Engagement Strategy for Sustainable Scholarship

Elaine L. Westbrooks
ARL Spring Meeting, May 8, 2019
Creating/Defining Your Strategy

1. Approach to Collection Building
2. Open Access Philosophy
3. Budgeting
Articulate your values

- Runaway costs; unaffordable
- Opaque; anti-competitive
- Unsustainable
- Closed & proprietary
- Unjust
- Inequitable
Engaging Campus

1. Faculty & Student Governance
2. Administration
3. Public Forums
The Faculty Council resolves to work with the University Libraries to support open access, affordability, and transparency in scholarly publishing by affirming our commitment to UNC’s Open Access Policy, engaging with the University Libraries to license high quality, peer-reviewed content in a manner that is fiscally responsible and sustainable, and supporting—as a public institution devoted to transparency—the University Libraries’ decision to cease signing nondisclosure agreements in contracts for licensed content.
Engagement Steps

1. Library taskforce
   • Understand your goals
   • Consistent & standard messaging
2. Communication Planning
3. Direct campus engagement
Sustainable Scholarship

Making Carolina’s research visible, accessible & affordable

The Problem
Sustainable Scholarship at Carolina
Take Action

library.unc.edu
Which of the academic publishing ecosystem problems are we trying to address and/or solve?