

Getting buy-in from faculty and management : the UP success story

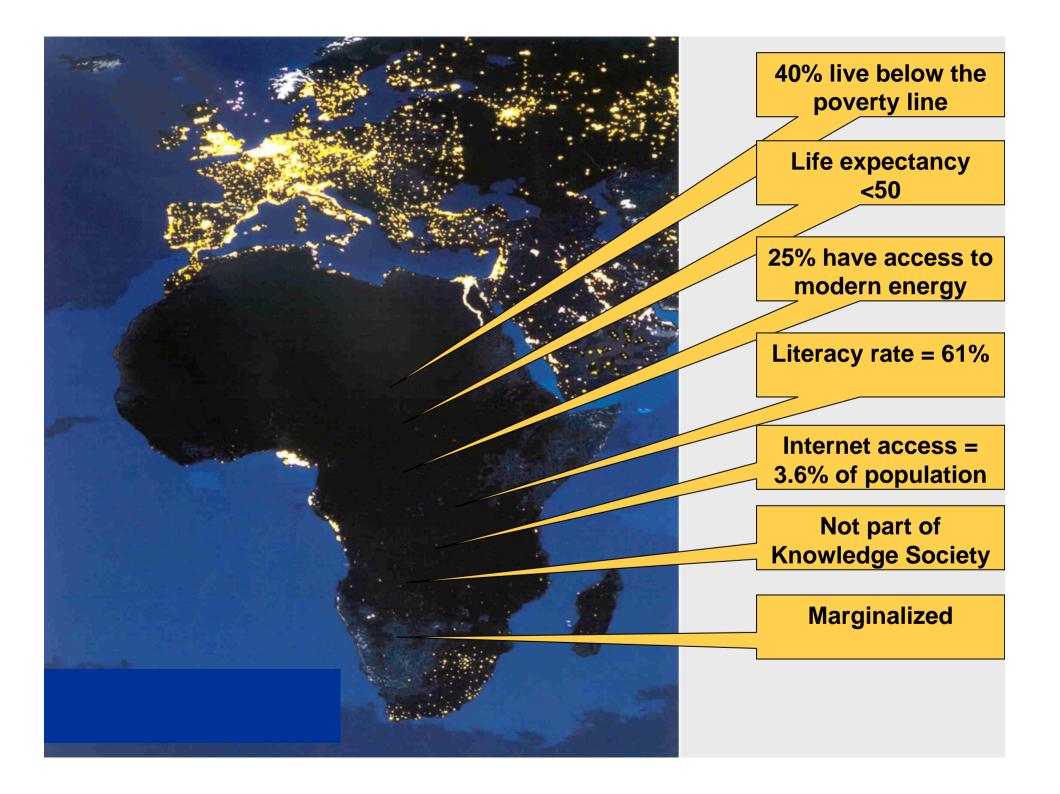
Presented at the SARUA Open Access Leadership Summit 20 – 21 November 2007

Gaberone, Botswana

Presented by Monica Hammes & Elsabé Olivier







Agenda

- 1. Point of departure
- 2. Indicators of success
- 3. Contributing factors
- 4. Strategies for buy-in



Point of departure: openUP strategy

To change scholarship practice at UP towards becoming an Open Scholarship institution

based on the philosophy

..the job of research is only half-done if the results of that research cannot reach the widest audience (Wellcome Trust)



Definition of an OS institution (1)

- 1. Theses and dissertations are available online OA based on a policy of **mandatory submission**
- Research and conference papers are available online OA and researchers actively contribute based on a policy of mandatory submission
- 3. Researchers and students actively use OA material
- 4. Researchers publish in available OA journals and the institution has **policy and financial support** in place

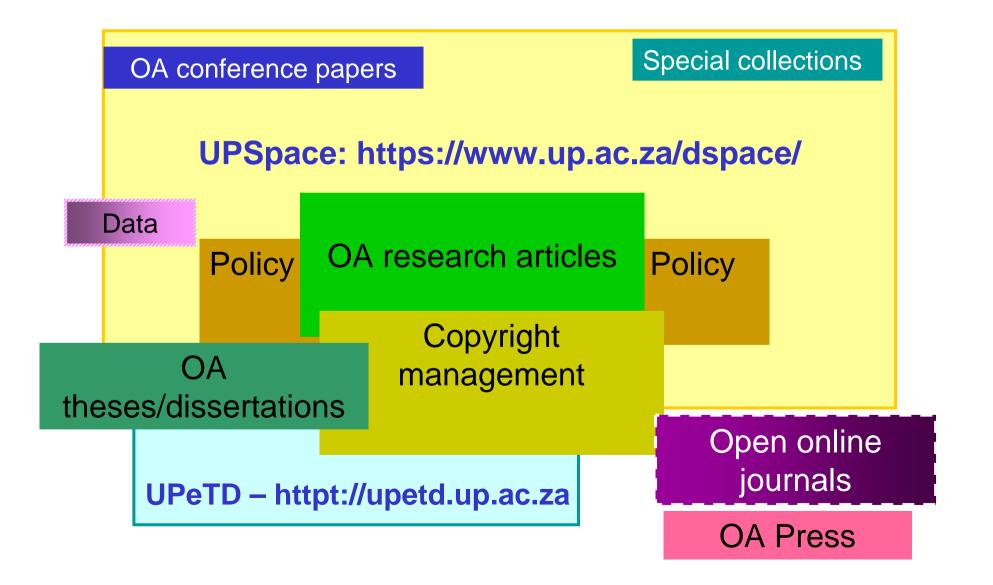


Definition of an OS institution (2)

- 5. Researchers **actively** manage the copyright of their publications, inter alia with **addenda** to their contracts or using Creative Commons contracts, and the necessary **policy** exists
- 6. Publications from the institution's press/publishing house are available OA based on **policy**
- 7. The institution publishes its own online OA journals OR provides infrastructure and support for members
- 8. Dissemination forms part of its publication strategies



Relationship with Institutional Repositories



Indicators of success

- UPeTD: **3108** full text items & UP Space: **2845**
- UP Strategic plan & policies for mandatory submission
- Copyright success
- Usage statistics
 - UPeTD: 250 000 files/month
 - UPSpace: **128 000** items viewed until August
- Lots of positive feedback
- Presentations at conferences and workshops, articles
- But, **very little self-archiving** by authors



UP Strategic plan

- "B 6.6. E-research and the Academic Information Service.
 - Secondly, archiving the published research papers and conference proceedings of UP staff and students and making them available to the international research community will integrate the University with the international open access movement. This will ensure enhanced visibility for UP research and its greater impact. The Academic Information Service will manage this initiative and guide researchers towards contributing. During the period under review, policy on copyright practices and the possible mandatory submission of articles will be developed."
- Similar rules for data and heritage collections



Contributing factors

- The Library's excellent position within the University: management and academe
- The success of UPeTD paved the way
- A well managed research repository infrastructure that offers a solution to real needs
- Dedicated and enthusiastic library staff

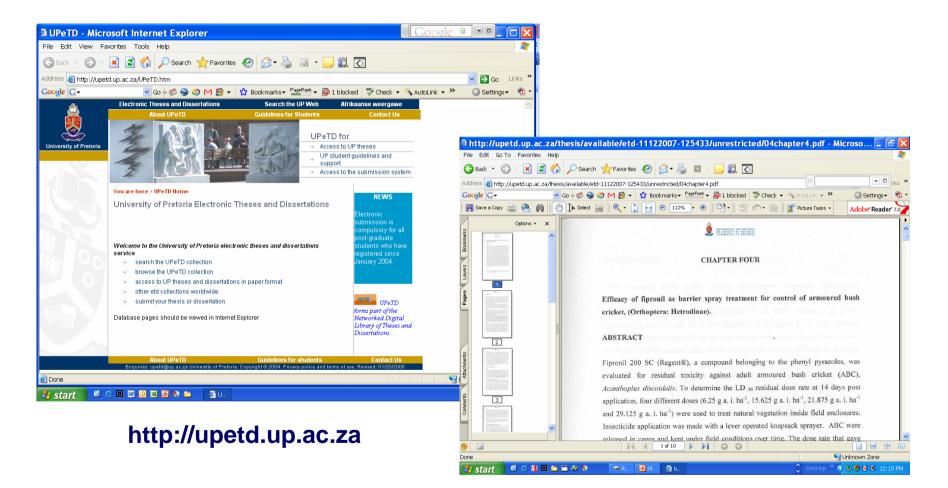


Contributing factors (2)

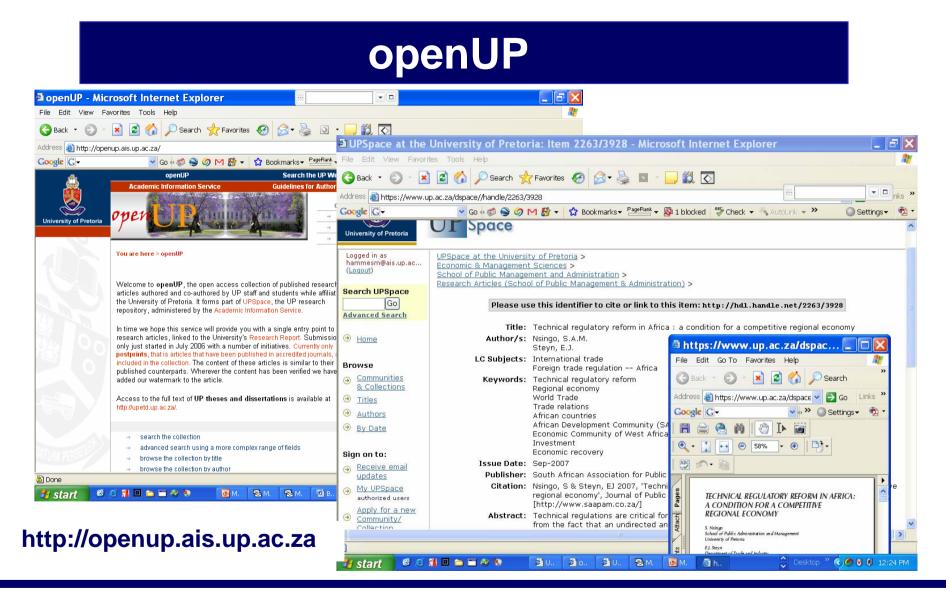
- The library's strong e-strategy
- Alignment with international trends
- Co-operation with Research Office
- Lobbying, advocacy and marketing
- A variety of interesting collections resulting from an opportunity mindset



UPeTD







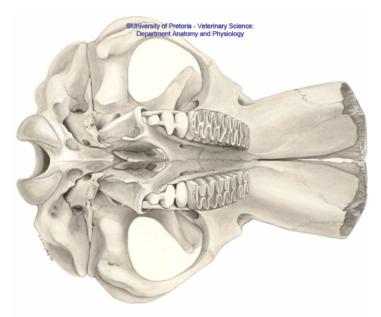


UPSPace

UPSpace at the second secon	he University of Pretoria: Home - Micro							
File Edit View Fa	worites Tools Help							
🕞 Back 🔹 🌍 😁	💌 😰 🏠 🔎 Search 🤺 Favorites 🤣 🔗 🗣 🍃 💭 📖 🖸							
Address 🕘 https://ww	/w.up.ac.za/dspace/		🔽 🔁 Go 🛛 Links					
Google G-	💌 Go 🐗 🌍 🏈 M 🎦 👻 🏠 Bookmarks 🛛 🎴 🖓 1 blocked 🛛 🍄 C	heck 👻 🐴 AutoLink 👻 🎽	🔘 Settings 🔹 🐔					
🥑 To help protect your	security, Internet Explorer has restricted this file from showing active content that could access y	our computer. Click here for opt	ions >					
University of Pretoria	UP Space							
Search UPSpace	UPSpace at the University of Pretoria >	0						
Go	Welcome to UPSpace, the digital research repository of the University of		nitiatives					
Advanced Search	Pretoria!	eIFL SURFsha	e .	esearch Repository of the University	🔽 🗖 : Internet Explorer 👘 🗖 🔀			
⊖ <u>Home</u>	Items archived since January 2006: 2 569	openUP		prites Tools Help				
Browse	Search	ROAR		🖹 😰 🟠 🔎 Search 🤺 Favorites 🔣 🙆 - چ	🖸 - 🔜 🏭 💽			
<u>Communities</u>		Open Archives	<u>Institute</u>	dspace.up.ac.za/	🛩 🛃 Go 🛛 Links 🎽			
& Collections	Enter some text in the box below to search UPSpace.	DOAJ		🚽 Go 🗄 🌍 🏈 M 🐉 🔹 🏠 Bookmarks• 💈	👷 🕬 👽 1 blocked 🛛 🍄 Check 🔻 🐴 AutoLink 🔹 👋 🕥 Settings 🔹 📆 🔹			
Titles	Go				Search the UP Web			
<u>Authors</u>			_	Home About UPSpace	ACC			
· ● <u>By Date</u>	Communities in UPSpace			LIPSpace	More I To let an individual popup through, press the 'Ctrl' key while clicking Con a link.			
Sign on to:	Choose a community to browse its collections.	community?	00001011	OI Space	→ Implementation of DSpace @ UP			
<u>Receive email</u>		Contact us for	more information	Institutional Decempts Demonitory of the University of Protonia				
updates	Centre for the Study of AIDS (CSA)	or apply for a n	ew collection	ansiderional research repository of the chinerary of Pretonal	Digitisation Info			
My UPSpace authorized users	Economic & Management Sciences Education		an item to		Licensing, Copyright & Publishing			
addionzed dsers	Lucaton	Setter - Office - Offi						
🚺 Done		S						
	6 👔 🗉 🖴 🖼 🕸 🦻 🛛 🚳 U.							
🦉 start 🔰 🦉			000 000 11.10 AM	Welcome to the UP Institutional Repository Web!				
			18. H O O	Working papers on UPSpace are documented on this web-page.				
				Access UPSpace on the production server at https://www.up.ac.za/	dspacer			
https	S://WWW.UD.ac.za/dsba	ice/						
				UPSpace Listserve: dspace@kendy.up.ac.za				
			Section 1		za Thank			
					ments w our			
			(Dame -					
			MUUM PERSE					
			(A) Done	1	Second Intranet			
				5 🚮 🗈 🖿 🏕 🐿 🛛 🔂 M. 🗟 M. 🗟 M.	🕑 B 🗿 U 🗿 B 🗿 I 🗘 Desktop 🦉 🔇 🗞 🕅 🔇 11:17 AM			



Christene Seegers Biomedical illustrations & Arnold Theiler Collection

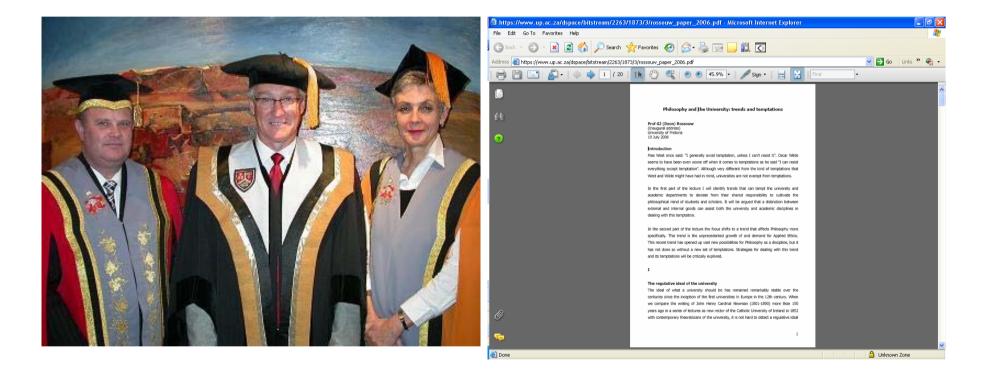




https://www.up.ac.za/dspace/handle/2263/80



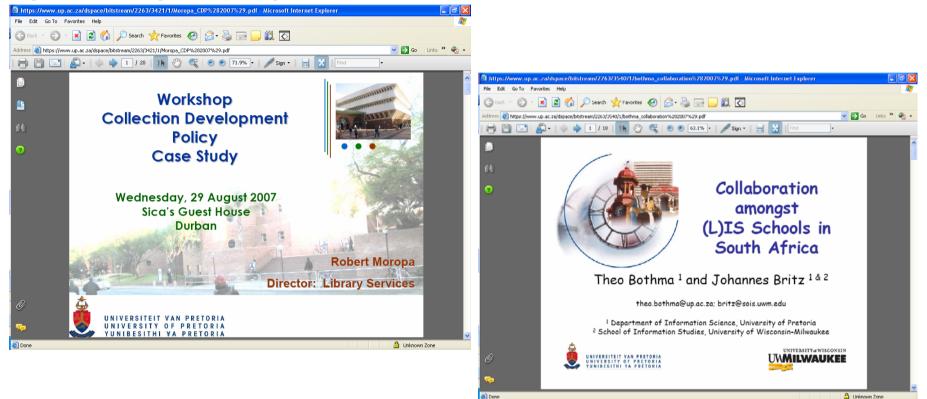
Inaugural addresses





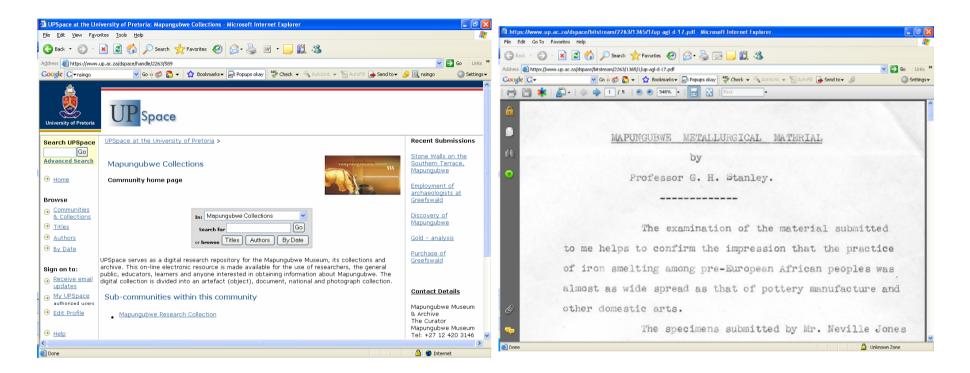
Conference papers & proceedings

https://www.up.ac.za/dspace/handle/2263/568



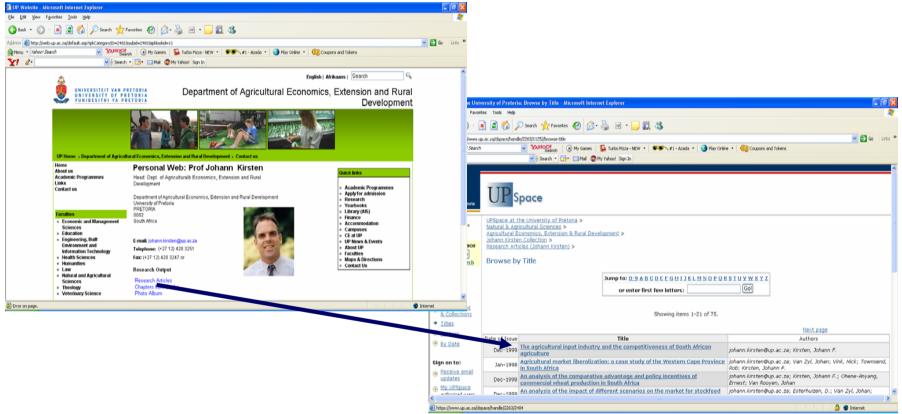


Mapungubwe Collections





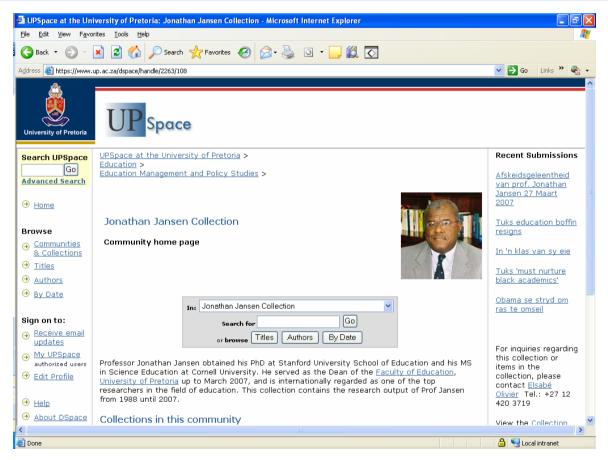
Personal Collections



https://www.up.ac.za/dspace/handle/2263/1125//browse-title



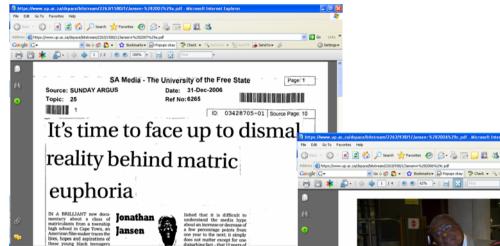
Jonathan Jansen Collection



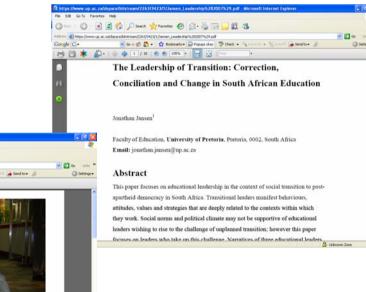


Jonathan Jansen Collection

http://hdl.handle.net/2263/1580



http://hdl.handle.net/2263/3423



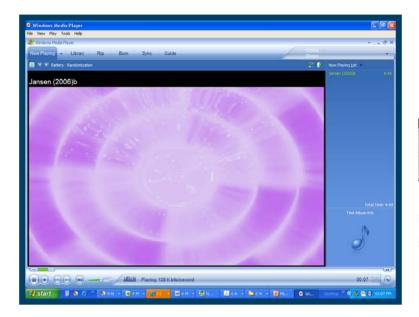
http://hdl.handle.net/2263/938

💌 Go 🕫 💋 💌 🏫 Bookmarks 🖷 🔤 Po

💭 - | 🧄 🧄 🚺 / 4 | 🖱 🖲 62% -



Jonathan Jansen Collection



http://hdl.handle.net/2263/1418

http://hdl.handle.net/2263/1419





Copyright

- openUP adheres to copyright policies
- SA publishers
- Standard letter and permission form
- Positive role in influencing publisher policies
- 25 July : Academy of Science of South Africa's meeting with editors of scholarly journals



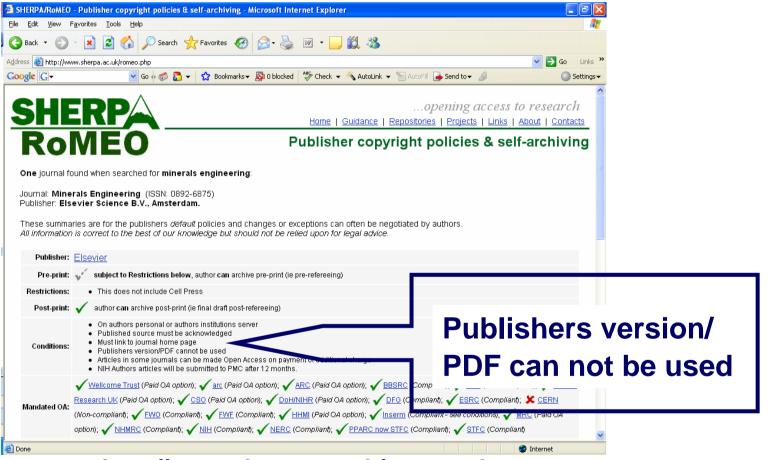
SHERPA/RoMEO



http://www.sherpa.ac.uk/romeo.php



Publisher conditions



http://www.sherpa.ac.uk/romeo.php



Uzoma (follow the right road)

	icrosoft Excel - UP pu File Edit View Inser			v Help				Type a	question for	help 🖵	F
										A A	
				E 🗸 👌 🛄 🞯 🍟 Ar	ial 🔹 9 💽]	B <i>I</i> <u>U</u>	= = =	i 🔤 i 🥰 %		• <mark>% • </mark> #	• •
	A333 🝷 🏄	ropics in ⊟ar B	ly Childhood Spe	Cial Education	E	F	G	Н		J	
1 1	Grav : permission reque	_				F	6			J	+
_	<u> </u>			rticles may be embargo	ed						
_	Green : can archive pre-			,,							
4 1	Blue : can archive post-p	rint (ie final draft	post-refereeing).	Some articles may be er	nbargoed						
	Yellow : can archive pre-										_
	-			e on Share and change th							_
_	Tan : planket permission Pink : permission obtain			nsidered on it's own mer	Its						_
_	Plum : cross references	ed for one partic	ular article only				_				-
0					Publish	ers guideline	s				۲
1	Title	Negotiator	Date	Publisher	URL	ISSN	Sae	Full permission	Version	Format	
	Accountancy SA	Elsabé Olivier	11/5/2007 - kontroleer adres 25/5 NB	South African Institute of Chartered Accountants	http://www.accountancysa.org .za/	0258-7254	No	-			
4	Acta Academica	Elsabé Olivier	12/6/2007 Bel - sal binnekort antw hê(22/6) vdbergd.hum@ mail.uovs.ac.za	UFS-Sasol Library	http://www.journals.co.za/ei/ej our_academ.html	0587-2405	Yes				
5	Acta Commercii	Elsabé Olivier	1/11/2007	University of Johannesburg, Dept of Business Management	http://www.journals.co.za/ej/ ejour_acom.html	1684-1999	Yes				
	Acta Criminologica : South African Journal of Criminology	Elsabé Olivier	5/6/2007	CRIMSA	http://www.crimsa.ac.za/	1012-8093	Yes	Yes	Final published version	PDF	
7	Acta Juridica	Elsabé Olivier	19/6/2007	Juta Law	http://www.journals.co.za/ej/ej our_iu_iur.html	07021- 73142	Yes	No - 3 months embargo	Version supplied by Juta	PDF	
	Acta Patristica et Byzantina	Elsabé Olivier	29/5/2007 (Skakel 12/6)	Department of Ancient Languages, University of Pretoria	http://journals.sabinet.co.za/ej /ejour_patris.html	1022-6486	Yes	Yes	Final published version	PDF	
9	Acta Theologica	Elsabé Olivier	4/6/2007	Faculty of Theology of the University of the Orange Free State	http://www.uovs.ac.za/facultie s/content.php?id=3980&FCod e=09	1015-8758	Yes	Yes	Final published version	PDF	
				Association of							



Buy-in strategies that worked for us (1)

- Identify all stakeholders (Institutional Management, Authors, Library, Research Department, IT Department, Student Administration, Registrar, Legal Office.....)
- Identify their role towards success and negotiate accordingly, e.g. Institutional Management: Policy, resources, influencing the behaviour of authors, support publisher negotiations, advocacy campaign partners, meetings and fora



Buy-in strategies that worked for us (2)

- Advocacy and lobbying have a lot in common with marketing: **segment your target groups** and tailor your message to suit their needs, deliver it in their language and with the most appropriate means of communication.
- Identify the benefits that will excite them and the concerns that will make them hesitant and address these
- Develop an advocacy plan and work through it systematically (5X rule)



Buy-in strategies that worked for us (3)

- **Demonstrate** the concept with good examples, build and maintain momentum
- Use meetings, exhibits and other events for marketing, create good material that can be used by everybody: presentations, flyers, posters, blogs and wikis
- Co-operate with champions → include them in communities of interest/practice
- Be visible: write and speak about it, **launch** your IR in a spectacular fashion, **celebrate milestones**



Buy-in strategies that worked for us (4)

- This is going to cost money: create policy, good business plans, with resource implications, workflow, governance and roles, that show your savvy
- Use national/regional/international trends and initiatives as magnets
- Keep stakeholders informed with good statistics and outcomes
- Build solid, **lasting relationships**



Thank you!

For more information :

https://www.up.ac.za/dspace/handle/2263/568//browse-title



elsabe.olivier@up.ac.za



monica.hammes@up.ac.za





Attribution-NonCommercial-ShareAlike 2.0 South Africa You are free:

to copy, distribute, display, and perform the work to make derivative works

Under the following conditions:



Attribution. You must attribute the work in the manner specified by the author or licensor.



Noncommercial. You may not use this work for commercial purposes.



Share Alike. If you alter, transform, or build upon this work, you may distribute the resulting work only under a license identical to this one.

•For any reuse or distribution, you must make clear to others the license terms of this work. •Any of these conditions can be waived if you get permission from the copyright holder. Your fair use and other rights are in no way affected by the above.

