What to do

Your liaison librarians, the research office, department chairs and faculty members: Drop names.

GET TO KNOW

Make connections:

- Faculty dining rooms
- Coffee shops
- Wellness programs

Spread the word!

You can spread the word by starting a blog to distribute the material in numerous ways.

These can include:

- Two-sided bookmarks
- Faculty or staff newsletter or Intranet
- Alumni magazine
- Library’s social media (Twitter, Facebook, etc.)
- Media relations (especially on trending topics)

What does work

- Success stories: Blog, tweet and share to build positive word-of-mouth
- Downloads, dashboards and other metrics
- Eye contact during pitch
- Referrals and introductions

What doesn’t work

- Mass, impersonal emails
- Fancy printed materials
- Waiting by the phone
- Tweeting about data management importance

Why data archive?

- Libraries and institutional repositories are a critical resource for driving faculty research, university visibility, and industry impact.
- Learn how to take a more active role in making research assets available, accessible, and enhanced via an institutional repository.

Why now?

The world is going digital—most federal programs have required data archiving since the White House Office of Science and Technology partnership distributed its 2015 Open Data Memo.

Getting started

Learn best practices from UC3’s (University of California Curation Center) DMPTool (Data Management Planning Toolkit) and other well-reputed subject repositories, per the below examples for sciences, life sciences, computer science, and social sciences.

What works?

- A service of the University of California Curation Center of the California Digital Library
- >24,000 sample plans
- 228 institutions

A great data management planning tool is the Data Management Planning Toolkit, aka DMPTool.

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