How to Create a Scholarly Communications Office
Presented by the UAB Libraries’ Office of Scholarly Communication

Jeff Graveline, JD, MLIS | Professor
Associate Dean for Research and Scholarly Communication
Director of the Office of Scholarly Communication

Marla Hertz, PhD | Associate Professor
Research Data Management Librarian
UAB and the UAB Libraries

UAB

• R1 Research Institution
• Total enrollment 21,639 (2022 – 23)
• UG, GRD, and professional degrees offered
• Premier teaching hospital & Level 1 trauma center
• More than 3,000 FT & PT faculty

UAB Libraries

• Two libraries, special collections, off-site storage
• Nearly two million print volumes
• Annual budget of more than $21 million
• 74 FT employees; 40 faculty librarians; Students
OSC timeline

October 2020 – March 2021
Planning

July 2020
Proposal memo

April 2021
OSC launch

2020
Planning

2021
Year 1

2022
Year 2

2023
October 2022
Repository Librarian hired

2024
January 2023
Digital Commons launched

2023
RDM Librarian hired

2022
May 2022
Digital Commons launched

2021
April 2021
RDM Librarian hired

2020
Proposal memo

2021
Planning

2022
Year 1

2023
Year 2

2024
Year 3

Proposal memo

Planning
Assessing the campus need

Actual and anecdotal evidence

- No central place on campus for assistance
- Requirements to make copyright information available through the UAB Libraries
- Observations over fifteen years as a campus copyright expert
  - Regular workshops and training sessions
  - Frequent consultations
  - Referrals

“Test balloons” floated about potential OSC
Where does the OSC fit?

Associate Dean for Research & Scholarly Communication
Jeff Graveline

Sterne Library Department of Research & Learning
Delores Carlin, Department Head

Media Literacy Librarian
Brooke Becker

Liaison, Social Sciences
Dana Hettich

Liaison, Collat School of Business
Kara Van Abel

Lister Hill Library Department of Clinical, Academic, & Research Engagement
Jill Deaver, Department Head

Freshman Composition & Student Success Librarian
Sydney Orason

STEM Librarian
Jennifer Long

Fine Arts Librarian
Marliece Thomas

Liaison, Health Professions
Megan Bell

Liaison, Public Health
James Gilbreath

Liaison, Nursing
Amanda Jenkins

Systematic Review Coordinator
Becca Billings

Liaison, Dentistry & Optometry
Damiana Fortenberry

Liaison, Health

Office of Scholarly Communication
Jeff Graveline, Director

RDM Librarian
Marla Hertz

Institutional Repository Outreach Librarian
Amy Reese

ILL & Document Delivery
Eddie Luster, Supervisor

ILL Associate
Suzanne Brazell

ILL Associate
Sharron Brownlee

ILL Associate
Christie Halloran
Formal proposal to Dean of Libraries

Rationale for creating an OSC
1. Create central campus resource
2. Raise the UAB Libraries’ profile
3. Bring in line with peer institutions

Strategic planning documents

Proposed organizational chart

Links to other scholarly communication offices

Proposal tips
- Be thorough
- Set goals and expectations
- Be realistic
- Anticipate questions
Three-year strategic plan

Mission

The mission of the UAB Libraries Office of Scholarly Communication is to support UAB faculty, staff, and students in navigating and understanding scholarly communication principles including copyright, long-term preservation of digital assets, data management, research dissemination, scholarly impact, and public access.

Objectives

Objective 1: Increase awareness about copyright and scholarly communication

Objective 2: Provide copyright support

Objective 3: Support compliance with federal requirements

Objective 4: Support digital preservation projects
Three-year strategic plan action plan

**Objective 1: Increase awareness** throughout the UAB campus about copyright and scholarly communication issues relating to higher education, teaching, and scholarship.

Specific action items relating to this objective include:

- Develop and offer **relevant workshops**.
- Develop and maintain Office of Scholarly Communication **web site**.
- Sponsor special events and speakers.
- **Collaborate** with stakeholders across the **research life cycle**, from the planning stage to project management to publishing and presenting.
- Explore ways to **gauge scholarly impact** of UAB research and publications.
- Advance awareness and use of **Open Education (OER)** and **Affordable Instructional Materials (AIM)** through workshops and individual consultations.
Pre- and post-launch

Pre-launch planning

• Identify **key constituencies** and potential supporters
• Design and launch OSC **web site**
• Prepare multiple PPTX **presentations** to promote OSC
• **Draft announcements** and copy for promotion after launch
• Create forms for gathering **statistics**

Post-launch activities

• **Reach out** to key constituencies and potential supporters
• Present brief 10-minute **informational sessions**
• **Promote broadly** to departments through liaisons & faculty senate
• Place a feature in faculty / staff **newspaper**

Potential key supporters

• Office of Counsel
• Provost
• Faculty Senate
• eLearning
• Center for Teaching & Learning
• VP for Research
• Deans
• Assistant & Associate Deans
Web site tips

- Be concise
- Be selective
- Make contacting you easy
- Tell them about you
Meeting about UAB Libraries' new Office of Scholarly Communication

Graveline, Jeffrey D
To: Ray, Midge
Cc: Graveline, Jeffrey D

Midge –

I am writing to tell you about the UAB Libraries’ newly launched Office of Scholarly Communication (OSC). The OSC will support all UAB faculty, staff, and students in navigating and understanding scholarly communication principles including copyright, long-term preservation of digital assets, data management, research dissemination, scholarly impact, and public access. It is the first of its kind in Alabama, and we are excited to be leading the way in these areas.

I’d like to schedule a Zoom meeting at your convenience to talk about the OSC. Specifically, I’d like to discuss the services we provide and how we can support UAB Profiles and UAB Scholars. I think ORCID ID and SCOPUS ID set up and support would be beneficial to UAB faculty and would help greatly with populating the research portion of faculty Profiles. Feel free to invite others in your area to the meeting if you feel it would be beneficial.

If you are available for a brief meeting, please let me know dates and times that work for you. Thanks in advance.

Best regards,

Jeff

Jeffrey D. Graveline, JD, MLIS | Professor
Associate Dean for Research and Scholarly Communication
UAB Libraries | The University of Alabama at Birmingham

Communication tips

• Be proactive
• Cast a wide net
• Be specific
• Personalize your message
• Create excitement
New resource can assist faculty with copyright, publishing questions

Haley Herfurth | UAB Reporter

UAB’s Office of Scholarly Communication (OSC) is a new central campus resource equipped to answer questions from Blazers working to establish publishing agreements, understand copyright guidelines, use Open Access publishing and more.

The OSC was born from a need Jeff Graveline, J.D., professor and associate dean for Research and Scholarly Communication for UAB Libraries, recognized during more than a decade of teaching copyright workshops on campus: There was no central hub where Blazers could take questions about topics such as copyright and publishing. So Graveline created one.
First-year review

Staffing: **1**

Workshops & Presentations: **22**

Research Consultations: **30**

Schol Comm Questions & Requests: **121**

**OSC timeline revised due to success**

- hiring, data services, institutional repository
OSC stats to-date

Staffing: 3

Workshops & Presentations: 128

Research Consultations: 194

Schol Comm Questions & Requests: 348
Services offered by the OSC

- On-demand workshops on scholarly communication topics
- One-on-one consultations
- Email support for faculty, staff, and students
- Open access support
- Journal selection assistance and predatory publisher analysis
- Submission to and use of our institutional repository
- Research Data Management support

Image recreated and modified from the ACRL Scholarly communications toolkit
Why include Research Data Management services?

“Open data’s good for society, but it is an added burden on the researchers. It needs to be supported.” - Dominique Roche

“Open data ‘tougher’ than open access and needs ‘mindset change’”. Times Higher Education 2020

Planning RDM services

- Research data management (RDM) is an essential skillset
- To increase RDM competencies ➔ formally integrate training into graduate education and professional development programs
- The OSC instituted robust RDM services concentrated in three areas:

1. RDM embedded courses
2. Professional development workshops on RDM topics
3. Consultations to address individual RDM needs
Research Data Management Services

- RDM course integration
- Undergraduate and graduate research preparation
- Responsible conduct of research
- Faculty grant writing cohorts

Consultations
- Data Management Plan (DMP) preparation
- Data repository selection
- Data interviews

Reviewed over 80 DMPs to date
Amy Reese
Institutional Repository Outreach Librarian
reesea@uab.edu
IR populated with 4,600+ items its first year

Current IR inventory

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Planning for the future

- Update OSC strategic plan
- Formal evaluation of OSC services
- Integrate RDM requirements into training programs
- Explore expansion of data services
- Grow and promote IR collections
- Expand equitable options to scholarly works - Open access initiatives, OER publishing