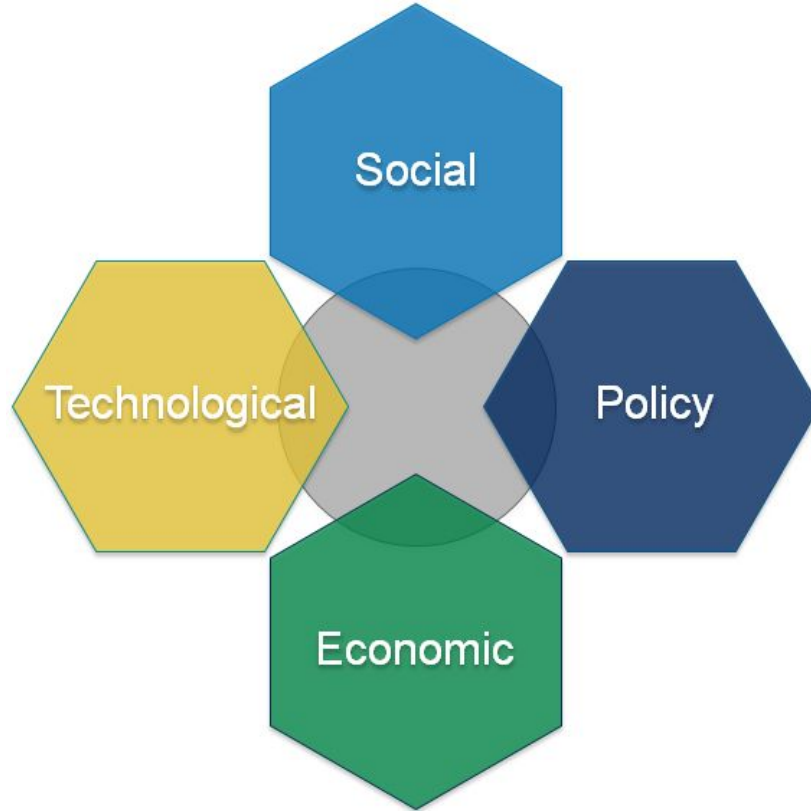
Typical Economy



Scholarly Publishing Economy



# Opportunities





**Let's Get Started!**