

More than seeing what sticks

Aligning repository assessment with institutional priorities

Digital Repository @ Iowa State University

(<http://lib.dr.iastate.edu/>) was launched in April 2012, utilizing bepress's Digital Commons repository platform. As we conclude our first complete fiscal year of operations, we are working to identify metrics to measure the growth and success of the repository.

In identifying metrics, we are basing our decisions based on audience (who would be interested in the metrics) and purpose (what does the metric demonstrate), rather than selecting metrics based on the tools available to us.

Through our repository assessment program we hope to:

- Demonstrate the impact of the repository on institutional visibility;
- Provide useful statistics to the university, campus units and individual authors;
- Enumerate the work done by the University Library in managing the repository; and
- Compare the growth and success of the repository with repositories of peer institutions.

Below is a table of our working list of metrics.

Audience	Metric	Tool	Purpose
Board of Regents (State of Iowa)	Highlights Top-ten lists	Digital Commons reports	Demonstrate scholarly impact of university
Provost University Administration	Participating units Number of faculty/staff participants (total) Number of downloads (total, by item type) Number of items (total) Locations of visitors	Local Excel spreadsheet Local Excel spreadsheet Digital Commons reports Digital Commons reports Google Analytics	Demonstrate scholarly impact of university American Association of Universities membership Support land grant university mission Support of institutional priorities
Campus Units	Number of faculty/staff participants (unit) Number of downloads (unit, by item type) Number of items (unit) Average downloads/item Locations of visitors	Local Excel spreadsheet Digital Commons reports Digital Commons reports Digital Commons reports Google Analytics	Demonstrate scholarly impact Recruit faculty and students Secure grant funding
Authors	Number of downloads (item) Number of items Altmetrics	Digital Commons reports Digital Commons reports To be implemented	Demonstrate scholarly impact Promotion/tenure Gauge interest in research
Repository	All of the above Search engine optimization	All of the above Google Analytics	Demonstrate success of repository Recruit participants Enumerate work done Improve services and discoverability Compare repository success/ growth with other universities