



Illinois Wesleyan University
Digital Commons @ IWU

Digital Commons Great Lakes User Group Annual Meeting

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The Scholars Cooperative: A New Marketing Approach for our Scholarly Communications Initiatives

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scholarscooperative

A New Marketing Approach for our Scholarly Communications Initiatives

scholarscooperative.wayne.edu

MISSION

The Scholars Cooperative aids, educates and empowers the Wayne State community to advance the creation, distribution and preservation of scholarship beyond traditional academic publishing models.

ACTIVITIES/SERVICES

- Self-archiving
- Promoting and distributing scholarship
- Alternative forms of Scholarly Publishing
- Retaining author rights
- Advancing open access
- DigitalCommons@WayneState
- Copyright consultation

EDUCATION

- Open Access
- DigitalCommons@WayneState
- Copyright
- Author's Rights
- Departmental workshops/presentations

CONSULTATION

- CV Review
- Copyright Issues
- Becoming Open Access

PUBLISHING SERVICES

- Journal Publication
- Digitization
- Self- or mediated-archiving
- Post-print formatting

CULTIVATING SCHOLARSHIP @ WAYNE STATE UNIVERSITY

WHO AND WHERE?

Scholarly Communications Librarians and the Digital Publishing Team at Wayne State University

WHY?

To combine Scholarly Communications and Digital Publishing services at the Wayne State University Library System under a single identity. This identity serves as the marketing and outreach tool for the branding of these services.

HOW?

The Scholarly Communications Librarians and the Digital Publishing Team developed a strategy for creating this identity by asking:

- 1.) What services will be offered?
- 2.) What will this identity be called?

And then by:

- 1.) Gaining approval from administration
- 2.) Getting buy-in from other librarians

FUTURE?

To continuously advance The Scholars Cooperative mission through various engaging enterprises. This includes creating a web presence and persistent development of marketing and outreach activities.



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