

# The Jefferson Digital Commons

## Starting an Institutional Repository at an Academic Health Sciences Library



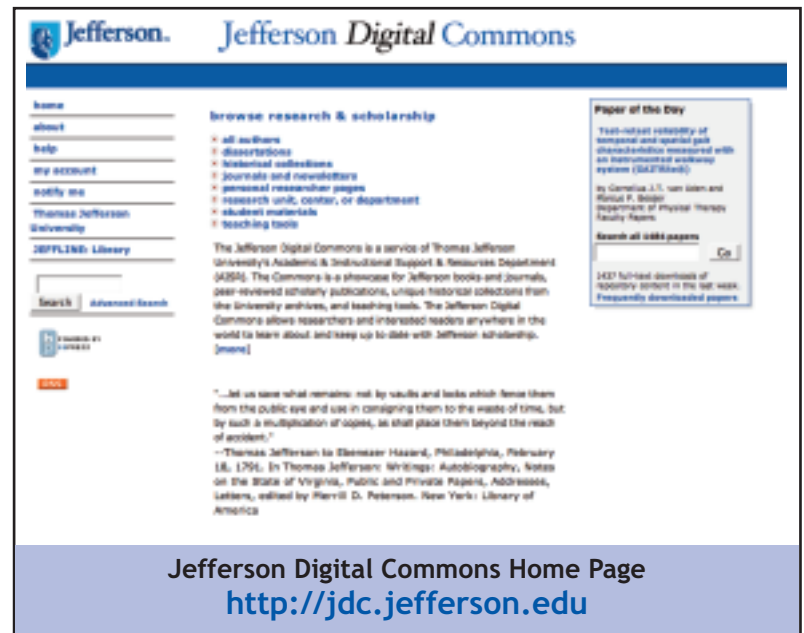
Ann Koopman, AM, JEFFLINE Editor  
Dan Kipnis, MSI, Senior Education Services Librarian



### BACKGROUND

In 2005, Thomas Jefferson University started an institutional repository (IR) and named it the **Jefferson Digital Commons (JDC)**. Intended as a showcase for faculty scholarship, it has evolved to also serve as the University Press for original journals and newsletters, and as an institutional archive.

Since its creation, the JDC has accepted and archived more than 1,500 documents from faculty, students, departments and Library collections in our academic health sciences setting. We share the lessons we've learned about marketing techniques, common IR issues, and advantages for a library.



Jefferson Digital Commons Home Page  
<http://jdc.jefferson.edu>

### COLLECTIONS

- Faculty postprints, presentations and posters
- Original journals and newsletters (e.g., Health Policy Newsletter, Jefferson Journal of Psychiatry, Jefferson Surgical Solutions)
- Clinical documents for patient education
- Grand rounds, lectures, and campus events
- Departmental archives (annual reports, events)
- University archives (yearbooks, catalogs)
- Teaching materials (video presentations, podcasts)
- Library collections (rare books), training and help documents
- Dissertations

### MARKETING = FACULTY OUTREACH

All methods of contacting faculty were explored, including attending departmental meetings, campus celebrations and receptions, forming alliances with chairpersons, presenting at new faculty orientations, advertising in the Library's e-newsletter, brochures, and mailings.

*Create demand by appealing to faculty egos:*

- Point to features such as featured author
- Personal researcher pages
- Paper of the day highlight
- Visible statistics (top 10 downloads, stats on metadata pages, monthly emails to faculty showing individual stats)
- Personal invitations from the library director

### *Continued promotion highlights:*

- Personal contacts with librarians (director, liaisons, instructors, JDC manager)
- Incorporation of a JDC component in all relevant Library services
- Emphasis on editorial control by departments or individual faculty
- Free storage of scholarship with permanent links and no size limits
- Invitation program based on database search alerts

### **LESSONS LEARNED**

- Do not expect high deposit rates without a campus mandate (average 5%, ours 15%).
- Faculty perceive competition with other archives, like NIH or Creative Commons.
- Some publishers will negotiate deposit privileges outside their usual policies, if asked.
- Do outreach to and train administrative assistants. Faculty won't take time to deposit, but will delegate.
- Common barriers to acquiring materials involve costs of recording lectures, extent of access, and file format. Consider subsidies and format modification services.
- Faculty get excited about getting feedback like monthly email alerts with statistics. They care that the program is free for them to use, that it may increase citation rates, that someone on staff will help, that they have control over format, presentation and version.
- Identify and recruit campus thought leaders.
- Lead by example - put your own materials up.
- Start slowly - when it's staff-driven, it's easy for staff to get overwhelmed.
- No silos - ALL Library staff need to promote the IR at EVERY opportunity.
- Measure success. Define meaningful statistics and compare ROI to other tools

### **CONCLUSIONS**

The JDC has raised Library visibility and attracted significant campus participation (number of deposits, number of participating faculty, number of participating departments). The unique service fills a need on campus for a publishing outlet, and as a showcase of Jefferson scholarship. Traditional faculty have been slow to adopt, but extremely positive, once participating.

# Jefferson Digital Commons Sample Pages

Student Materials  
Student Organizations

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Thomas Jefferson University Year 2007

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Patient advocacy resource manual

Jeff HOPE

JeffHope: Patient Advocacy Resource Manual, 2007  
(90 page document)

The screenshot shows the homepage of the Jefferson Surgical Solutions e-journal. The header features the journal's title in a stylized font. A navigation menu on the left includes links for Home, About, Editorial Board, Available Issues, Most Popular Articles, Notify Me, and Surgery Website. The main content area highlights the 'Current Issue' as Volume 2, Issue 1, Fall 2007. Below this, there are sections for 'Articles' with a list of featured pieces, a 'Journal Search' box, and an 'Archives' section with a dropdown menu for volume and issue selection. On the right side, there are several small portrait photographs of individuals, likely members of the editorial board or staff.

Jefferson Surgical Solutions e-journal

The screenshot displays a personal researcher page for David B. Nash, MD, MBA, on the Jefferson Digital Commons. The page header includes the Jefferson logo and the title 'Jefferson Digital Commons'. A breadcrumb trail shows the path: HOME >> JMC >> Health Policy >> DAVID\_NASH. A left-hand navigation menu contains links for home, about, help, my account, notify me, Thomas Jefferson University, and JEFFLINE: Library. The main content area is titled 'Selected Works of David B. Nash, MD, MBA' and includes a welcome message, a 'RELATED URL' to the Department of Health Policy Blog, and two sections of publications: 'Department of Health Policy Annual Reports' and 'Department of Health Policy Faculty Papers'. A portrait of David B. Nash is shown on the right, along with his title as Dr. Raymond C. and Doris N. Gordon Professor of Medicine and Chairman of the Department of Health Policy. A list of links for the researcher page is provided, including Home Page, View by subject area, Contact Information, Copyright Statement, and My Account. At the bottom right, there is a notification box for new content.

Personal Researcher Page: David Nash

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HOME >> DISSERTATIONS

home  
about  
help  
my account  
notify me

Thomas Jefferson University  
JEFFLINE: Library

Search  
Advanced Search

POWERED BY  
EBSCO

RSS

ETD Collection for Thomas Jefferson University

Browse by Year: 2007 Go Author Last Name: Find

- Dissertations & Theses from 2007
- Christina S Pao (2007) [Mechanism of G protein-coupled receptor kinase binding and activation by G protein-coupled receptors](#)
- Dissertations & Theses from 2005
- Kevin T Duffy (2005) [Perturbation of oncogenic orthologs in zebrafish](#)
- Dissertations & Theses from 2000
- Brian Keith Halak (2000) [The role of interleukin-10 in immune escape by a murine transitional cell carcinoma](#)
- Wendy Ann Woodward (2000) [Regulation of embryonic limb mesenchymal chondrogenesis: Cell adhesion and Wnt signaling](#)
- Dissertations & Theses from 1999
- Marc A Antonyak (1999) [Elevated JNK activation contributes to transformation and resistance to apoptosis in an in vitro model of transformation and in primary brain tumors](#)
- Christopher Vincent Carman (1999) [Characterization of novel G protein-coupled receptor kinase interactions and functions](#)
- Lara Gayle Chepenik (1999) [Mechanisms by which the cellular protein, Fur-alpha, and HIV-1 Tat mediate transcription of viral genes](#)

Thomas Jefferson University Dissertations and Theses

Jefferson. Jefferson Digital Commons

HOME >> Teaching Tools >> Multimedia >> Resident as teacher >> 7

home  
about  
help  
my account  
notify me

Thomas Jefferson University  
JEFFLINE: Library

Search  
Advanced Search

POWERED BY  
EBSCO

RSS

Multimedia Teaching Tools

**Resident as teacher: developing skills for bedside teaching on ward rounds**

[ Browse Contents ] [ Search ] [ Policies ]

<Previous Article Next Article>

**TITLE:**  
Act 1: Preparation at the nurses' station

**AUTHOR(S):**  
Gregory C. Kane MD, Jefferson Medical College, Thomas Jefferson University  
John W. Caruso MD, Jefferson Medical College, Thomas Jefferson University  
Meredith McCormack MD, Jefferson Medical College, Thomas Jefferson University  
Jennifer Claves MD, Jefferson Medical College, Thomas Jefferson University  
Salvatore Mangione MD, Jefferson Medical College, Thomas Jefferson University

**DOCUMENT TYPE:** Article

QuickTime movie format, 23.6 MB.

Download the Document (video/quicktime) - September 2001  
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Multimedia Teaching Tool: Resident as Teacher




**Jefferson Digital Commons**

[HOME](#) >> [AISR](#) >> [Historical Collections](#) >> [Rare Medical Books](#) >> [A manual of military surgery](#) >> 2

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[home](#)  
[about](#)  
[help](#)  
[my account](#)  
[notify me](#)

Thomas Jefferson University  
 JEFFLINE: Library

[Advanced Search](#)



**Rare Medical Books**  
**A manual of military surgery, [Confederate States Army], 1863**

**Browse:**

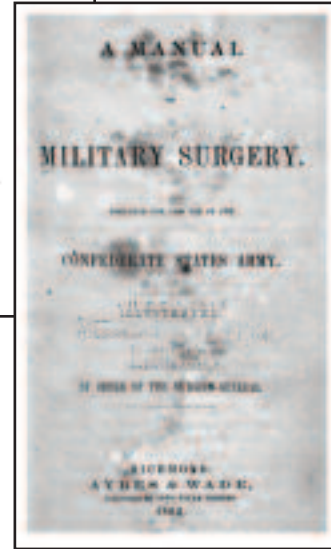
- [A manual of military surgery \[full volume\]](#)
- [Cover, title page and preface](#)
- [Chapter I: Surgical diseases](#)
- [Chapter II: Gunshot wounds](#)
- [Chapter III: On the arteries](#)
- [Chapter IV: Amputations in general](#)
- [Chapter V: On resections](#)
- [Plates: Arteries \[plates 1-8\]](#)
- [Plates: Amputation \[plates 1-14\]](#)
- [Plates: Resection \[plates 1-9\]](#)

**Cover, title page and preface**

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Rare Medical Book from Thomas Jefferson University Archive

FW: Usage Statistics for your Jefferson Digital Commons articles — Inbox

Delete   Junk   Reply   Reply All   Forward   Print   To Do

**From:** Kipnis Dan  
**Subject:** FW: Usage Statistics for your Jefferson Digital Commons articles  
**Date:** March 6, 2008 4:05:02 PM EST  
**To:** Leone Gail

-----Original Message-----  
**From:** NO\_REPLY@jdc.jefferson.edu [[mailto:NO\\_REPLY@jdc.jefferson.edu](mailto:NO_REPLY@jdc.jefferson.edu)]  
**Sent:** Monday, March 03, 2008 4:05 PM  
**To:** [dan.kipnis@jefferson.edu](mailto:dan.kipnis@jefferson.edu)  
**Subject:** Usage Statistics for your Jefferson Digital Commons articles

Dear Author,

As a service to our authors, we are pleased to provide you with a monthly report tracking readership for your articles:

"Multi-disciplinary medical case study development for first year medical students"

Email with author statistics

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[dan.kipnis@jefferson.edu](mailto:dan.kipnis@jefferson.edu)