

University of Arkansas, Fayetteville

ScholarWorks@UARK

Institutional Digital Repository Annual Progress
Report

Libraries

1-2022

The University of Arkansas Institutional Digital Repository annual progress report, January 2022

University of Arkansas, Fayetteville. Libraries

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A satellite view of Earth at night, showing the curvature of the planet and numerous glowing city lights across the continents. The image is used as a background for the report cover.

ScholarWorks@UARK

The University of Arkansas Institutional Digital Repository Annual Progress Report 2021

JANUARY 2022

Office of Scholarly Communications

Introduction

ScholarWorks@UARK advances the University of Arkansas's land-grant mission by making the research, scholarship, and creative work of the Fayetteville campus community available without charge to web users everywhere. The Office of Scholarly Communications (OSC), a unit of the University Libraries, manages the repository collections, with the exception of the Patent Database, managed by Luti Salisbury, Director of the Chemistry and Biochemistry Library; and University Records, managed by Amy Allen, University Archivist. This report presents key metrics and highlights achievements from January through December 2021.

Usage Statistics and Expanding Collections

In 2021, ScholarWorks@UARK saw an 18.7% increase in usage: 1,504,171 downloads and views compared with 1,267,502 for 2020. Figure A displays usage per month. Users came from 228 countries, as shown on the world map in Figure B. The pie chart (Figure C) shows that users represented 25,630 institutions; 25% of these were educational institutions. Figure D shows the life-to-date downloads and life-to-date deposits (as of 31 December 2021) of all types of content by college. The largest repository collections are graduate theses and dissertations (Figure E) and undergraduate theses (Figure F), which are also presented by college.

Repository content grew significantly in 2021; content increased by 12.8% (15,291 items on 31 December 2021, compared to 13,554 on 31 December 2020). A few collections and journals deserve mention. With assistance from numerous library colleagues, OSC staff added 178 Music Department Concert Recordings; this collection now offers 475 concerts, dating from 2012 through 2018. The Law School submitted back issues of two publications so that users can now access the *Arkansas Law Review* from 2016 through 2021 and the complete run of the *Journal of Food Law & Policy* from 2005 through 2021.

New Collections and Serials

In 2021, we welcomed new collections from the following research centers and campus organizations:

[Arkansas Humanities Center](#)

[Center for Power Optimization of Electro-Thermal Systems \(POETS\)](#)

[Division of Research and Innovation](#)

[King Fahd Center for Middle East Studies](#)

[Office of Equal Opportunity and Compliance](#)

These exciting collections include science lesson plans for middle school and high school students, an introduction to reproducibility and replicability in research, and presentations on making the work environment more friendly for people with disabilities.

We also began hosting the *Proceedings of the Arkansas Nutrition Conference*, a collection of the papers presented at the annual meetings where experts from the poultry and feed industries gather to discuss critical issues in animal nutrition.

Finally, we're proud to announce a new collaboration with the University of Arkansas Press to make books in the imprint Arkansas Scholarly Editions open access in ScholarWorks@UARK. The first title, [Thin Safety Margin](#), tells the story of the nuclear reactor SEFOR.

Promotion and Publicity

We promote ScholarWorks@UARK through multiple types of media and events in order to recruit new collections and to attract web visitors. Our social media accounts have now been active for two years and already we have 259 Twitter followers and 138 Facebook followers (Figure G). In 2021, we issued 672 social media posts – 507 on [Twitter](#) and 165 on [Facebook](#). For the first time, we created a set of short, lively promotional [videos](#), each targeting specific audience – University Relations, University Communicators, and Subject Librarians.

But we did not neglect more traditional media or events. In collaboration with our hosted clients, University Relations staff, and Kelsey Lovewell, Director of Public Relations for the University Libraries, we published six (6) [Arkansas News stories](#) about collections and events. Our biggest event of the year was the Open House, co-hosted with the Honors College, to introduce students to the repository and the process for submitting their theses. We held the Open House virtually in April and in-person in November.

The OSC team took the lead in coordinating [Open Access Week](#) (25-31 October) programming, which included a website, events, podcasts, instructional sessions, and informational materials (both digital and print) to educate the campus community and publicize the University Libraries' programs. Although our efforts did not focus exclusively on the repository, the week's activities highlighted the importance of such open access collections. We thank Martha Anderson, Lora Lennertz, Elaine Thornton, and other library personnel whose contributions made this week-long celebration a success.

In addition to serving the UA community, the OSC team assists repository managers at other institutions by sharing our skills and experience. In December, we gave a short presentation, "Partnering with Research Centers: Outreach, Hosting Services & Promotion," at the virtual conference Northeast Institutional Repository Day (NIRD). The [video recording](#) is now available in ScholarWorks@UARK. According to the conference organizers, 218 individuals registered and approximately 112 individuals attended the session that included our lightning talk.

Process Improvements

The success of ScholarWorks@UARK depends upon continual improvements to systems and procedures that promote cost-effective, efficient, and user-friendly operations aligned with best practices for repository management. In 2021, we focused on formalizing and documenting processes in order to

ensure consistency and facilitate communication within OSC and across the units with which we collaborate. For example, we formalized the process for signing and storing author agreements and permission forms; we also set up an internal procedure for handling allegations of plagiarism and research misconduct associated with content in the repository. In consultation with Graduate School administrators, Honors College deans and administrators, the Associate Dean for Content and Digital Initiatives, and ProQuest staff, we developed embargo processes and policies for graduate theses/dissertations and for undergraduate honors theses. Both sets of guidelines are available in the User Guides: [guidelines for graduate embargos](#); [guidelines for Honors embargos](#).

With the goal of making repository content more discoverable, Deb Kulczak and Beth Juhl took the lead in reviewing metadata and standardizing the records for particular collections. We have corrected a number of existing records, and we will follow new standards going forward. We are grateful for their expertise in cataloging and search/discovery processes.

With the goal of ensuring stable access to repository content, we have begun adding Digital Object Identifiers (DOIs). To date, we have assigned DOIs to the most recent issues of the *Journal of the Arkansas Academy of Science*. We anticipate assigning DOI's to additional journals in 2022. We thank our library colleagues for setting up the membership with CrossRef (an organization which helps to maintain the global DOI system) and for providing guidance regarding metadata and technical processes.

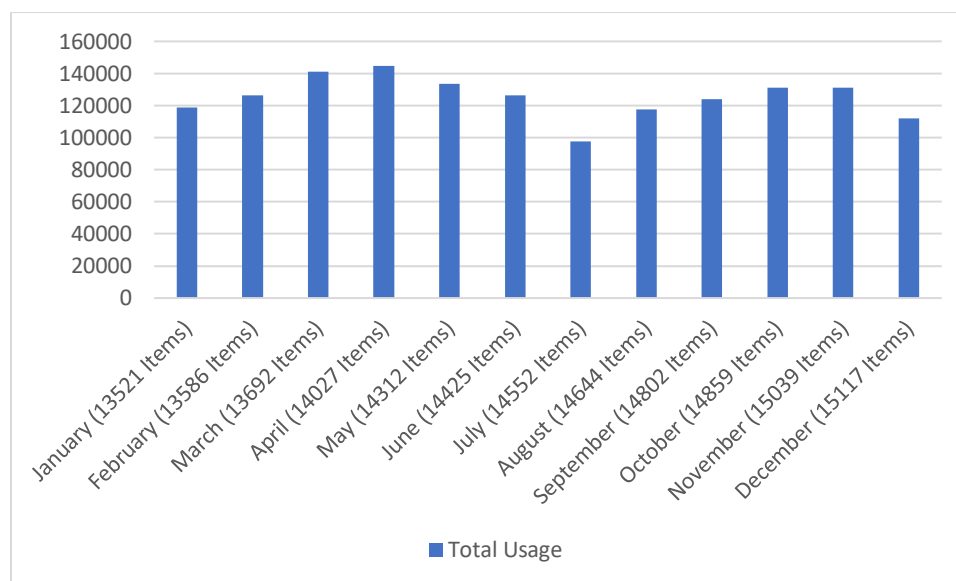
Acknowledgments

The achievements outlined in this report would not be possible without the goodwill and active engagement of faculty, staff, students, and administrative assistants across the entire university. The Office of Scholarly Communications acknowledges the groups and individuals who have contributed. Thank you! Let's keep working together.

Melody Herr, Head, Office of Scholarly Communications
Cedar Middleton, Institutional Repository Coordinator
Jessica Kelly, Scholarly Communications Assistant

Appendix

Figure A
ScholarWorks@UARK Total Usage of All Holdings by Month
1 January through 31 December 2021



Total Usage in 2021: 1,504,171

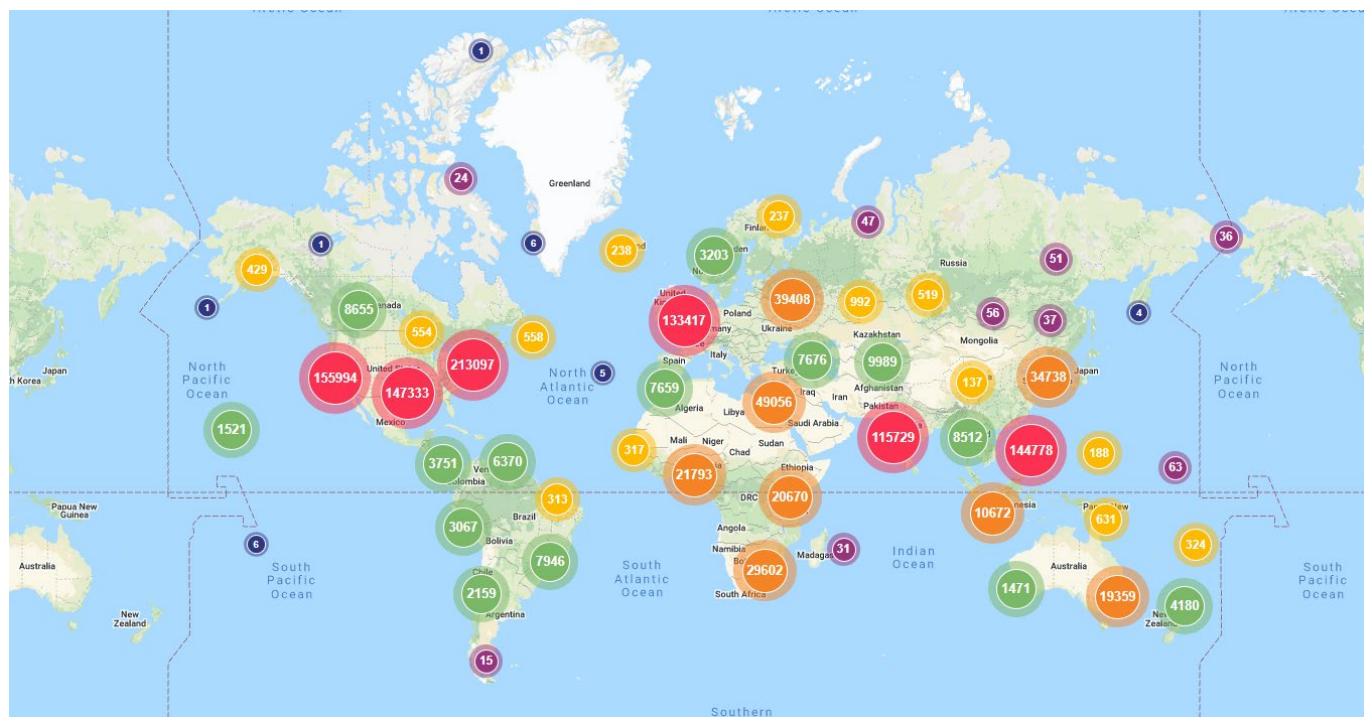
Total Usage – downloads plus views

Download – web visitor downloaded the file

View – web visitor viewed the item description but did not download the file

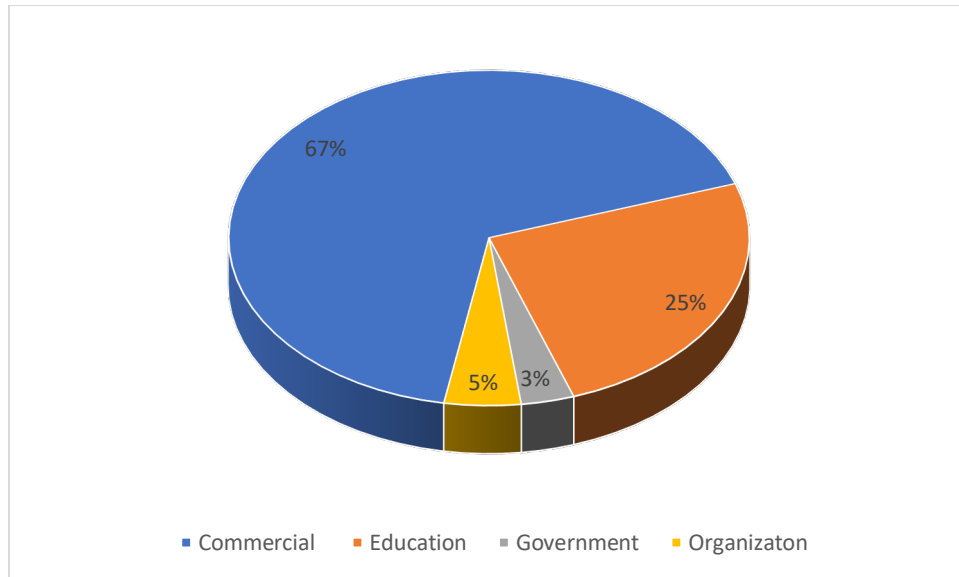
	Downloads (Full Text)	Hits (Metadata)	Total Usage
January (13521 Items)	102599	16130	118729
February (13586 Items)	107506	18715	126221
March (13692 Items)	119759	21449	141208
April (14027 Items)	122686	21842	144528
May (14312 Items)	113765	19790	133555
June (14425 Items)	108931	17353	126284
July (14552 Items)	82779	14864	97643
August (14644 Items)	102974	14686	117660
September (14802 Items)	104329	19567	123896
October (14859 Items)	109806	21507	131313
November (15039 Items)	110499	20587	131086
December (15117 Items)	95309	16794	112103

Figure B
 ScholarWorks@UARK Readership: Geographic Distribution
 1 January through 31 December 2021



Countries Represented: 228

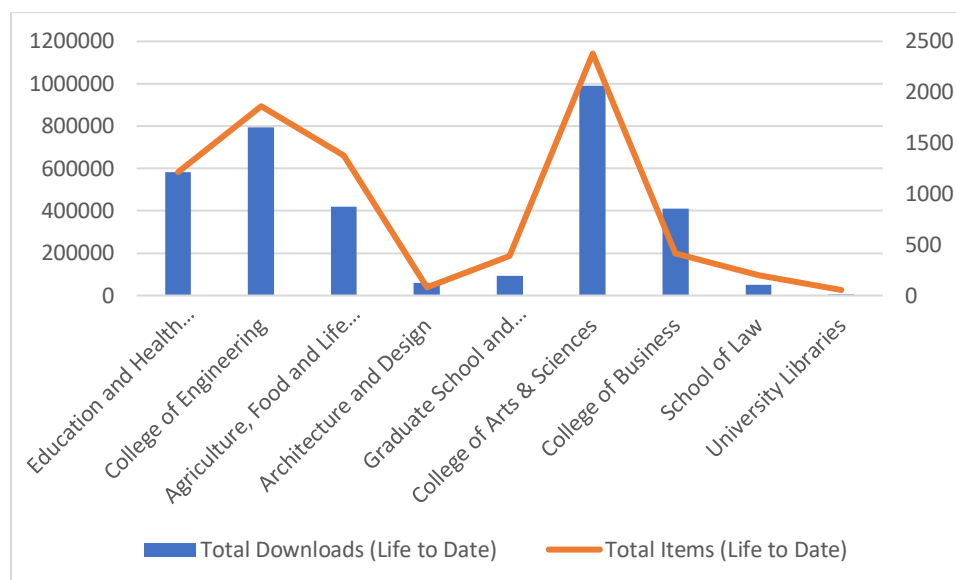
Figure C
ScholarWorks@UARK Readership: Institutional Affiliation
1 January through 31 December 2021



Institutions Represented: 25,630

Note: Because we rounded each percentage to the nearest whole number, the sum may not equal 100.

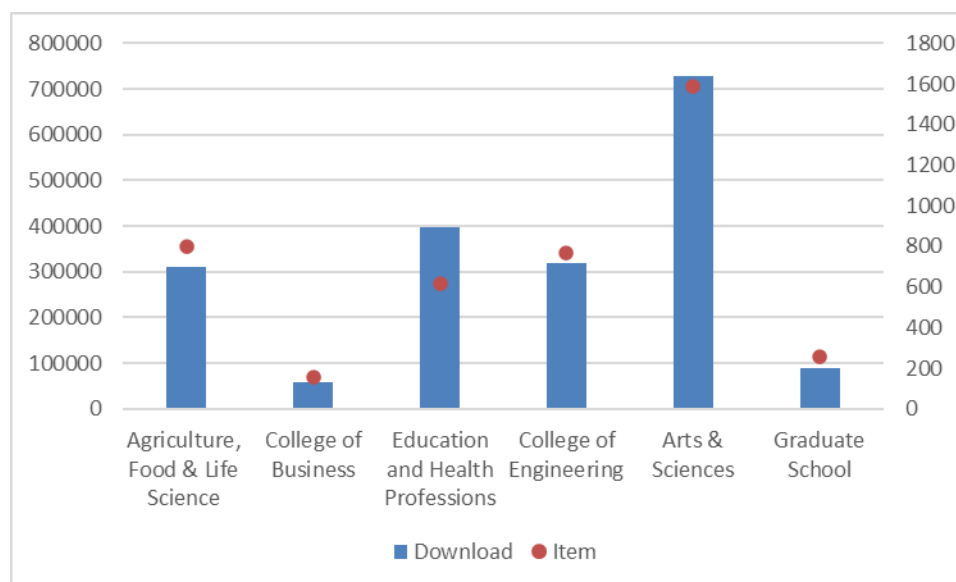
Figure D
 ScholarWorks@UARK Holdings and Downloads by College
 Life-to-date as of 31 December 2021



Download – web visitor downloaded the file

	Total Downloads (Life to Date)	Total Items (Life to Date)
Education and Health Professions	581039	1216
College of Engineering	794188	1862
Agriculture, Food and Life Sciences	418112	1379
Architecture and Design	59360	83
Graduate School and International Education	93898	388
College of Arts & Sciences	990434	2380
College of Business	408952	415
School of Law	49209	197
University Libraries	6495	54

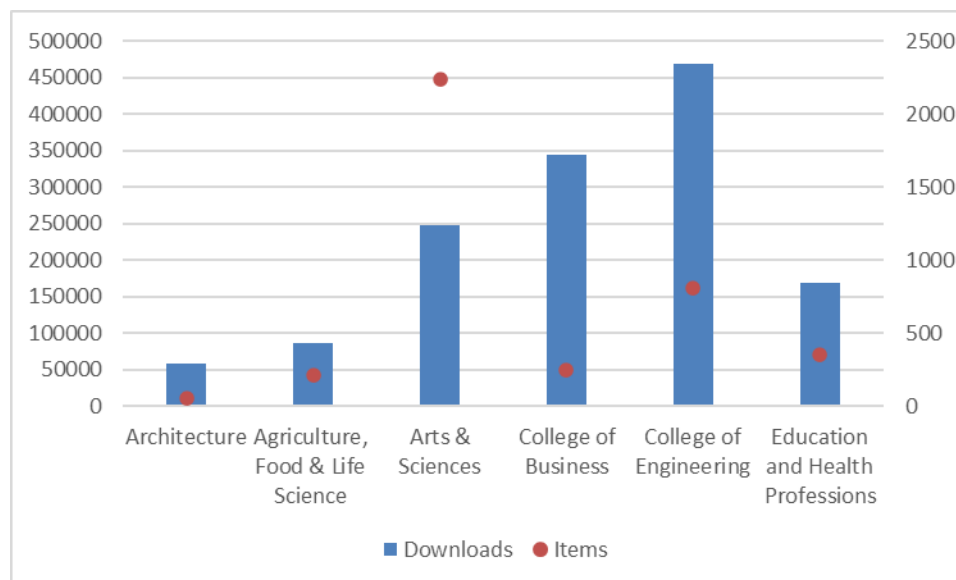
Figure E
 Graduate Theses/Dissertations by College
 Life-to-Date Holdings and Downloads as of 31 December 2021



Download – web visitor downloaded the file

	Downloads	Items
Agriculture, Food & Life Science	310895	800
College of Business	57128	159
Education and Health Professions	396732	614
College of Engineering	319479	766
Arts & Sciences	728475	1589
Graduate School	90186	258

Figure F
Undergraduate Honors Theses by College
Life-to-Date Holdings and Downloads as of 31 December 2021

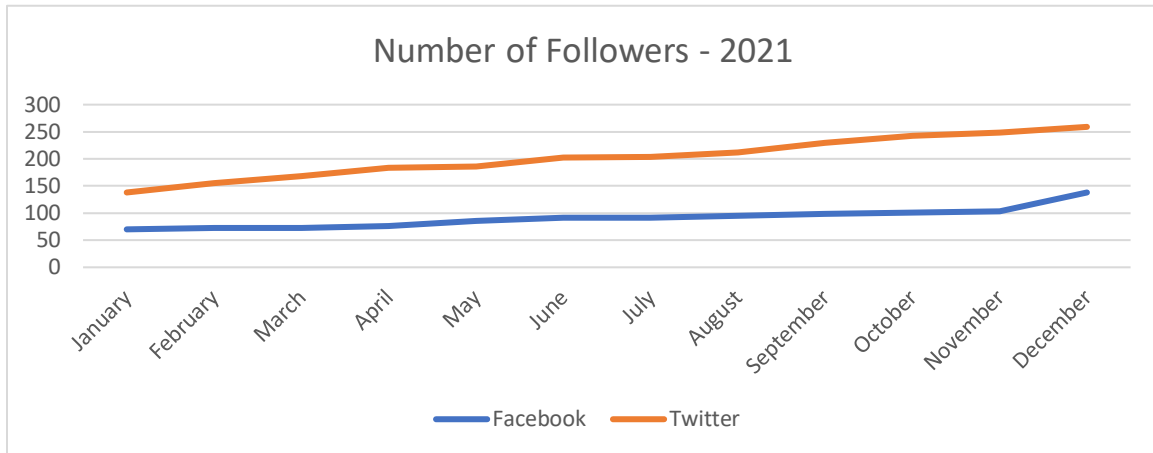


Download – web visitor downloaded the file

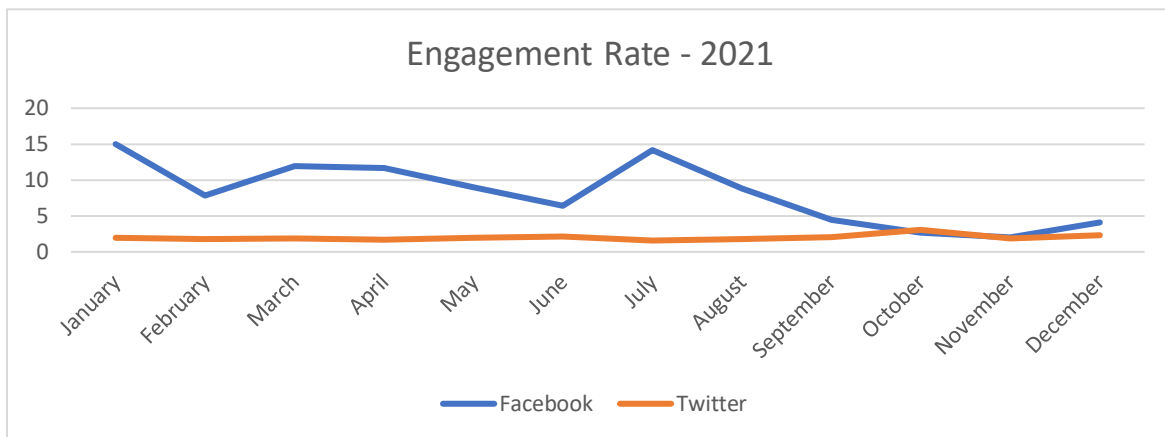
	Downloads	Items
Architecture	59363	58
Agriculture, Food & Life Science	86146	217
Arts & Sciences	248158	2237
College of Business	343672	246
College of Engineering	468409	810
Education and Health Professions	168465	358

Figure G
Social Media Statistics
1 January through 31 December 2021

Number of Followers 2021												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Facebook	70	72	73	76	85	92	92	95	99	101	103	138
Twitter	138	155	168	183	186	203	204	212	229	243	249	259



Engagement Rate 2021 (percentages)												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Facebook	15	7.8	11.97	11.68	9.01	6.44	14.18	8.82	4.44	2.68	2.01	4.08
Twitter	1.94	1.81	1.88	1.72	1.97	2.17	1.57	1.76	2.01	3.06	1.87	2.28



Social media platforms call similar categories by different names. To help with the understanding of what these numbers mean, we have defined the terms for the two social media platforms employed on the previous page.

Facebook Definitions:

Engagement Rate – This is the calculation of how frequently people interact with posts. It is measured by Total Engaged Users divided by the Total Reach X 100.

Followers – How many users follow our account. Watching these numbers helps us measure our audience growth.

Impressions – This is the number of times a post was seen, which includes instances where the post was seen multiple times by a single user, and does not require any engagement with the content.

Total Engaged Users – The number of people who engaged with a post by commenting on it, reacting to it, sharing it, or clicking on it.

Total Reach – The total number of people who had a post come up in their feed.

Twitter Definitions:

Engagement Rate – This is the calculation of how much people interact with tweets. It is measured by the number of Total Engagements divided by Total Impressions X 100.

Followers – How many users follow our account. Watching these numbers helps us measure our audience growth.

Impressions – How many times a tweet appears in any user's timeline or search results (not just your follower's) and does not require any engagement with the content.

Total Engagements – The number of times people engaged with a tweet by commenting on it, liking it, retweeting it, or clicking on it (for any reason).

Total Impressions – The total number of times a tweet was loaded in a Twitter feed.

Note: Full reports of the social media analytics are available upon request.