

University of Arkansas, Fayetteville

ScholarWorks@UARK

Institutional Digital Repository Annual Progress
Report

Libraries

1-2023

The University of Arkansas Institutional Digital Repository annual progress report, January 2023

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 2022

JANUARY 2023

Office of Scholarly Communications

Introduction

The digital repository 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 Open Educational Resources, managed by Lora Lennertz, Data Services Librarian; 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 2022.

Growing Collections and Rising Usage

The total number of items hosted in ScholarWorks@UARK increased by 10.12% in 2022 alone, continuing a five-year upward trend. As depicted in Figure A, collections grew from 9420 items as of December 2018 to 16840 items as of December 2022, and overall increase of 78.77%. Whereas usage of the repository collections (webpage views plus downloads) dipped slightly in 2022, overall usage increased by 141.24% from 2018 through 2022. Figures B and C illustrate similar increases in the number of items and usage from 2018 through 2022 for the Graduate Theses and Dissertations collection and the Undergraduate Honors Theses collection.

In 2022, web visitors came to the repository from 226 countries, as shown on the world map in Figure D. The majority of these visitors (69%) were affiliated with commercial entities; 23% were affiliated with educational institutions, and 8% were affiliated with nonprofit or government organizations (Figure E).

Promotion and Publicity

We promote ScholarWorks@UARK through events and multiple types of media to facilitate submissions, recruit new collections, and attract web visitors. Throughout the year, we co-hosted several events focused on undergraduates. In April, we staffed a table at the Undergraduate Research Week Poster Presentation, sponsored by the Office of Undergraduate Research and the Honors College. Also in April, we collaborated with the Honors College and the Honors Librarian to host two sessions of the annual "Final Countdown"—that is, the countdown to commencement—where we provided instruction and assistance for Honors students seeking to submit a thesis. This event served as a follow-up to the annual "Open House," offered twice in October with the same collaborators, to inform students about the many services available as they write a thesis and to introduce them to the repository as both a resource and a future home for their own research.

We used the celebration of International Open Access Week 2022 (24-30 October) as an opportunity to educate the campus community about open access (OA), publicize the University Libraries' open access programs, and promote the OA collections in ScholarWorks@UARK. Rather than sponsor events, we chose to create perennial, multipurpose resources, including an introductory video, an

updated [OA library guide](#), and in keeping with this year's theme, an infographic about climate justice and a list of OA climate journals. These resources are available on the [International Open Access Week library guide](#).

With the assistance of Kelsey Lovewell, Director of Public Relations for the University Libraries, we released seven (7) [Arkansas News stories](#) advertising events, resources, and collections. Aiming for a broader audience, we publicized ScholarWorks@UARK and the achievements of our repository partners through our Twitter and Facebook accounts. Currently, we have 353 Twitter followers and 179 Facebook followers. In 2022, we issued 416 social media posts – 339 on [Twitter](#) and 77 on [Facebook](#). Figure F shows statistics for the responses to these posts.

In addition to serving the U of A community, the OSC team assists repository managers at other institutions by sharing our skills and experience. For the North American Serials Interest Group (NASIG) conference in June, we delivered the virtual presentation “The Handy IR Manager: A Toolkit for Recruitment, Intake, and Promotion.” According to the conference organizers, 142 individuals registered for the in-person conference and 187 registered for the virtual sessions. Our [video recording](#) and the toolkit are available in ScholarWorks@UARK, and we frequently refer colleagues to it when they consult us about developing their own repositories. Since it was posted in May, 851 web visitors have viewed or downloaded these resources. Our paper based on this presentation will appear in the Proceedings issue of NASIG's journal [The Serials Librarian](#) in 2023.

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 2022, we focused on increasing the efficiency of repository submission processes. First, we introduced a do-it-yourself (DIY) option for faculty who want to submit publications and conference papers. The results of the soft launch for library faculty in the summer of 2022 were encouraging; we intend to formally announce the DIY option to all campus faculty in the spring of 2023.

Most significantly, we developed a new process for Undergraduate Honors Thesis (UHT) submissions. In the weeks preceding the Spring 2022 commencement, more students than ever before submitted a thesis to ScholarWorks@UARK. (Please refer to Figure C.) In order to avoid delays with posting the UHTs, we implemented a new submission process using the Digital Commons (DC) system, which resembles the online submission and peer review systems used by many academic journals. Behind the scenes, this project required not only fine-tuning the DC platform, drafting form letters, and training staff but also revising the [User's Guide](#) and creating a step-by-step guide for students. Publicizing the new process entailed meeting with Honors College administrators, reaching out to the Honors Directors for each college, and informing library personnel so that they can assist faculty and students.

With the goal of ensuring stable access to repository content, we began adding Digital Object Identifiers (DOIs) in late 2021. To date, we have assigned DOIs to the most recent issues of *Inquiry*, *The Journal of the Arkansas Academy of Science*, and *The Journal of Research on the College President*. When an individual clicks a DOI hyperlink link for an item, the link should open the webpage where the item is hosted; this process is referred to as “DOI resolution.” If the link fails to open the correct webpage, the attempt is considered a “failed resolution.” (For additional information about resolution

rates, see [the CrossRef explanation](#).) According to CrossRef, the DOI resolution failure rate (i.e., the percentage of attempts that failed) for all publishers is 3%. As of November 2022, the overall resolution failure rate for ScholarWorks@UARK items with DOIs was 0%. This laudable result attests to the CrossRef system's effectiveness and the care with which OSC staff assign DOIs.

Finally, OSC staff recognize that certain content in ScholarWorks@UARK depicts ethnic, racial, and gender insensitivity that was once commonplace and that still persists in American society. While this content does not represent the views of the University of Arkansas today, the repository presents this content as it was originally created, because to do otherwise would be the same as claiming these prejudices never existed and do not continue to exist. Consequently, following the example of Special Collections which posted statements warning of similar content on several of digital collections, we posted a statement on the [ScholarWorks@UARK landing page](#).

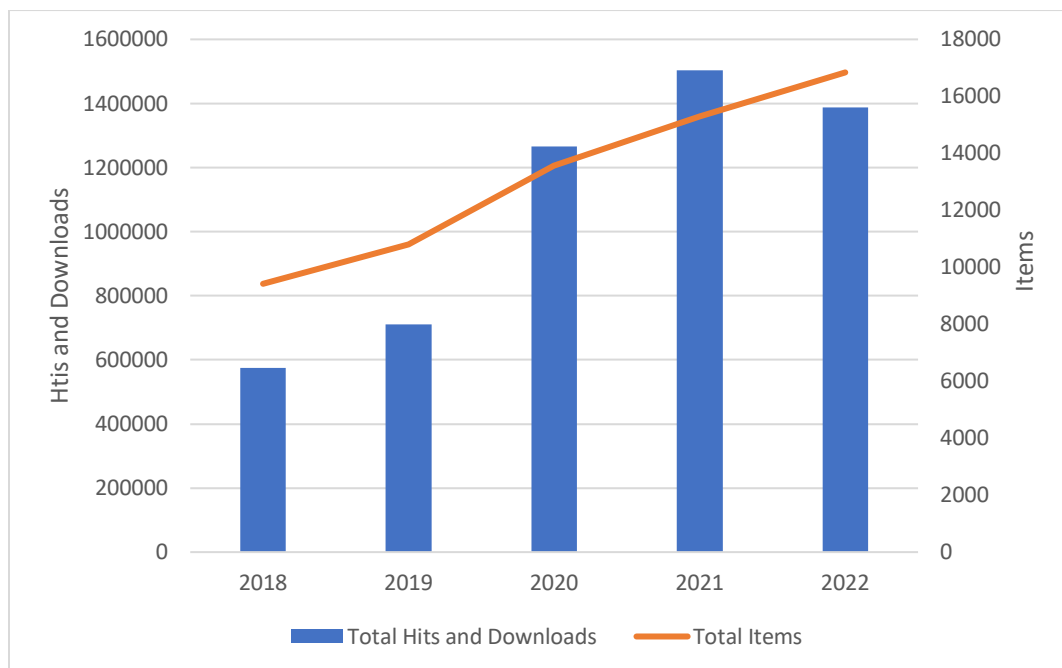
Acknowledgments

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
13 January 2023

Appendix

Figure A
ScholarWorks@UARK Total Hits, Downloads, and Hosted Items
2018-2022

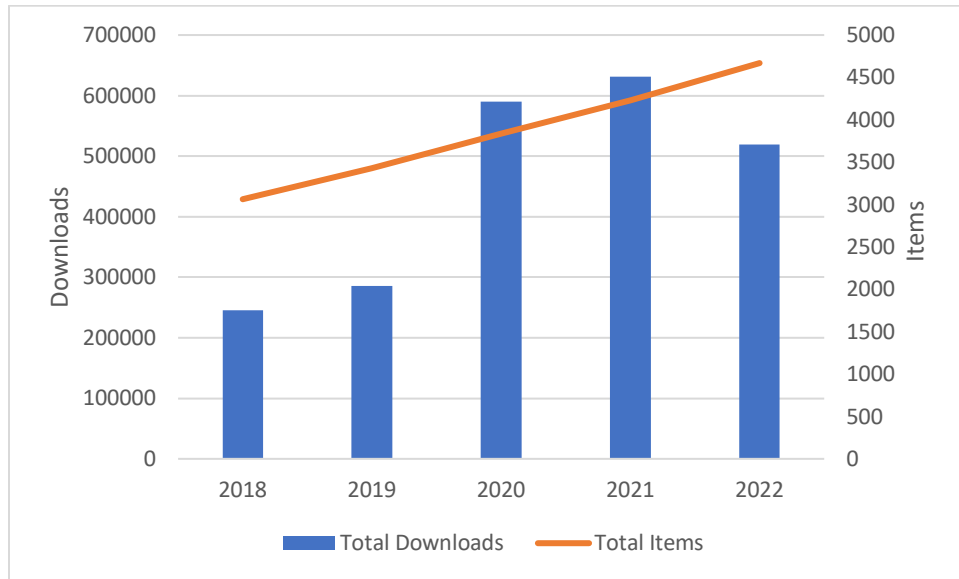


Calendar Year	Total Hits and Downloads	Total Items
2018	575363	9420
2019	710303	10799
2020	1266577	13565
2021	1503457	15292
2022	1388019	16840

*Total items are cumulative

*Hits are views of the webpage

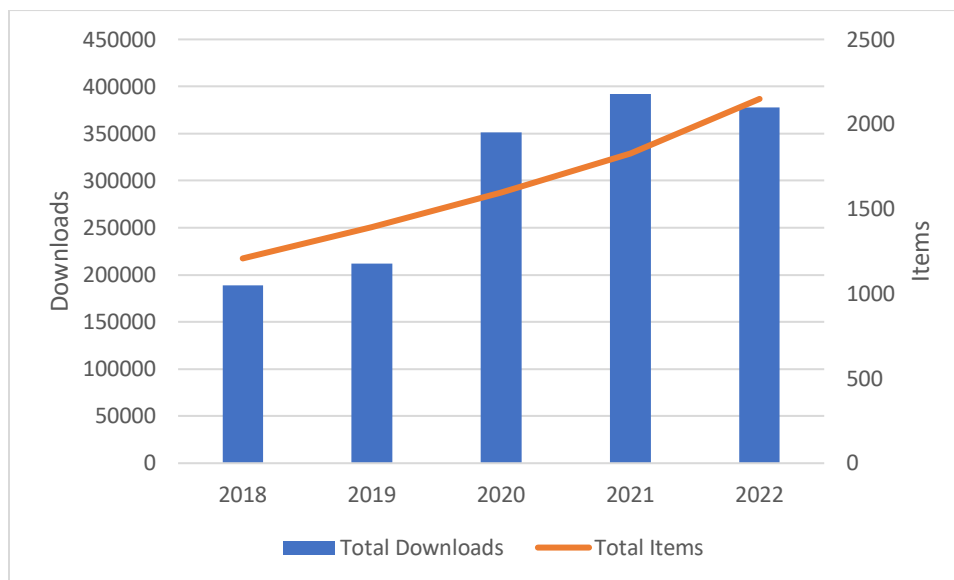
Figure B
 ScholarWorks@UARK Graduate Theses and Dissertations
 Total Downloads and Hosted Items
 2018-2022



Calendar Year	Total Downloads	Total Items
2018	245568	3063
2019	285985	3431
2020	589510	3837
2021	631716	4227
2022	519615	4669

*Total items are cumulative

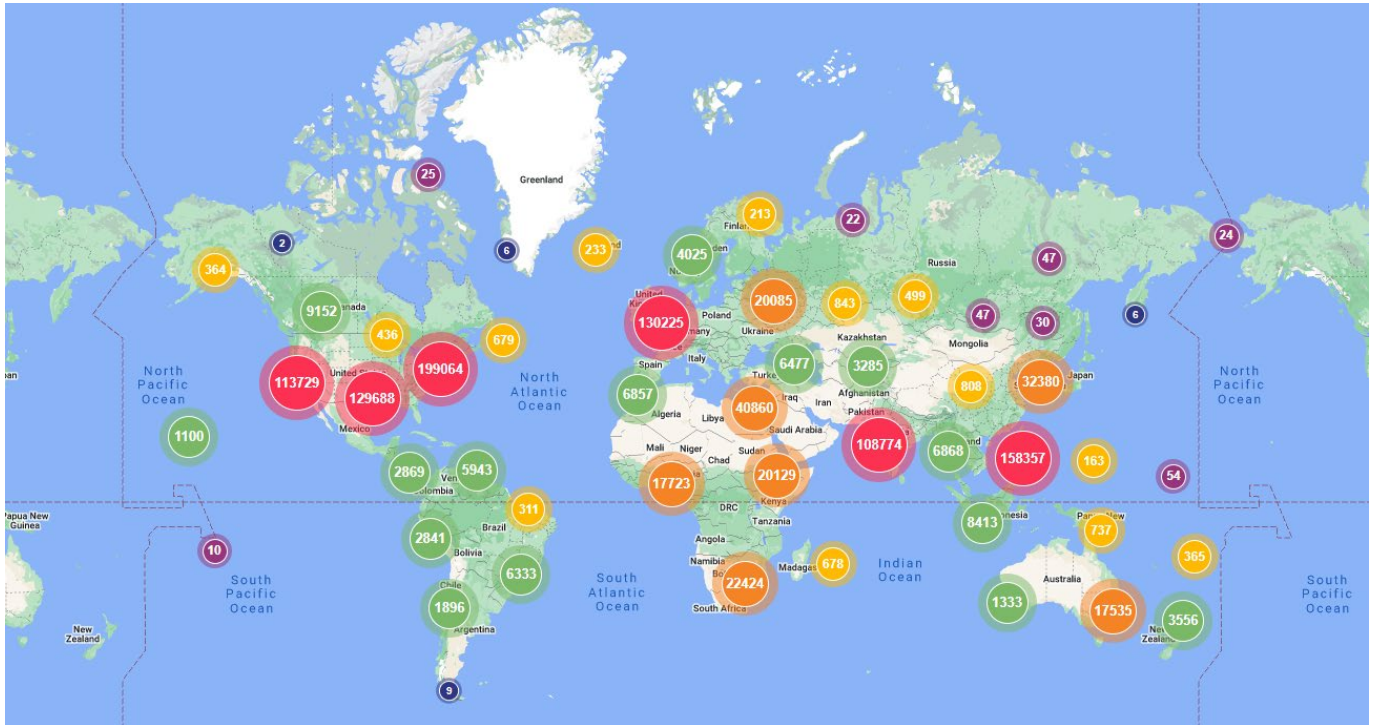
Figure C
 ScholarWorks@UARK Undergraduate Theses
 Total Downloads and Hosted Items
 2018-2022



Calendar Year	Total Downloads	Total Items
2018	188556	1208
2019	211886	1394
2020	351299	1597
2021	392048	1828
2022	377762	2149

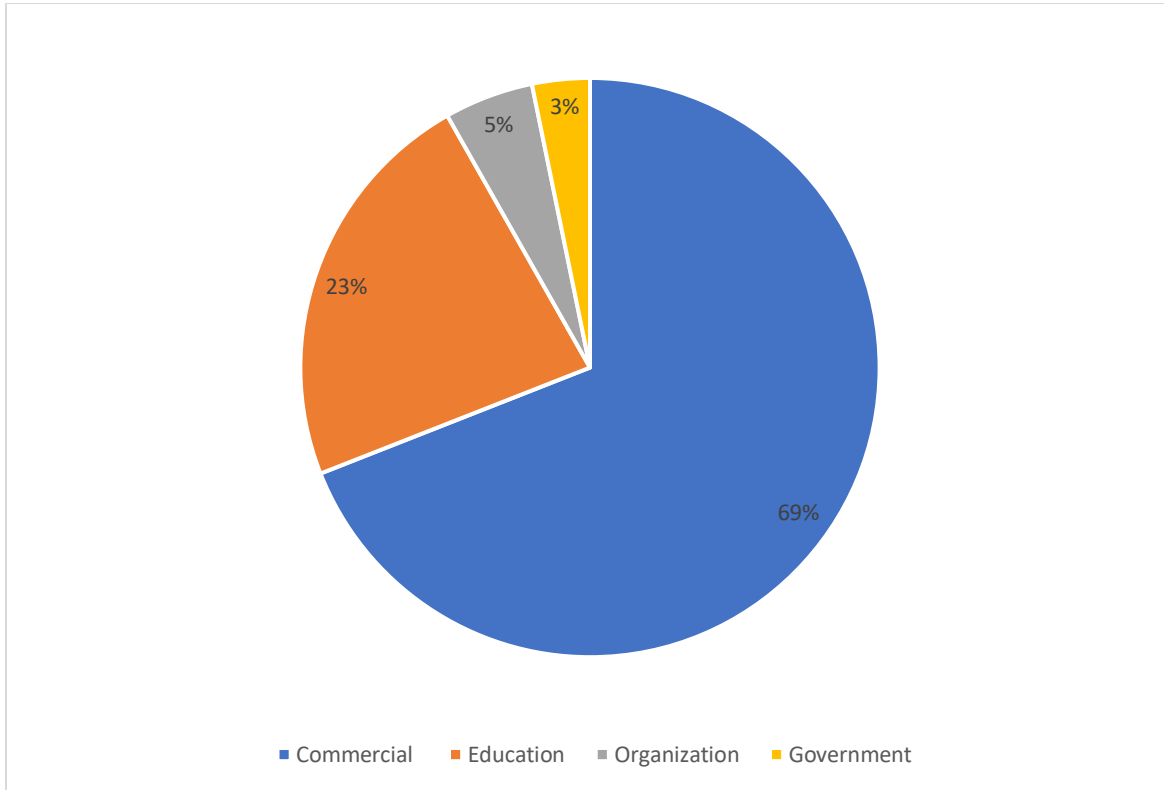
*Total items are cumulative

Figure D
 ScholarWorks@UARK Web Visitors: Geographic Distribution
 1 January through 31 December 2022



Countries represented: 226

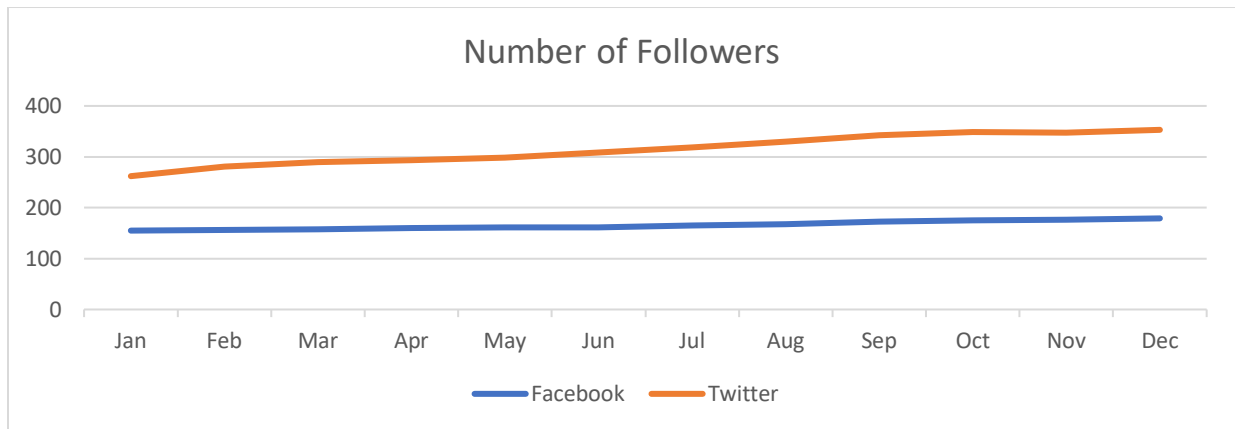
Figure E
 ScholarWorks@UARK Readership: Institutional Affiliation
 1 January through 31 December 2022



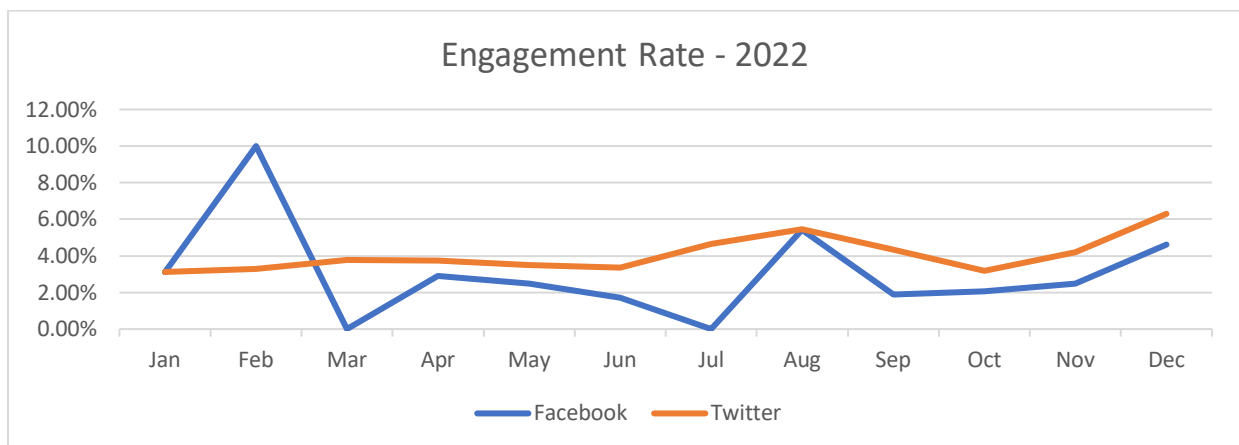
Institutional Affiliation	Number
Commercial	17438
Education	5749
Organization	1259
Government	813

Figure F
Social Media Statistics
1 January through 31 December 2022

Number of Followers 2022												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Facebook	155	156	158	160	161	161	165	167	173	175	177	179
Twitter	262	281	290	293	299	309	318	330	342	349	348	353



Engagement Rate 2022												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Facebook	3.10%	10%	0	2.90%	2.50%	1.70%	0%	5.42%	1.90%	2.06%	2.50%	4.60%
Twitter	3.12%	3.30%	3.78%	3.75%	3.50%	3.36%	4.66%	5.45%	4.32%	3.19%	4.20%	6.30%



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 calculation starts with adding the number of post reactions, comments, and shares for each post. That number is then divided by the *Total Reach* X 100.

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

Total Reach – The total number of people who had a post (of ours) 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.

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.