

# Author Outreach for Institutional Repositories

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**Strategies for Author Support**  
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# Flexibility is the key

- Make the rules,  
and then break them
- Ask, don't tell
- Know your audience  
and change your message accordingly
- Let the system do the work for you





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## Author Guidelines

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### Who can contribute materials to OpenSIUC?

The repository is open to all faculty, staff and graduate students affiliated with SIUC. This includes the Law School and the Medical School. Materials from undergraduate students which meet the Repository and Community guidelines will be considered on a case by case basis, as determined by the repository coordinator.

The repository will also accept materials produced by non-university researchers that are produced in conjunction with a SIUC-sponsored event, such as conferences and lecture series. In this case, each author or contributor must agree to the submission of their material.

Each author must accept the [author agreement language](#) when uploading a document or forwarding it to the community administrator.

### What materials can be contributed to OpenSIUC?

Any digital materials that meet the contributor and copyright guidelines (as described on this page) can be submitted to the repository. If submissions are made to a specific, established community, that community's guidelines (if any) also apply. The emphasis of the repository is on submissions that represent the research and educational output of SIUC affiliated personnel. Abstracts and citations are not accepted by themselves. While most file formats will be accepted, support for preservation and migration of any given format is subject to the [Preservation guidelines](#).

### What is an OpenSIUC community?

# Ask, Don't Tell

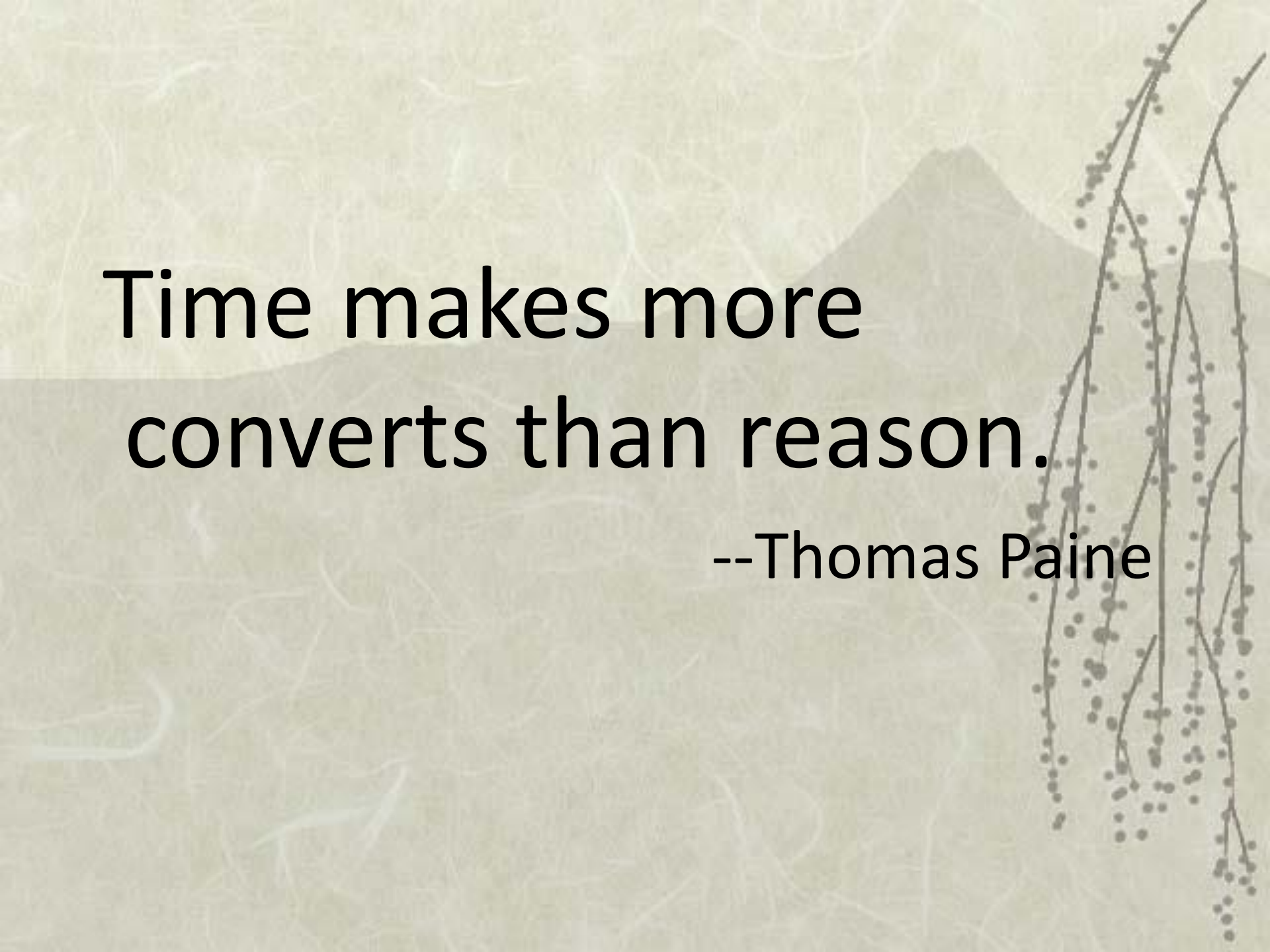
- Do you have content that you want to share or preserve?
- What problems do you see with distribution this way?
- Are there other purposes the IR could be used for to meet your or your department's needs?

# Know your audience and change your message accordingly

- Where do they publish?
- Are they more focused on teaching?
- Are there informal networks in the discipline?
- Are they tenure track? Tenured or non-tenured? Close to retirement?
- Do they use technology?
- What web and other tech support is there in their department?

# Let the system do the work for you

- Download statistics make a better case than you
- Content generates contact
- Journal publishing platform might be crucial

The background features a textured, light-colored paper-like surface. In the upper right, there are faint, stylized mountain peaks. On the right side, there are several thin, dark branches with small, dark, round buds or berries hanging down.

Time makes more  
converts than reason.

--Thomas Paine