

OPEN ACCESS ADVOCACY

A CHECKLIST FOR RESEARCH LIBRARIES

PREPARE, AND KEEP UP-TO-DATE, DATA ON:

- The number of Open Access journals in the DOAJ (www.doaj.org)
- The number of Open Access repositories (<http://roar.eprints.org/> or www.opendoar.org)
- Data on your own institutional repository:
 - Number of full-text research articles
 - Download figures (current, time series, trends, etc)
 - Visitor provenance
 - Download provenance

TARGET: RESEARCHERS

- **Promote Open Access journals**
 - Add DOAJ content to your library catalogue
 - Inform authors about article-processing charges (APCs)
 - Consider an institutional fund to help pay APCs
 - Encourage researchers to launch an OA journal
 - Encourage researchers to start a discussion with their societies about making their journals OA
- **Promote Open Access repositories**
 - Use mandatory policies to underpin your advocacy where possible
 - Advocate the benefits to researchers
 - Provide copyright advice
 - Demonstrate how to deposit
 - Enrol administrative staff in departments (who may take on the responsibility for depositing)
 - Engage researcher 'champions'
 - Engage Deans or Heads of Department/School/Faculty
 - Instigate or encourage reward schemes
- **Prepare arguments and data that best appeal to each disciplinary constituency**
 - Researchers in the natural sciences value citation impact very highly
 - Researchers in the humanities also value impact, but their disciplines have different, less intensive, citation practices, so usage data and greater opportunities to reach and obtain feedback from new audiences may be more persuasive
 - Open Access journals have found great traction in the humanities: they provide new and innovative mechanisms for dissemination in a discipline that is finding monograph publication increasingly unsatisfactory. They are also proving popular as vehicles for publishing the work of research students in the humanities
- **Problems to anticipate**
 - Lack of awareness
 - 'Copyright terror'
 - Lack of the 'author's final version'
 - Publisher embargoes
 - Duplication (or perceived duplication) of effort (i.e. material already on websites; campus profiling services, etc)
 - Problems retaining copyright

TARGET: INSTITUTIONAL MANAGERS

- **Make the case for the institutional repository**
 - Helps to fulfil a university's mission to engender, encourage and disseminate scholarly work
 - Forms a complete record of the institution's intellectual effort
 - Forms a permanent record of all the institution's digital output
 - Provides maximum Web impact for the institution
 - Maximises the use of the institution's research
 - Maximises the impact of the institution's research
 - Enables better research monitoring and management
 - Opens up economic (funding) opportunities
- **Make the case for a mandatory policy**
 - It is the only truly effective route to collecting the institution's entire research output
 - It raises awareness about Open Access within the research community
 - It provides the library with the basis for advocacy
- **Make the case for an institutional IP policy**
 - It establishes the institutional claim to disseminate its own outputs
 - It supports the institution's mandatory Open Access policy
 - It supports and reassures institutional authors
 - It sets out and clarifies the institutional policy for publishers
 - It provides the library with the basis for advocacy

TARGET: LIBRARY COLLEAGUES

- **Open Access and the library**
 - Raises the profile of the Library in the institution
 - Reinforces the notion of the Library as a expert resource
 - Calls upon librarianship skills
 - Open data will be a transformative principle in librarianship of the future
- **Library advocacy activities**
 - Posters, leaflets, postcards, bookmarks, etc
 - Email campaign
 - Seminars – involve external speakers and key academic 'champions'
 - Articles for campus newspaper
 - Events: repository launch, repository milestones, etc, etc

RESOURCES AND HELP

- **OASIS: Open Access Scholarly Information Sourcebook** www.openoasis.org: a comprehensive resource about Open Access for all constituencies
- **EOS: Enabling Open Scholarship** www.openscholarship.org: a membership organisation and resource for institutional managers to promote and further open scholarship