

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

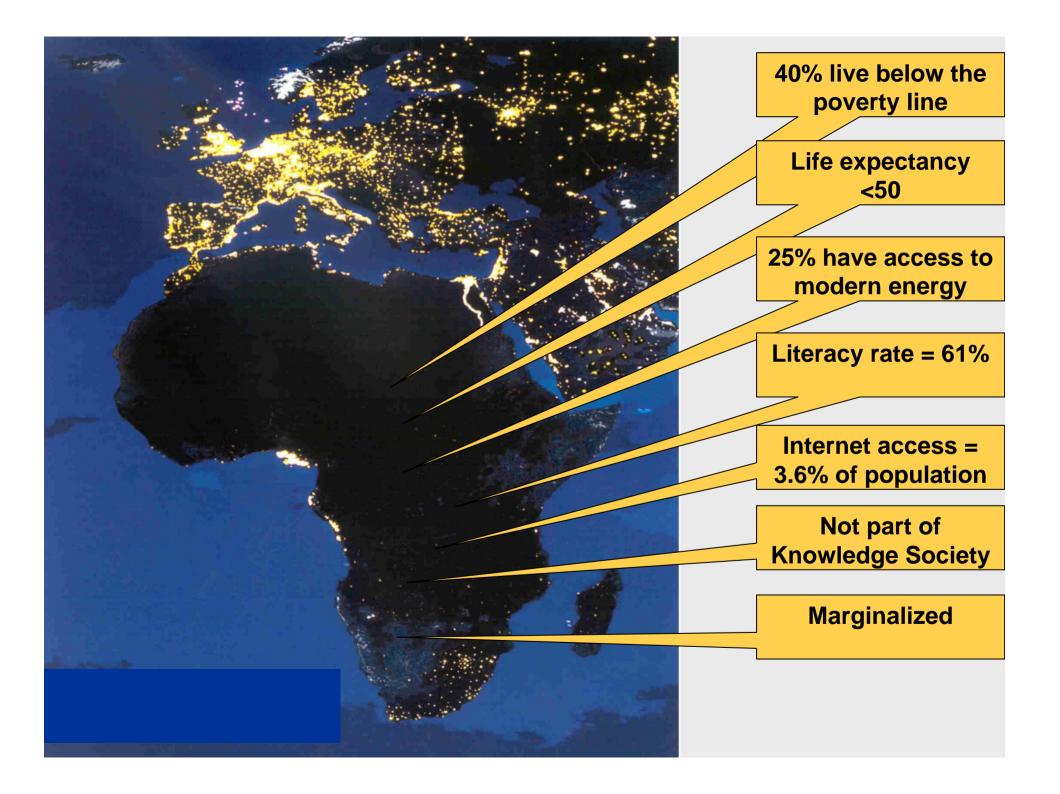
Presented at the SARUA Open Access Leadership Summit 20 – 21 November 2007

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

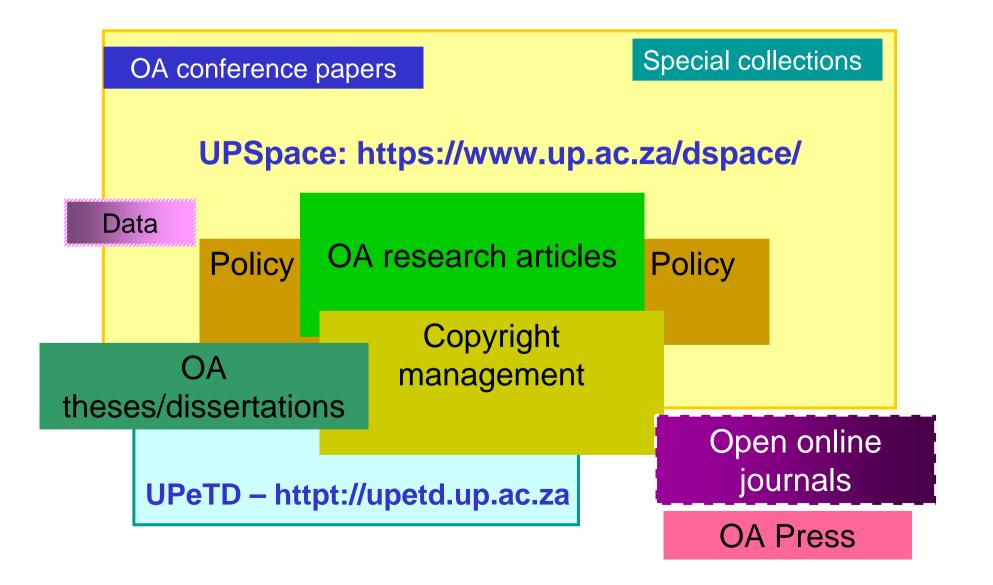


## Definition of an OS institution (2)

- 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

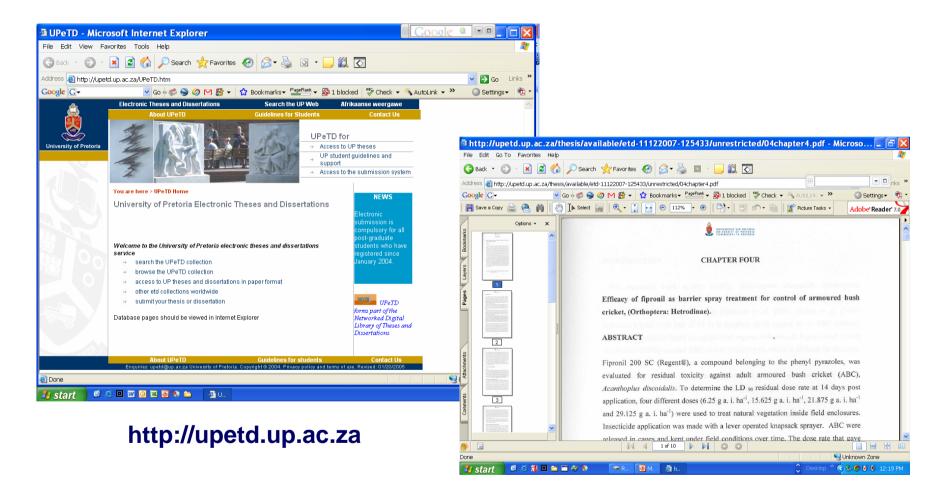


# **Contributing factors (2)**

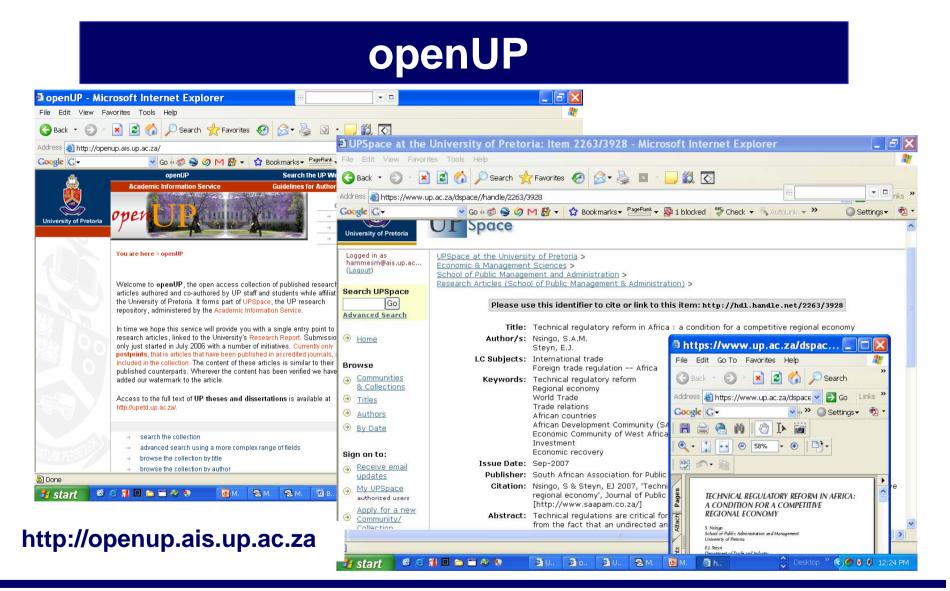
- The library's strong e-strategy
- Alignment with international trends
- Co-operation with Research Office
- Lobbying, advocacy and marketing
- A variety of interesting collections resulting from an opportunity mindset



#### **UPeTD**







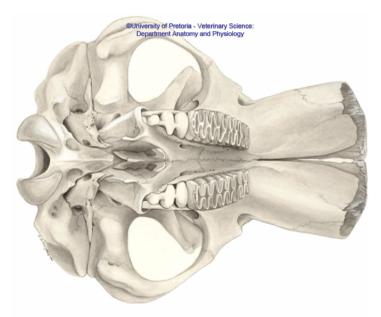


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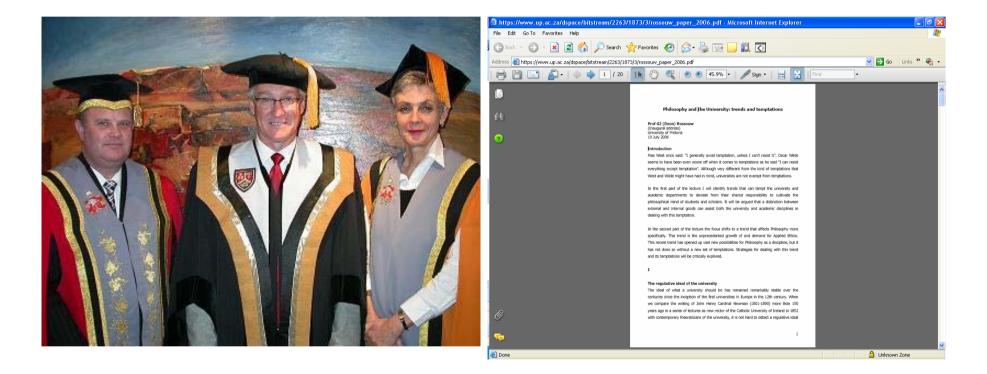




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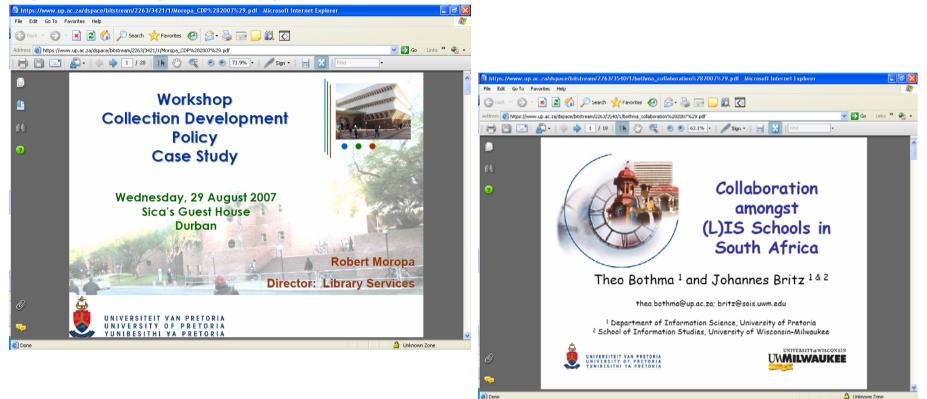
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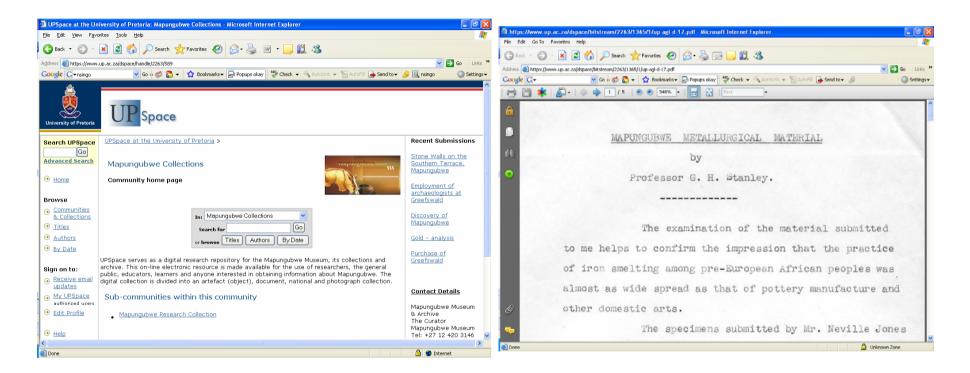
### **Conference papers & proceedings**

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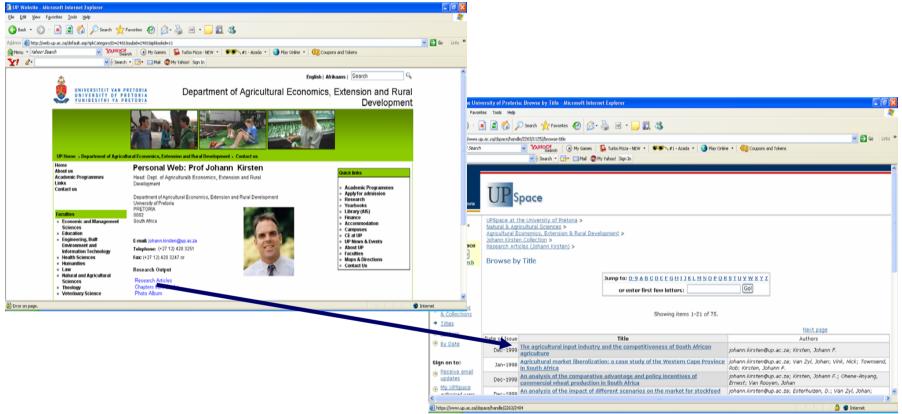


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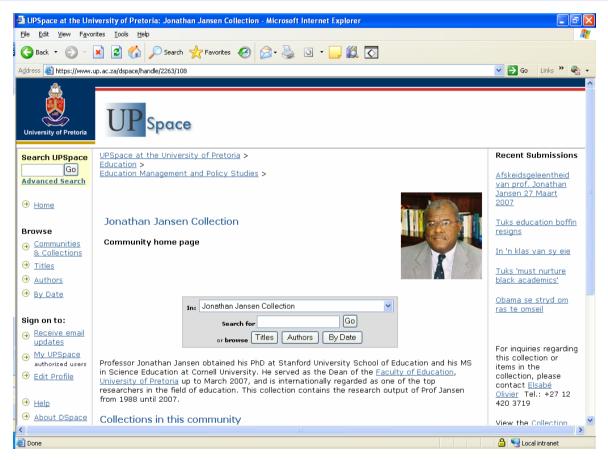
### **Personal Collections**



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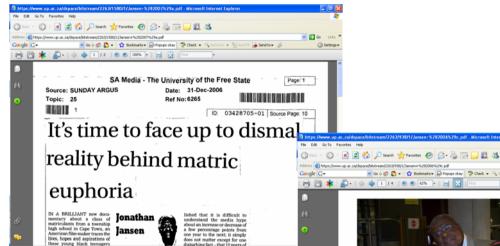
### **Jonathan Jansen Collection**



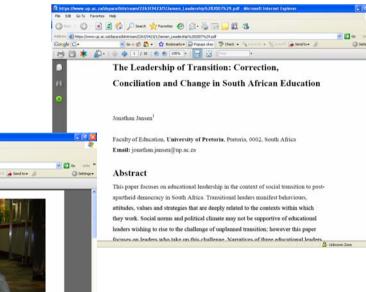


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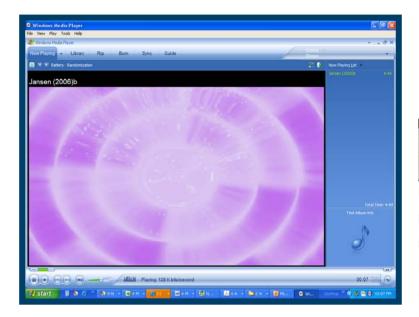
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# Copyright

- 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



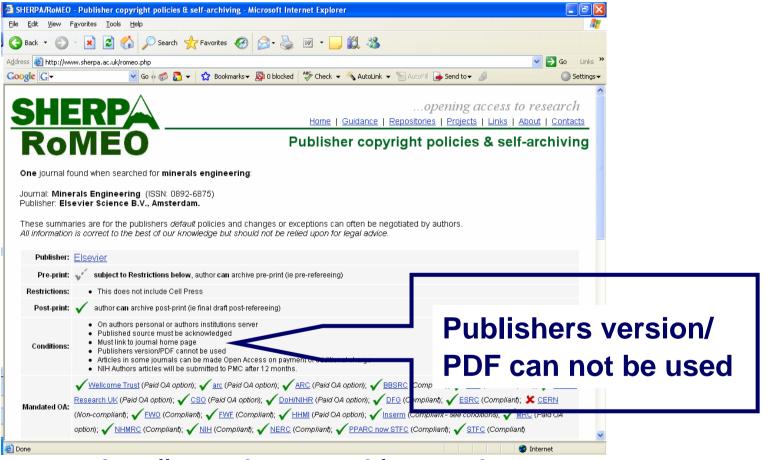
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#### **Publisher conditions**



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



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### 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 :

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elsabe.olivier@up.ac.za



monica.hammes@up.ac.za





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