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Service Science & Surveys: Value Adding Connections Between Electronic Theses and Dissertations, Alumni, and the Library

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Service Science & Surveys: Value Adding Connections Between Electronic Theses and Dissertations, Alumni, and the Library

Michele Gibney, University of the Pacific
Jaime Goldman, Nova Southeastern University

Introduction

Before we begin, let's introduce ourselves





Overview

01

Background

02

Service Science

03

Surveys & Results

04

Conclusions



01

Background

A little history



Michele Gibney
Digital Repository Coordinator
University of the Pacific

ETDs on Opposite Coasts

Comparisons and Connections Between Two Private
American Universities and the Transition from Print to
Electronic Theses and Dissertations

<http://bit.ly/2uIrEZs>



NOVA SOUTHEASTERN
UNIVERSITY

Jaime M. Goldman
Librarian III

NSU Oceanographic Campus Library



ETD Administrators SURVEY RESULTS 2017

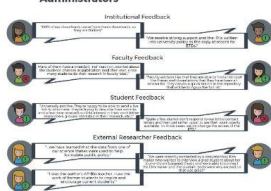
1. Is your institution public or private? What is the size of your graduate population? Do you use ProQuest, an IR, or both?



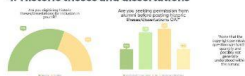
2. When did you switch to electronic theses and dissertations?



3. In their own words, shared by ETD Administrators



4. Historic theses and dissertations



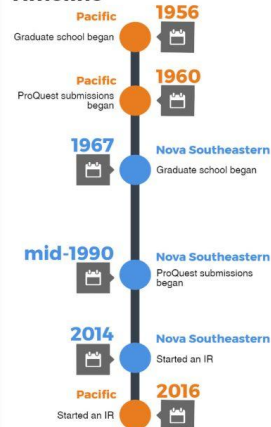
5. Do you assign DOIs to the ETDs in the IR?



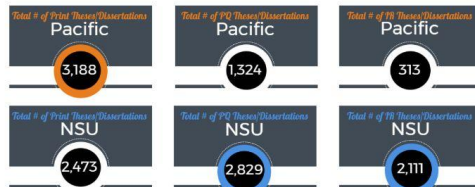
Pacific versus NSU



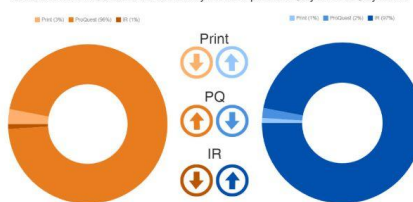
Timeline



Theses and Dissertations Total Number & Usage



Below are the download statistics for Pacific and NSU for Print, ProQuest and IR theses & dissertations. These numbers cover only the time period of July 2015 to July 2017.



Pacific and NSU have implemented various customizations within their IRs, primarily due to copyright concerns

Text created by NSU's Copyright Officer



Request to enhance management on OA ETDs

Requests for author permission on restricted access ETDs

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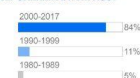
Contact Author

Contact button to allow researchers to request access to restricted ETDs



NSU Oceanographic Campus Alumni SURVEY RESULTS 2017

1. Year Graduated from NSU?



2. Are you currently working in a field related to your NSU degree?



3. Author Dashboard and Readership Report Questions



4. Do you have a link to your online thesis/dissertation in an online CV or website, such as LinkedIn?



5. On a scale of 1-10, how has having your thesis/dissertation being online affected you post graduation?



NSU Oceanographic Campus alumni have been surveyed about their experience with having their thesis/dissertation online. The results show that many alumni are using their online theses/dissertations to find new research opportunities, share their work, and connect with others in their field.



02

Service Science

What is it?

Service Science Evolution

- Smith, A. (1776). *An Inquiry into the Nature and Causes of the Wealth of Nations*. London: Strahan & Cadell.

Metcalfe, S. & Miles, I., eds. (2000). *Innovation Systems in the Service Economy*. Dordrecht: Kluwer.

Lusch, R. F. & Vargo, S. L. (2006). *The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions*. New York: Routledge. ISBN 978-0765614919

Gruhl, D., Bailey, J., Spohrer, J., Maglio, P. P. (2007). Steps toward a science of service systems. *Computer* 40(1), 71-77.

Lovelock, C. H. & Wirtz, J. (2007). *Services Marketing: People, Technology, Strategy, 6th edition*. Upper Saddle River, NJ: Pearson Prentice Hall.

Spohrer, J. (2009) Editorial Column—Welcome to Our Declaration of Interdependence. *Service Science* 1(1), i-ii. DOI: [10.1287/serv.1.1.i](https://doi.org/10.1287/serv.1.1.i)

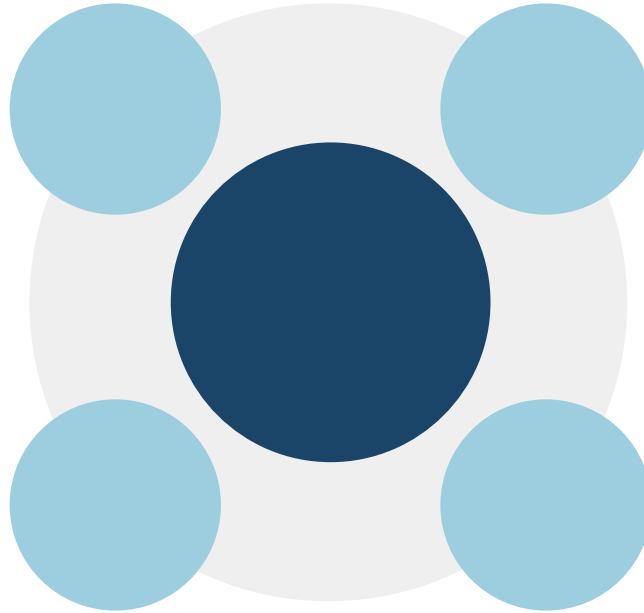
Service Science: use-value & exchange-value

01 University

Creation of
value-in-exchange

02 Posting

Value-in-exchange
(singular event)



Alumni 03

Creation of
value-in-use

Beyond 04

Value-in-use
ongoing



03

Surveys & Results

Let's dig into the data

The Surveys

NSU

Full alumni survey

2017

Pacific

Targeted alumni survey

2020

Pacific

Full alumni survey

2019

2021

NSU

1 question alumni survey

NSU 2017 Survey

84%

Graduated

Completed degree
2000-2017

79%

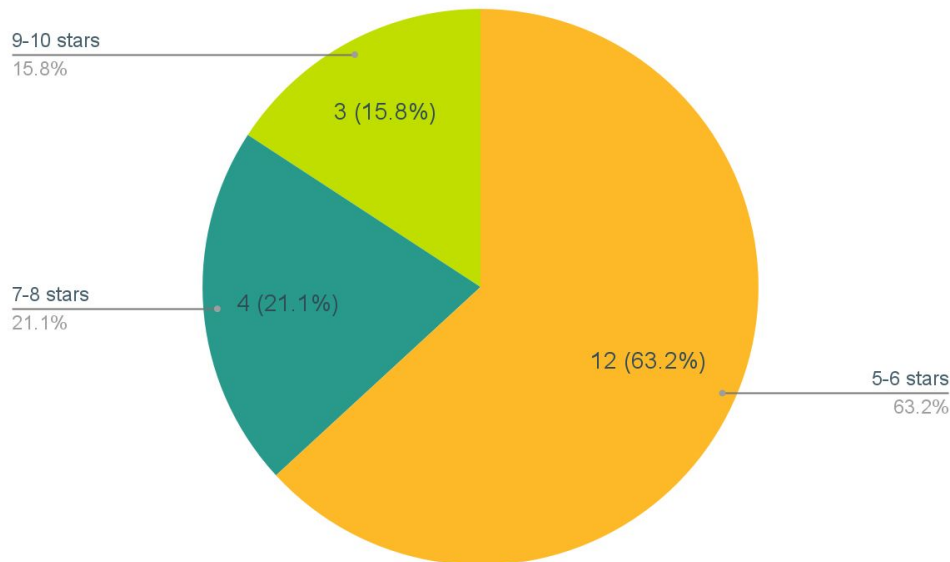
Career

Working in a related
field to degree

10%

Reshare

Posted a link on an
online CV or
academic social
network



On a scale of 1-10, how has having your
thesis/dissertation online affected you post graduation?

NSU 2017 Survey

Alum 1

"I find it interesting to find out how many times my papers have been downloaded and what locations have downloaded them."

Alum 2

"NSUWorks has proven to be **an indispensable and efficient tool for showcasing my graduate work to a large audience.**

Sharing my thesis and tracking readership is a breeze using the direct electronic link. My thesis has been downloaded 558 times since its publication one year ago, and **I couldn't have reached that many people without NSUWorks!"**

Pacific 2019 & 2020 Survey



66

Responses

Total responses from
2019/2020

224

Targeted

Directly emailed alumni in
the 2020 targeted section

22%

Rate

Response rate for the 2020
targeted email campaign

Pacific 2019 & 2020 Survey

82%

Graduated

Completed degree
2000-2020

87%

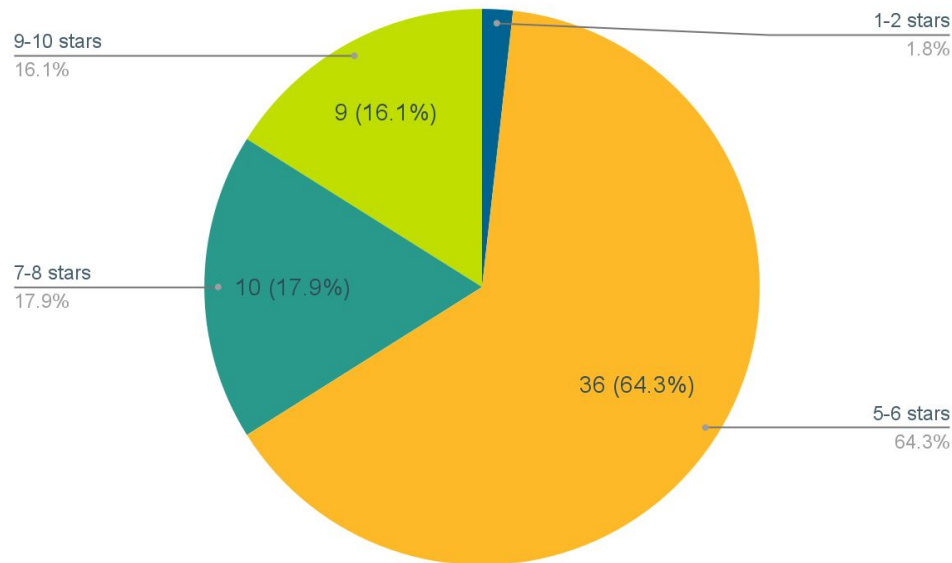
Career

Working in a related
field to degree

19%

Reshare

Posted a link on an
online CV or
academic social
network



On a scale of 1-10, how has having your
thesis/dissertation online affected you post graduation?

Pacific 2019 & 2020 Survey

Alum 1

"It is interesting to see the widely spread readership around the world. **It has pushed me to expand my focus.**"

Alum 3

"I have not experienced any impact."

Alum 2

"Master's degree led to **a full-ride Ph.D. program...** Now I'm a tenured full professor in my field."

Alum 4

"Some **people share with me that they're impressed with my work** and that it resonates with what is occurring today."

NSU 2021 Survey

2021



24%

2,443

Responses

Graduate student alumni
who participated in the
survey

483

Unpublished

Did not have their
thesis/dissertation
published anywhere

591

Published

Responded that their
thesis/dissertation was
published

NSU - 2021 Survey

46%

Positive

271 responses

How has having your thesis/dissertation online affected you post-graduation?

54%

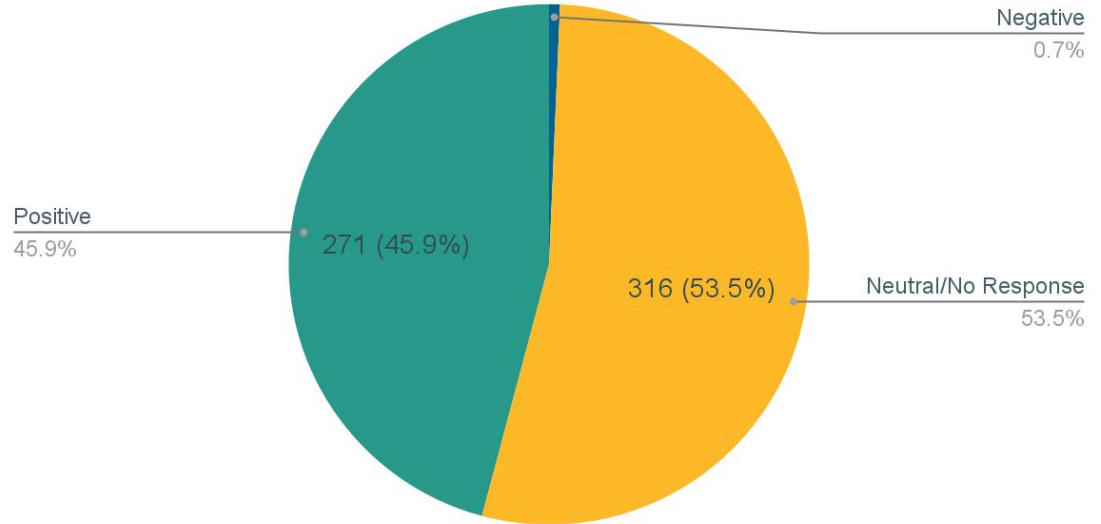
Neutral

Neutral or no comment (316 responses)

<1%

Negative

4 responses



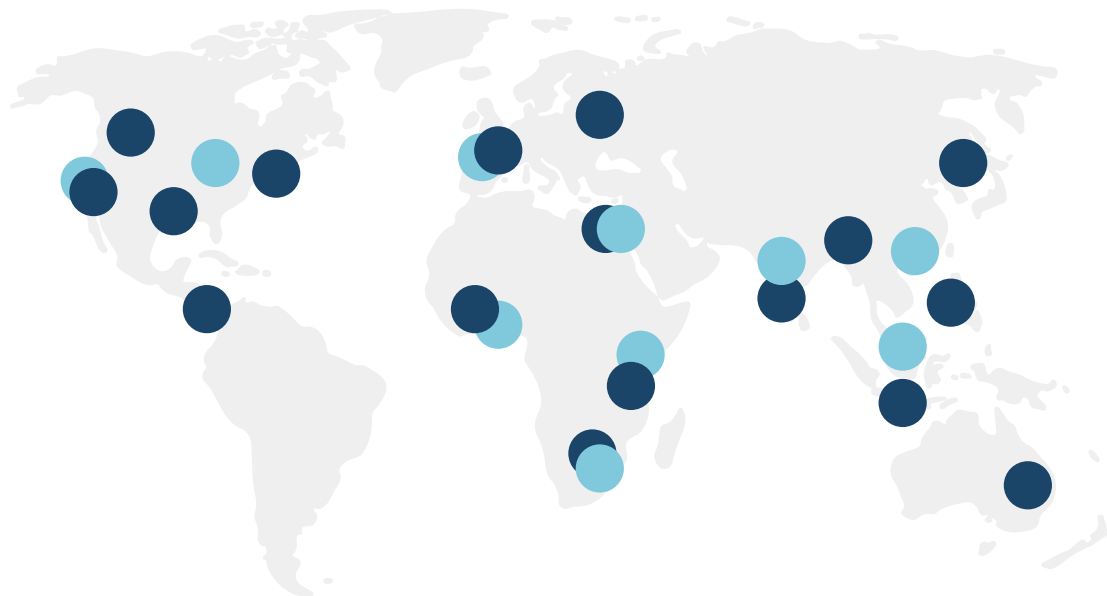
Download Locations 5,000+

● NSU

- 3,112 Total Papers
- 853,155 Total Downloads
- 258,147 Downloads in the past year

● Pacific

- 3,657 Total Papers
- 281,003 Total Downloads
- 170,065 Downloads in the past year





04

Conclusions

Where do we go from here?



Anecdotes

Anecdotal evidence gathered outside the surveys of
service science and the co-creation of value in ETDs

Alumni Surveys

	NSU	Pacific	?	?
Survey 1 (2017)	✓	✗	✗	✗
Survey 2 (2019/2020)	✗	✓	✗	✗
Survey 3 (2021)	✓	✗	✗	✗
Survey 4 (202?)	✓	✓	✓	✓

Thanks

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