

Using ScholarWorks at the Cranberry Station

The call to action states: *"Faculty research and scholarship represent invaluable intellectual capital, but the value of that capital lies in its effective dissemination to present and future audiences. Dissemination strategies that restrict access are fundamentally at odds with the dissemination imperative inherent in the university mission."*

We agree with the premise of removing restrictions but even more important for us is providing wider access to materials we have previously published as bulletins or factsheets, etc. -- materials known as 'gray literature'.

ScholarWorks is a tool that we plan to use to distribute gray literature materials, support our Extension mission, promote cooperative research with our national colleagues, and promote our faculty's scholarship.

Extension:

ScholarWorks will provide a static location for our Best Management Practices (BMP) guide. This material is based on our research and provides recommendations to cranberry farmers so that they can choose practices that optimize production while protecting the environment. This guide is referenced by NRCS in their conservation farm plans, documents used by growers for regulatory compliance and planning. As NRCS moves to virtual plans, they will be able to link to the BMPs on ScholarWorks. [screen shot of BMP page]

We have also begun to use ScholarWorks as a repository for 1) presentations from our extension programs, 2) fact sheets, and 3) bulletins. [screen shot of fact sheet or presentation]

The cranberry research community:

Biennial Conference (NACREW) - UMass was the originator of this conference in the 1970s. We currently have no arrangement to keep the conference proceedings. We plan to propose the use of ScholarWorks to house the proceedings and eventually as the tool to manage the conferences.

Posting of 'Gray literature' of value to cranberry researchers

Research reports -- cranberry researchers throughout North America conduct applied research projects with support from grower funding sources. Each year, the researchers generate progress reports for these funders. In the 1980s, Ocean Spray Cranberries, Inc. gathered these reports each year and compiled them in hard-copy notebooks that were distributed to the contributors (once each author gave permission to distribute). This function was taken over by the Cranberry Institute in the 1990s but was discontinued in 2000. We would like to use ScholarWorks to revive these compilations and will propose this to our research and funding community.

Historic scholarship of the Cranberry Station

The Cranberry Station will celebrate its 100th anniversary next year. In our archives we have historic research reports, Experiment Station bulletins and writings of previous faculty. We plan

to digitize these materials and post them to ScholarWorks where they will be available to researchers and historians.

Facilitation of Coordinated Agricultural Project

The Cranberry Station faculty are taking the lead in the development of a national team to submit a multimillion dollar grant proposal to the Specialty Crop Research Initiative of USDA. This is a farm bill mandated program that requires the building of a research/extension/farmer team to identify barriers to profitability for producers of specialty crops and then design research and extension efforts to remove those barriers. We plan to use ScholarWorks as the vehicle to disseminate project data and outcomes and to archive the outputs materials from the project.

Faculty scholarship:

Our faculty publish scholarly works in refereed journals. However, we often also need to cite our extension publications -- bulletins, factsheets, etc. If we can publish these documents on ScholarWorks, we can then be able to cite them in our writings and grant proposals.

We also plan to approach the journals that publish our scholarly work to secure permission to post our articles on ScholarWorks. So far we have received verbal permission from the American Society for Horticultural Science to post articles that are more than 1 year old. Current year articles will be published as abstracts with a link to the journal for full text access.