Check your Dashboard, Your Gauges Might be High!

Phillip Fitzsimmons
Reference and Digitization Librarian
Southwestern Oklahoma State University
phillip.fitzsimmons@swosu.edu

Janet Brennan Croft
SCI Liaison and Librarian for Copyright and Disability Services
Rutgers University
mythlore@mythsoc.org
In our presentation...

- Janet Croft, Editor of *Mythlore*, will discuss the differences between her former way of producing a predominantly print journal to doing the work digitally using the Digital Commons editor’s platform. She will describe advantages and disadvantages to using the platform. This is an opportunity for Institutional Repository administrators to ask concrete questions about the learning curve and experience of a seasoned journal editor who has made the transition to using the Digital Commons editor’s platform.

- Phillip Fitzsimmons, the administrator of the SWOSU Digital Commons [https://dc.swosu.edu/](https://dc.swosu.edu/), will discuss the relevance of the use of the Digital Commons platform to the goals of the University. He will use download- and viewer-usage Dashboard maps to show the increasing international readership of the journal and what it can mean to contributors.
About SWOSU

- 4-Year, Regional University
- 15 Nationally-Accredited Academic Programs
- 200+ Faculty
- Student FTE 4,500
- Signature Programs:
  - Pharmacy
  - Nursing
  - Education
- 7 Faculty Librarians, 7 Staff, 15 Student Workers
- Services: Virtual Reference Services, Instruction, Circulation Services, Digitization, Interlibrary Loan

The SWOSU Digital Commons publishes scholarly and creative works by SWOSU faculty and students. The Digital Commons also provides a wide array of materials celebrating the history of the University and the diverse peoples and cultures of western Oklahoma.
A show of hands

- My institution uses Digital Commons
- My institution is thinking about using Digital Commons
- My institution used to use Digital Commons
- What’s Digital Commons?
• During this Show-and-Tell session, I’m saying something like “I think Mythlore is wonderful.”
• We had been uploading Mythlore since July 2017. Adding a periodical external to SWOSU was new for us.
• Now we have relationships with three external organizations.
A short history

- The Al Harris Library has had an Institutional Repository (IR) since 2008. Our first platform was with ebrary.
- In 2015 Gen. Thomas Stafford (Retired Astronaut) donated his archive to the library. We contracted with Bepress because we needed a better platform that would increase discoverability for our IR to present the incoming collection to scholars.
- I approached Janet Croft about digitizing and posting *Mythlore* on the SWOSU Digital Commons https://dc.swosu.edu/mythlore/ because I had been involved with the Mythopoeic Society for a few years and knew Janet from when we both worked at the University of Oklahoma.
- It has been a great opportunity for everyone involved.
Mythlore Art
On SWOSU Digital Commons: https://dc.swosu.edu/ml_art/
Now let’s hear from Janet ...
First issue: January 1969
Change in format: 1999
Early issues hand-typed and mimeographed; can be challenging to OCR!
Issues of determining rights; no formal author or artist agreements used till early 2000s
Index created 2007; has been through several iterations and is now free online and includes other Society publications
A few early issues not online yet; issues 9-38, 43-50, and 82-current online, exclusive of the two-issue embargo
THE OLD WAYS...
ARE NOT ALWAYS BEST

- How I used to do things
  - Mail sorter
  - Excel sheets
  - Routing tags stapled to papers
  - Wrike (task management program)
  - System of electronic folders stored on USB
  - Emails

- Problem of items “falling through the cracks”
- Problem of changing my primary email address
- Duplication of effort: Tracking both physical and electronic items AND email
Using the BePress Platform

- The new workflow
  - Contributor’s first step is to set up or access account
  - Everything related to that submission in one place: correspondence, revisions, cover letter, etc. (or at least that’s the final goal)

- Automated communication
  - Acknowledges receipt
  - Reminds me of next steps
  - Reminds referees to report

- Advantages of canned messages
  - Sometimes the impersonality of a canned message is a good thing; it comes from “The Editor,” not me
ADVANTAGES FOR THE EDITOR

- At-a-glance status of submissions, what work I need to be doing
- Ease of assigning work to referees and guest editors
- Ease of transition to a new editor if that becomes necessary; nearly everything needed will be in one place
- Acceptance rates and other useful statistics
- Easy to refer authors to previous work in their topic
ISSUES STILL TO ADDRESS

- Automatic mail fails: too much, too repetitive, could be easier to edit
- Users who are not tech-savvy are easily frustrated
- Some documents are still going through my email
  - Need to automate author agreements
  - Need to automate sharing proofs with authors
- Want to convince our board to drop the embargo
- Also still producing print version for the foreseeable future, which means it has to be laid out for print.
TOOLS FROM BePRESS I NEED TO ADOPT

- Tutorials I can customize for my users that walk them through the submission process and how to submit revisions (with screenshots).
- Change setting so I can access the email addresses of my referees and authors again; I often need to contact them outside of the system, etc.
- A flowchart of events from submission to publication, so I can see what emails are triggered when, and decide what to edit.

- What I really need is TIME to do all this!!
… and now back to Phillip
In the last year

Almost 1,000 works from *Mythlore* have been posted in the SWOSU Digital Commons from July 2017-May 2018. Built-in features make it easy for authors and editors to track readership and downloads.
Accessible from anywhere

*Mythlore* downloads

*Mythlore* readership steadily climbed during last school year and is continuing to show increasing numbers this academic year.
Accessible from anywhere

Locations of Mythlore’s 21,580 downloads

Mythlore is being read on six continents and in dozens of countries by serious scholars and casual fans alike.
Top Tens

*Mythlore*’s most downloaded articles

<table>
<thead>
<tr>
<th>Title</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Christian Parody in Sara Paretsky’s <em>Ghost Country</em></td>
<td>413</td>
</tr>
<tr>
<td>Aslan’s Sacrifice and the Doctrine of Atonement in <em>The Lion, the Witch and the Wardrobe</em></td>
<td>386</td>
</tr>
<tr>
<td><em>Letters to Malcolm</em> and the Trouble with Narnia: C.S. Lewis, J.R.R. Tolkien, and Their 1949 Crisis*</td>
<td>350</td>
</tr>
<tr>
<td>Wizards and Wainscots: Generic Structures and Genre Themes in the <em>Harry Potter</em> Series</td>
<td>332</td>
</tr>
<tr>
<td><em>Hobbit Sex and Sensuality</em> in <em>The Lord of the Rings</em></td>
<td>306</td>
</tr>
<tr>
<td><em>Dragons and Serpents in J.K. Rowling’s</em> <em>Harry Potter</em> Series: Are They Evil?*</td>
<td>303</td>
</tr>
<tr>
<td>&quot;Dwarves are Not Heroes&quot;: Antisemitism and the Dwarves in J.R.R. Tolkien’s Writing</td>
<td>275</td>
</tr>
<tr>
<td>Toying with Fantasy: The Postmodern Playground of Terry Pratchett’s Discworld Novels</td>
<td>273</td>
</tr>
<tr>
<td>Cults of Lovecraft: The Impact of H.P. Lovecraft’s Fiction on Contemporary Occult Practices</td>
<td>273</td>
</tr>
<tr>
<td>&quot;Because I’m a Girl, I Suppose!&quot;: Gender Lines and Narrative Perspective in <em>Harry Potter</em></td>
<td>272</td>
</tr>
</tbody>
</table>

*Mythlore* readership interests are simple to identify and quantify.
The US boasts the highest readership of *Mythlore*, but the UK, Germany, and Canada also show strong interest.
Universities dominate the type of institutions that access *Mythlore*. 
An unqualified success

- For Mythopoeic Society:
  - *Mythlore* is being downloaded thousands of times per year.
  - *Mythlore* authors have greater visibility for their scholarship.
  - The Mythopoeic Society is visible on the Digital Commons platform.
  - *Mythlore* is only the first project. Other Mythopoeic Society publications will be posted to Digital Commons in the future.
Other publications on the SWOSU Digital Commons are also expanding their audiences. For example, Westview
https://dc.swosu.edu/westview/, a literature journal for western Oklahoma, is being read around the globe. This journal has been available as full issue PDFs. We are currently uploading new PDFs with a link to each item in the full run of the journal.
Supporting faculty and student works

https://dc.swosu.edu/aij/

https://dc.swosu.edu/jur/

https://dc.swosu.edu/mayfly/

https://dc.swosu.edu/the_southwestern/

https://dc.swosu.edu/esl/4/

https://dc.swosu.edu/rf_programs/1/
Monthly readership report

From: SWOSU Digital Commons

Dear Author,

You had 22 new downloads in July 2018 across your 14 papers in SWOSU Digital Commons. Your current readership:

335 Total Downloads

VISIT MY DASHBOARD
An unqualified success

• For SWOSU:
  ◦ Contributes to role as a center for arts, culture, science, and technology.
  ◦ Serves the university faculty and students by helping create a diverse intellectual environment.
  ◦ Promotes SWOSU on an international level.
  ◦ Advances technologies that maximizes learning.
• For more about student-led Research and Student-Centric Publishing at SWOSU see our bepress webinar at: https://vimeo.com/292006330
Questions?

For more information:

Phillip Fitzsimmons
Reference and Digitization Librarian
Southwestern Oklahoma State University
phillip.fitzsimmons@swosu.edu

Janet Brennan Croft
SCI Liaison and Librarian for
Copyright and Disability Services
Rutgers University
mythlore@mythsoc.org