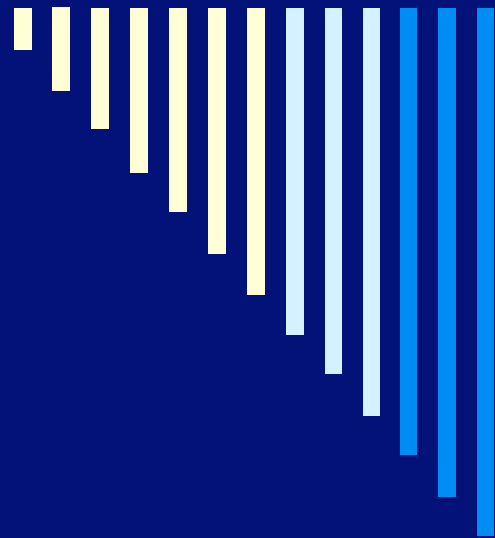


# **It's Not About Open Access**

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Strategic Publishing and Broadcast Initiatives  
University of California**

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**It's about  
research  
teaching  
& learning**

*and about building a sustainable publishing  
and communication system to optimize them*

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## **A publishing system that can:**

- Spur innovation in research & scholarship
  - Meet expanding info & publishing needs
  - Enhance communication of knowledge to scholars, students and the public
  - Bring the results of research to bear on the challenges of modern society
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## California OA Policy: Setting

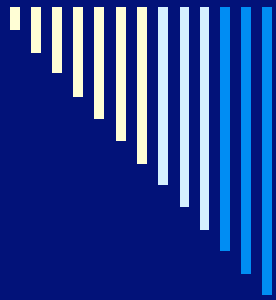
- Elsevier negotiations; faculty engaged
  - UC Survey findings: Strong interest in scholarly communication; Tenure and promotion system impedes changes in faculty behavior; Most see problems as affecting others, not themselves
  - UC Faculty in Arts and Humanities disciplines want university support for publishing books, journals, monographs
  - Senate Committee on Scholarly Comm.
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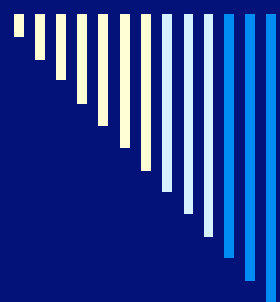
## Ca OA Policy: Engagement

- ❑ Academic Senate endorsed proposal for Scholarly Work Copyright Policy (06)
  - ❑ Provost requests Senate and administrative reviews of policy (1-07)
  - ❑ Concerns re implementation overwhelm support for policy's goals & intent (7-07)
  - ❑ Senate ctte detects backlash (6-08)
  - ❑ Systemwide SC ctte assessing possible systemwide approaches (Fall 08)
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# Lessons

- ❑ Keep it simple, strike while the iron is hot, or do a lot of homework and build grass roots support
- ❑ Be aware of unique needs of disciplines
- ❑ Be clear abt strategic priority of sustainability; don't hamstring other publishing initiatives or encourage unfunded mandates
- ❑ Explore all possible avenues; there are many, including surprising new ones



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**Open Access is  
one tool for  
accomplishing  
these goals.**

**But it is not  
the only  
tool...and it  
may not be  
the primary  
tool for the  
near future.**

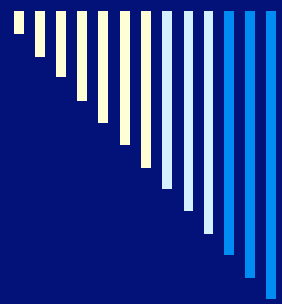
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## Try them all!

- ❑ Open Access Policy for immediate assistance to advancement and application of new knowledge
  - ❑ Negotiation with publishers for universal permissions, compensation, etc
  - ❑ Alternative publishing services to support growing multi-discipinarity, interest in OA, needs of arts & hum.
  - ❑ Open textbooks, open courses, etc.
  - ❑ Review of T&P rewards system
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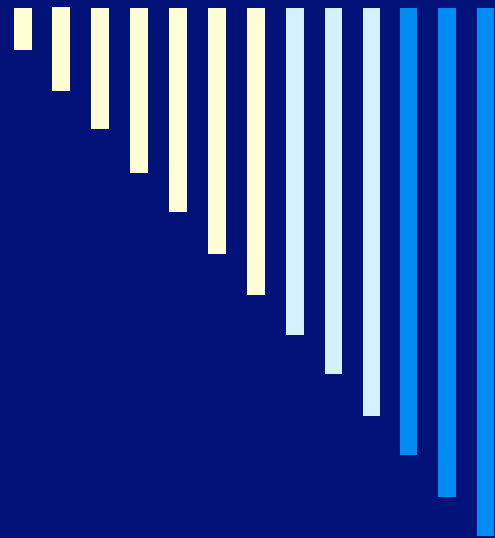


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## **(Re)investment in infrastructure for publishing and dissemination**

*Without focused reinvestment in infrastructure for publishing and dissemination, we are eroding—rather than enhancing—support to research, education and public service. This undermines even our ability to recruit and retain faculty.*

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Thank you.

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