

Key Stakeholders & Benefits

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Overview

One of the first exercises a new repository manager should undertake is an analysis of the **stakeholders** involved in an institutional repository (IR). There are many individuals and groups within an institution who can benefit from an IR. Take the time to make sure you've identified everyone with an interest, and establish the **key benefits** that will apply to each group. This ensures your IR will begin on a positive note and have wide-reaching support.

There are two critical reasons to identify stakeholders:

- **To promote** – the repository manager needs to persuade others of the benefits of an IR. The aims may include obtaining backing, funding or agreement in principle to the installation of an IR. There is a need to support the concept of the repository and to encourage use of it when it is available.
- **To consult** – the repository manager needs to engage local stakeholders in discussions to identify their requirements, interests or concerns regarding the service.

This briefing paper provides an overview of key internal stakeholders and summarises the significant benefits for two key groups, emphasising the positive reasons for establishing an IR. The repository manager will also need to provide answers to the challenges that each group will inevitably bring forward such as concerns regarding copyright ownership.

University administrators, senior management and policy makers

This group of stakeholders represent the institution as a whole. Often the repository manager will be required to sell the concept of the IR to these key decision makers. The aim of initial communication with this group will be to get the concept of an IR on the **institution's strategic agenda** and to facilitate discussions about how it might be integrated into existing information management frameworks. Subsequently, this group of stakeholders will perform the important task of approving and backing the IR and committing staff time and resource.

Key benefits to emphasise are:

- An IR allows an institution to **manage** and **preserve** their intellectual output, and to maximise its **value**.
- Implementing central administration of intellectual assets can create **economies of scale**, while allowing for delegated administration of content to maintain departmental and individual ownership of digital content.
- Digital content made available via a repository encourages **collaboration** within and between different disciplines and groups.
- A repository allows efficient **re-use** of existing research outputs and can also enhance learning resources.
- A repository allows for the development of a **consistent and coordinated approach** to the capture, identification, storage and retrieval of intellectual assets.
- An IR has benefits for many **institutional processes** including the Research Excellence Framework (REF) and Quality Assurance Agency audit process (QAA).
- Repositories **showcase** the quality of research activity within the institution. A repository can be

used to support marketing activities and attract high-quality staff and students.

- An open repository provides access to important institutional research outputs, increasing their visibility and impact.
- An IR will enable institutions to comply with the requirements of research funders in the UK, who require authors to provide open access to publications arising from the work they have funded.

Academics and authors and Researchers

Academic staff play various roles related to the IR including: contributing content, searching and discovering research outputs. Persuading academics to submit content to the IR is one of the most significant challenges a repository manager will face.

Key benefits to emphasise are:

- A repository provides authors with a stable, secure and **professionally curated environment** in which they can record, manage and store their digital research outputs and teaching materials.
- It has been shown that making research outputs available in an open access repository results in **wider access** and **higher citation impact**.

- Repositories offer **value-added services**, such as downloads of papers, personalised publication lists and managed reference lists.

Other Stakeholders

There are several other institutional stakeholders including:

Library staff – discussions about an IR often originate from within the library of the organisation and repository managers often come from a library background. Working with an IR suits the professional skills found within the library and strengthens the library's role within the wider organisation. Library staff often become involved in the processes and workflows within the IR; typically they engage in promotion of its use through their strong links with the academic community.

Technical support staff – fulfil the vital role of installing, configuring and maintaining IR software and hardware. Repository managers need to develop clear lines of communication with technical colleagues, who need to understand of the purpose of the IR and how it fits in with the institution's strategic vision.

Other support staff – play a beneficial role for the IR. These can include staff managing the REF, departmental administrators and secretaries (who may organise content on behalf of academics), copyright officers (who will be a source of advice and expertise) or staff development officers (who can help deliver the IR message to the wider academic community).

References & Further information

For a summary of policies given by various research funders as part of their grant awards see SHERPA Juliet
<http://www.sherpa.ac.uk/juliet/>

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B. Wagner (2010) "Open Access Citation Advantage: An Annotated Bibliography"
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Repositories Support Project <http://www.rsp.ac.uk/>

The Repositories Support Project (RSP) aims to co-ordinate and deliver good practice and practical advice to HEIs to enable the implementation, management and development of digital institutional repositories