

University of Pretoria

Advocacy for the Open Access mandates implementation @ the University of Pretoria: a case study

Presented at the LIASA 13th Annual Conference,
3-7 October 2011, East London



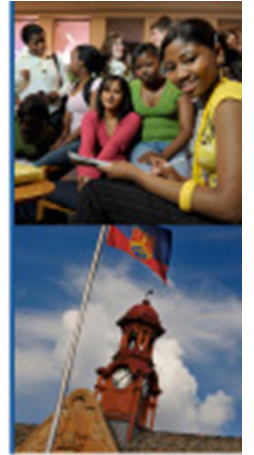
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Contents

- ❑ The University of Pretoria and Open Access
- ❑ The 2 repositories & their benefits
- ❑ What is advocacy and why is it necessary?
- ❑ The 4 Ps for advocacy & how they are implemented
 - Passion
 - Purpose
 - People
 - Persuasion
- ❑ Conclusion



UP & Open Access



□ University of Pretoria

- embraced the Open Access movement
- it enhances the visibility and impact of an institution and its authors
- supports Open Access to research for all researchers worldwide
- takes responsibility for the dissemination of its research outputs



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The two repositories

- ❑ A digital repository is a “critically important tool for managing a university’s image and impact on a global scale” (Alma Swan 2011)
- ❑ The Department of Library Services at the UP realized the value of archiving the staff and students’ research outputs in a repository thereby enabling global usage



UPeTD



University of Pretoria

Electronic Theses and Dissertations Search the UP Web Afrikaanse weergawe

About UPeTD Guidelines for Students

NEWS

Elsabe Olivier elected to the NDLTD board

UPeTD has improved its rating in the international Webometrics ranking of institutional repositories once more. We are now **no. 65** worldwide in terms of content, size and visibility. [Read more](#)

UP receives two NDLTD awards. *Monica Hammes* for ETD leadership, and *Jacques Orton* for Innovative learning through ETDs. [Read more](#)

> [UPeTD Home](#)

University of Pretoria Electronic Theses and Dissertations

Welcome to the University of Pretoria electronic theses and dissertations service

- search the UPeTD collection
- browse the UPeTD collection
- access to UP theses and dissertations in paper format
- other etd collections worldwide
- submit your thesis or dissertation online
- copyright and intellectual property

Database pages best viewed in Internet Explorer

[Dissertations](#)

It is compulsory for UP students to submit their theses and dissertations to UPeTD

UPeTD was implemented in 2000 and currently provides access to 6618 electronic theses and dissertations. The mandatory policy was implemented in 2003. First repository in Africa



UPSpace



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UPSpace
Institutional Repository, University of Pretoria

UPSpace Home

Communities in UPSpace

Select a community to browse its collection:

- [Centre for the Study of AIDS \(CSA\)](#)
- [Economic & Management Sciences](#)
- [Education](#)
- [Education Innovation](#)
- [Engineering, Built Environment & Information](#)
- [Health Sciences](#)
- [Humanities](#)
- [Law](#)
- [Library Services](#)
- [Mapungubwe Collections](#)
- [Natural & Agricultural Sciences](#)
- [OpenUP](#)

Titles
Subjects

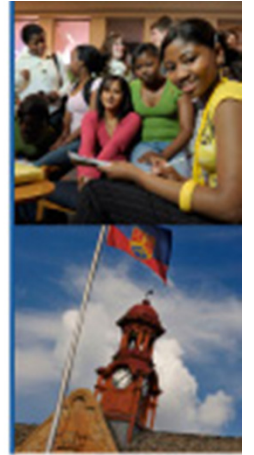
My Account
Login

UPSpace was implemented in 2006. openUP (total 6332) is the collection of research articles. The mandatory policy for research articles was implemented in 2009

<http://repository.up.ac.za/>

Benefit of a repository (Swan 2011)

- ❑ Opens up the UP output for the whole world
- ❑ Maximizes the visibility and impact of these outputs
- ❑ Showcases the output to prospective staff, students, funders and other stakeholders
- ❑ Collects, curates and preserves UP intellectual output
- ❑ Manages and measures research



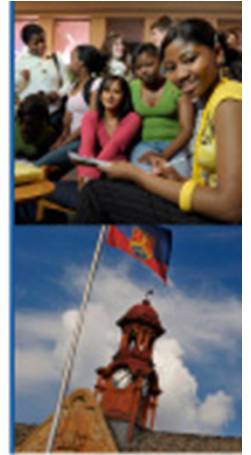
What is advocacy?

□ Advocacy

- “the process of turning passive support into educated **action** by stakeholders” (ALA website)
- “a **planned, deliberate, sustained effort** to raise awareness of an issue. It’s an ongoing process in which support and understanding are built incrementally over an extended period of time and using a wide variety of marketing and public relations tools” (Canadian Association of Public Libraries)



Why is advocacy necessary?



- ❑ The implementation of Open Access is a “tough job” Armbruster (2010)
- ❑ To write and plan a mandatory policy is the easy part, but it is more difficult to put those plans in action
- ❑ Unfortunately students and researchers need to be persuaded to support the Open Scholarship initiatives
- ❑ Researchers experience the following problems:
 - They are unfamiliar with self-archiving
 - They are very concerned about the copyright implications
 - They are just too busy to participate

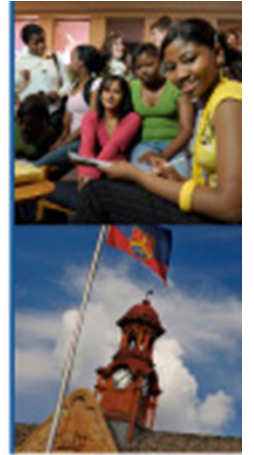
Why is advocacy necessary @ UP?



- ❑ Two recent research studies indicate the following problems that graduates experience:
 - Most M and D students interrupt their studies after their Bachelors or Honours degrees and due to career and family commitments
 - There is also a high increase in enrolments from SADC countries and computer access and even literacy still poses a problem for these students

Self-archiving behaviour of students/researchers

- ❑ Researchers and postgraduate students still play a limited role in UPeTD & openUP
- ❑ Statistics of the past two years
 - UPeTD 18%
 - openUP 3%



4 P's essential for advocacy

- ❑ Ghosh (Ghosh 2011) identified 4 P's that are essential for advocacy:
 - **Passion** : commitment to meeting the audience needs
 - **Purpose** : setting goals by defining problems, causes and solutions
 - **People** : Identifying and analyzing role players
 - **Persuasion** : Developing messages and selecting strategies and tools



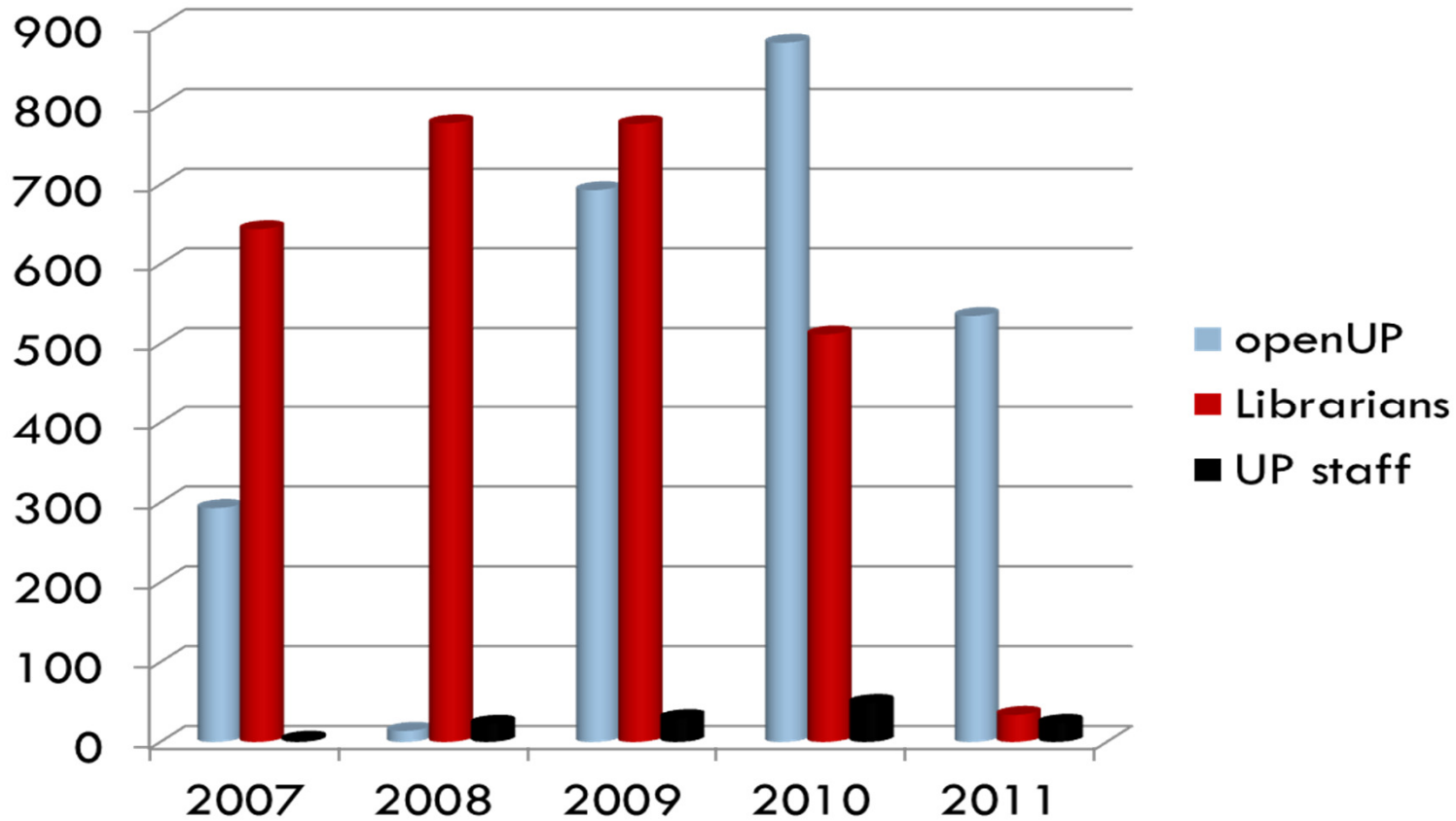
Advocacy in practice: Passion



- ❑ The Open Scholarship Office is a dedicated unit
- ❑ Open Scholarship manager drives the following sub-programmes:
 - Mandated submission of **theses and dissertations** (UPeTD)
 - Mandated submission of **research papers** (openUP)
 - Collaboration with the **Department Research and Innovation Support** on the linking of the university's annual Research Reports to the articles in UPSpace
 - Advice and facilitation of **Open Access journal initiatives** on campus
 - Planning of the annual global **Open Access week events** on campus

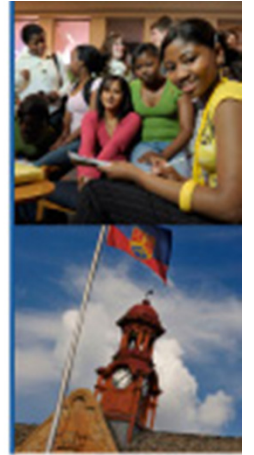


Mediated archiving for repositories = commitment



Advocacy in practice: Purpose

Change scholarship practice at the University of Pretoria towards becoming an open scholarship institution



Characteristics of an Open Scholarship institution

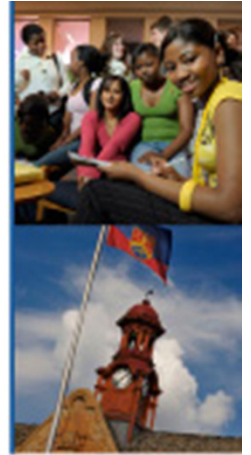


- Theses and dissertations are available online - policy based
- Research and conference papers are available - policy based
- Researchers and students actively use Open Access material
- Researchers publish in available Open Access journals and the institution has policy and financial support in place for that
- Researchers actively manage the copyright of their publications, inter alia with addenda to their contracts/Creative Commons contracts
- Publications from the institution's press/publishing house are available in Open Access based on policy
- The institution publishes its own online Open Access journals OR provides infrastructure and support for members
- Dissemination forms part of its publication strategies

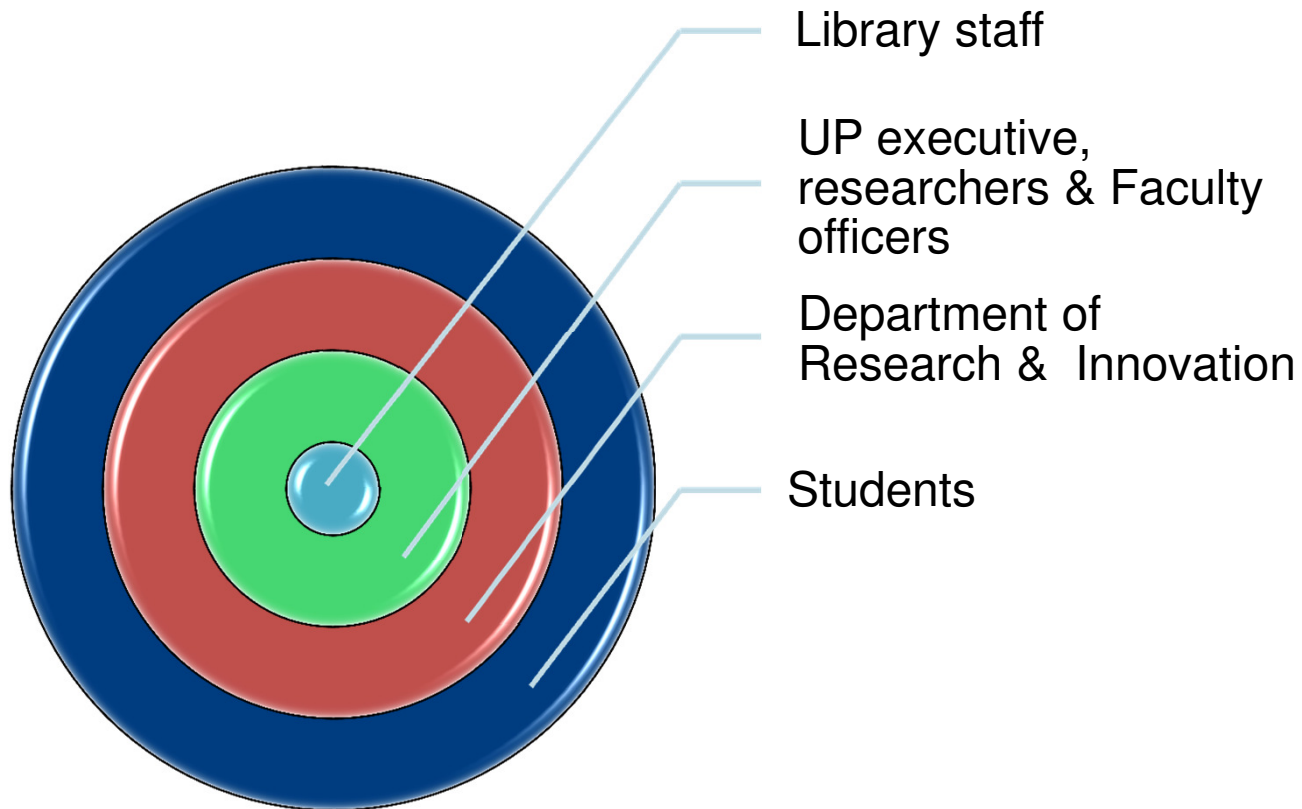


Purpose: define problems & solutions

Open Scholarship office takes responsibility for clearing copyright & interpreting archiving conditions

A screenshot of the SHERPA/ROMEO website search interface. The header is green with the SHERPA/ROMEO logo and text. Below the header, the text "Publisher copyright policies & self-archiving" is displayed. A "Search" section contains a search box and several radio button options: "Journal titles or ISSNs", "Publisher names", "Exact title", "starts with", "contains", and "ISSN". There are also "Advanced Search", "Search", and "Reset" buttons.

Advocacy in practice: People



Advocacy in practice: Library staff



- ❑ Advocacy also needs the commitment & cooperation of other librarians (Helieisar 2008)
- ❑ Information specialists identified as important role-players
 - Newsworthy information is circulated regularly via the library's listserv
 - During an Executive meeting each Faculty Library manager was issued with a memory stick containing a generic presentation on the Open Access mandate
 - They are invited to presentations in departments and to all the Open Access events
 - Some of the information specialists have also played an active role in the submission of research articles



Advocacy in practice: Library staff

OpenUP your research

The mandated submission of research papers

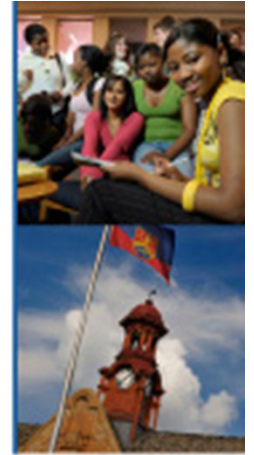


Business Management
31 August 2011



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Advocacy in practice: UP executive, researchers & Faculty officers



- ❑ Prominent researchers were targeted with personalized collections

Collection Hits / Month	2011-05	2011-06	2011-07	2011-08	2011-09	total
Media Columns (Jonathan Jansen)	0	0	506	2919	2903	6328
Research Articles (Jonathan Jansen)	0	0	411	1539	2090	4040
OpenUP (Research Articles University of Pretoria)	0	0	166	930	1274	2370
Research Articles (Education Management & Policy Studies)	0	0	131	705	844	1680
Speeches (Jonathan Jansen)	0	0	158	287	294	739
Knowledge & Research Collection (Jonathan Jansen)	0	0	94	180	241	515
Radio & TV Interviews (Jonathan Jansen)	0	0	105	162	89	356
Photo Album (Jonathan Jansen)	0	0	99	125	129	353

- ❑ All the Deans & Research coordinators of the faculties were involved in the acceptance of the mandate
- ❑ Faculty officers are involved in the theses & dissertations process



Advocacy in practice: Recruiting departmental submitters

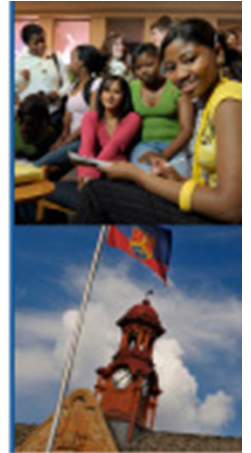


“UPSpace is the ideal platform to provide access to the latest research emerging from the Forestry and Agricultural Biotechnology Institute (FABI) at the University of Pretoria. Research published in peer-reviewed journals is now legally accessible globally, allowing other scientists to build on research topics addressed”

James Mehl, PhD student (Forestry and Agricultural Biotechnology Institute - FABI)

Advocacy in practice : Researcher support

- ❑ Prof Brenda Wingfield, Deputy dean of the Faculty of Natural & Agricultural Sciences:

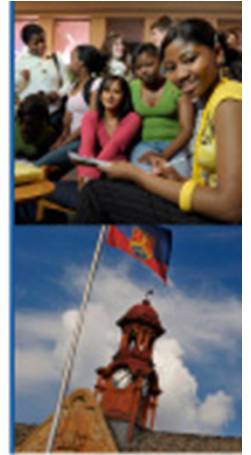


Advocacy in practice: Open Access week since 2007



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Advocacy in practice: Department of Research & Innovation Support



- ❑ Responsible for the database of Research Information at UP (RIS) which results in research subsidy claims at the Department of Higher Education
- ❑ The Open Scholarship realized the common goals
- ❑ Enhance the annual electronic Research Reports by adding the submitted article links in UPSpace to the report
- ❑ Data exchange process
- ❑ 2010 – 68% articles linked to annual Research report

Advocacy in practice: Department of Research & Innovation Support



Wind of change blowing through financial instrument reporting
 Ossip, Jared; Van der Burgh, Andrew
 "Ossip, J & Van der burgh, A 2009. 'Wind of change blowing through financial instrument reporting.'"
 URI: <http://hdl.handle.net/2263/13840>
 Date: 2009-09
Abstract:
 Accounting standards as we know them have undergone rapid change. However, after the Memorandum of Understanding was signed between the International Accounting Standards Board (IASB) and the Financial Accounting Standards Board (FASB) in September 2002 and updated in 2008, changes have become more frequent. The aim of the Memorandum is to align International Financial Reporting Standards (IFRS) with US GAAP, thus creating a worldwide standard for accounting, and improving the comparability of financial statements, which is essential in a global economy.
 [Show full item record]

Output 2009
Research articles in refereed specialist journals
Accountancy SA

Article Title

[Ossip JG, Coetzee SA: 2009. Accounting for nil or low interest loans from the government. / May, pp 24-25, Full Text](#)

[Coetzee SA, Oberholzer R: 2009. Teachers and Perceptions. / Feb, pp 8-9, Full Text](#)

[Ossip JG, Van der Burgh A: 2009. Winds of change blowing through financial instrument reporting. / Sep, p. 30, Full Text](#)

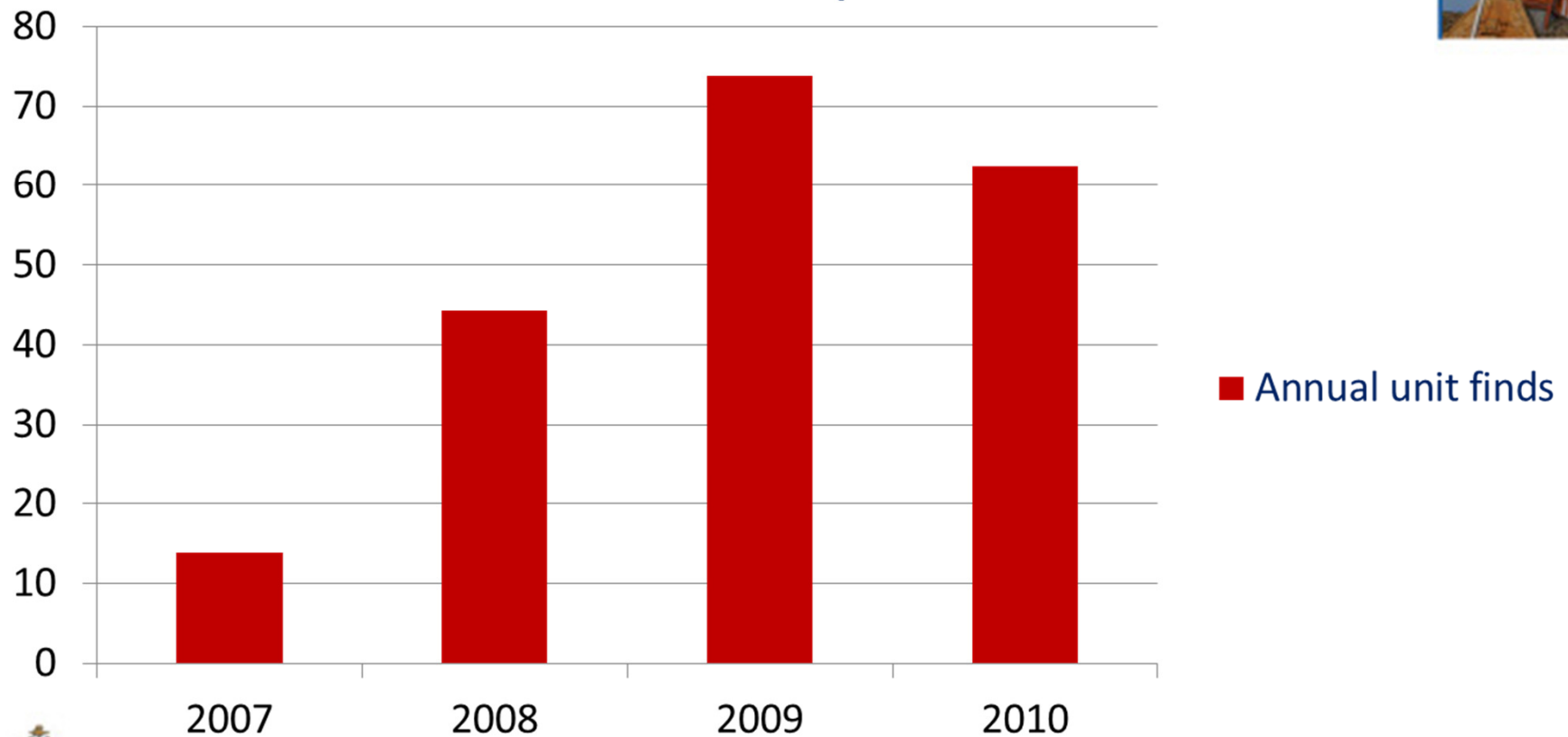


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Advocacy in practice: annual unit finds



Each unit find equals R100 000



Advocacy in practice: Students

- ❑ Sparky award : video contest for students in which they show why Open Access matters to them
- ❑ The international Sparky Award winner, Joshua Goodman, is a UP student!



<http://vimeo.com/24171277>



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Advocacy in practice: Persuasion tools



openUP

Quick guide to submitting your research articles to UPSpace

Welcome to openUP!
 openUP is the official collection of UP research articles in open access mode on UPSpace (<http://repository.up.ac.za/upspace/>). The university is committed to provide open access to our scholarly outputs. A policy of submission of research articles by all staff and students has been adopted in May 2009. We would like to help you with this: self-submission is an easy process if you follow the simple guidelines stipulated below.

What about copyright?
 Authorship rights play an important role in the submission process. The Open Scholarship Office will take responsibility for adhering to publishers' regulations at all times. This may entail that your item will stay in the workflow due to the lack of an archiving policy in which case the Open Scholarship Office will negotiate the access rights on your behalf. You may also consult the SHERPA/BoMEO web site <http://www.sherpa.ac.uk/romeo/> which provides useful information on publisher copyright and self-archiving policies.

Contact Us
 Open Scholarship Office: openup@up.ac.za or +27 12 420 3719; <http://www.library.up.ac.za/openup/index.htm>

Step 1: Register on UPSpace (only to be done once)

1. Log on to the UPSpace home page at <http://repository.up.ac.za/upspace/>
2. Sign on to My UPSpace and type in your Username (UP personal number with p) and your UP Portal password. Click on **Login**.
3. Please note that you will have to be registered as a Submitter for your department. Please contact us or send an e-mail to the Collection Administrator of that department for assistance.

Step 2: Start a New Submission

1. Follow the screens, check the boxes that apply and describe your article according to the following guidelines. Please complete the **compulsory fields (in red)** and the rest to the best of your ability.
2. Check the box: The item has been published or publicly distributed before, and click on **Next**.
3. **Title:** Copy and paste the main title without a full stop at the end, e.g. Intellectuals under fire
4. **Author/s:** Copy and paste your surname and names and the name/s of the co-author/s of the article, e.g. Gupta, Rangan
5. **Publisher:** Enter the name of the publisher, e.g. Elsevier
6. **Date of Issue:** Enter the month of formal publication if known and the year, e.g. November 2009
7. **Citation:** Enter the standard citation by using the Harvard method, e.g. Snyman, JR & Wessels, F 2009, 'Perindopril : do randomised, controlled trials support an ACE inhibitor class effect?', Cardiovascular Journal of Africa, vol. 20, no. 2, pp. 127-134. [<http://www.cjpa.co.za/>]
8. **ISSN:** Add the ISSN number of the journal, e.g. 0941-4751
9. **DOI:** Click on the **Add More** button and choose DOI from the dropdown list and add it, e.g. 10.4102/hts.v65i1.135
10. **Type:** Choose either Post-print for the final, edited and corrected manuscript or Article for the publisher-generated PDF version.
11. **Language:** Select the language of the main content of the item and click on **Next** to move to the next screen.
12. **Keywords:** Add the keywords with capital letters which you assigned to the article, e.g. Educational leadership
13. **Abstract:** Copy and paste the Abstract.
14. **Sponsors:** Add any relevant sponsor information, e.g. South African Water Research Commission
15. **Rights:** Add the copyright holder's details, e.g. Springer
16. **Inquiries:** Add your e-mail address, e.g. john.smith@up.ac.za and click on **Next** to move to the next screen.
17. Upload your article by clicking on **trovra** to locate your file. **Take special care with the file name as this is the only field that cannot be corrected afterwards. It is compiled of the first author's surname and first word of the title, and the date in the following format: VanZyl_Party(2009)** Click on **Next** to move to the next screen.
18. Verify the submission: After you have submitted your article, you will have a final opportunity to verify the submission and correct mistakes.
19. Grant the license by clicking on the button.
20. Email notification will be received once your article has been approved.

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Mail Properties

Sunday - June 19, 2011 4:53 PM

From: Christa Kruger
To: OpenUP
CC: Christa Kruger
Subject: UPSpace: Artikel gepubliseer in African J of Psychiatry Mei 2011

Hallo Elsabe,

Een van die 3 artikels waaroor ek vir jou hieronder gestryf het, is pas gepubliseer in die Mei 2011 uitgawe van African Journal of Psychiatry:

Kruger C & Lewis C. Patient and social work factors related to successful placement of long-term psychiatric in-patients from Weskoppies Hospital.

Wanneer jy dit laai, sal jy dit asb 'link' na 'Christa Kruger'...

Baie dankie en groete,
 Christa



Library Home	About the Library	Libraries / Units / Collections	E-Resources	Journals	Catalogue
Library Home >> Open Scholarship					
openUP					
UP Open Scholarship Programme (openUP)					
Open Scholarship Programme					
About					
<p>The UP Open Scholarship Programme has the following objective: To change scholarship practice at UP towards becoming an Open Scholarship institution with these characteristics</p>					
<p>1. Thesees and dissertations are available online and open access based on a policy of mandatory submission</p> <p>2. Research and conference papers are available online and open access and researchers actively contribute based on a policy of mandatory submission</p> <p>3. Researchers and students actively use open access material</p> <p>4. Researchers publish in available open access journals and the institution has policy and financial support in place for that</p> <p>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</p> <p>6. Publications from the institution's press/publishing house are available in open access based on policy</p> <p>7. The institution publishes its own online open access journals OR provides infrastructure and support for members of its community who are involved with society publishing</p>					
News					
UP on NDLTD Board					
<p>Elsabé Olivier, Manager of the UP Open Scholarship programme has been elected to represent Africa on the NDLTD board.</p>					
UPeTD ranking improves from 95 to 65					
<p>In July 2010 UPeTD was ranked no. 65 worldwide in terms of content, size and visibility by the international Webometrics ranking.</p>					
UP receives two 2010 NDLTD awards					
<p>The NDLTD (Networked Digital Library of Theses and Dissertations) consortium annually recognizes students who have written exemplary theses or dissertations.</p>					
<p>Contact Us openUP Wiki</p>					



Advocacy in practice: Persuasion tools



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Campus News

UP Website
Submit a new Campus News article

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Select One

Academic Departments
Select One

Units & Centres
Select One

Support Services
Select One

Campus News Articles

The two most read articles in UPSpace - are all your 2010 articles submitted yet?

By Elsabe Olivier
Posted on 18 January 2011

According to the Google analytics statistics for the period July to November 2010 the following two research articles were the most read items in UPSpace!

Congratulations to the following UP authors:

- Bar-On, R 2010, 'Emotional intelligence : an integral part of positive psychology', South African Journal of Psychology, vol. 40, no. 1, pp. 54-62 (Department of Humanities Education) <http://hdl.handle.net/2263/14557>
- Maree, J.G, Hislop-Esterhuizen, N, Swanepoel, A & Van der Linde, MJ 2008, 'Faktore wat die beroepskeuse van eerstejaaronderwysstudente beïnvloed', Suid-Afrikaanse Tydskrif vir Natuurwetenskap en Tegnologie, vol. 1, no. 27, pp. 39-52, (the former Department of Curriculum Studies and the Department of Statistics) <http://hdl.handle.net/2263/6133>

In 2009 the University of Pretoria accepted a mandatory policy for the submission of research articles or papers authored by University of Pretoria researchers to increase the visibility and impact of research. To assist the University of Pretoria in providing open access to our research outputs, please forward the post-print version (your final, unformatted and corrected MS Word version after peer-review, but NOT the finalised published version) of your article to openup@up.ac.za for submission immediately after acceptance for publication.

View your UPSpace profile here: <http://repository.up.ac.za/upspace/browse-author>

Any queries? Contact openup@up.ac.za

Previous Campusnews

Video contest for Open Access

!!! Sparky Awards!!!

Open UP! Video contest to showcase student's call for Open Access and **win an iPad!**

Tell the world the way it should be. Is open sharing of ideas and information important to you?

Form a team or go it alone and make a video to demonstrate the value of information sharing as you see it.

EDUCATORS: A great assignment for your fall courses. Check out our [teacher's guide](#).

Deadline: 26 May 2011.

Close

@elsabeolivier
Elsabé Olivier

I have just arrived in Cape Town for the international ETD 2011 symposium <http://dl.cs.uct.ac.za/conferences/etd2011/>!

🔒 10 Sep via web

☆ Favorite ↩ Reply 🗑 Delete

Elsabé Olivier

Our library director, Mr Robert Moropa's paper "Academic libraries in transition: some leadership issues - a viewpoint" was chosen as a Highly Commended Paper at the Emerald Literati Network Awards for Excellence 2011. Details about the Awards for Excellence can be found at: www.emeraldinsight.com/literati. The article is also available in UPSpace <http://hdl.handle.net/2263/14665>. Congratulations Robert!

Emerald Literati Network
www.emeraldinsight.com

The Emerald Literati Network continues to reward and support authors and editors from all Emerald's journals via the prestigious annual Awards for Excellence.

👍 Like · 💬 Comment · ➦ Share · August 23 at 7:48pm

Advocacy in practice: Persuasion tools

<http://www.library.up.ac.za/aoajsa.htm>



Accredited Open Access Journals - South Africa (AOAJSA)

AOAJSA is a list of open access journals acknowledged by the South African Department of Higher Education and Training (DHET) and which qualify for university subsidy

- Open Access journals are funded by grants, subsidies or by publication fees which are paid by the author(s), or their research organizations or funders, at the time of publication
- Please visit DOAJ or the journal's web site for the possible fees paid by the author(s)
- Please visit the journal's web site for more detailed information and to find the journal's latest impact factor
- Read more about open access journals at http://en.wikipedia.org/wiki/Open_access_journal
- Please check DHET, IBSS and the 3 ISI lists additionally to this list

A - B - C - D - E - F - G - H - I - J - K - L - M - N - O - P - Q - R - S - T - U - V - W - Y - Z

Title	ISSN	Publisher	Subject	Start	Index
Acta Biologica Cracoviensia Series Botanica	0001-5296	Polish Academy of Sciences Publishing	plant anatomy botany morphology cytology genetics tissue culture biosystematics embryology physiology	2005	Science Citation Index Expanded
Acta Chimica Slovenica	1318-0207 1580-3155	Slovenian Chemical Society	chemistry	1998	Science Citation Index Expanded
Acta Chromatographica	1233-2356	University of Silesia	chemistry, chromatography	1996	Science Citation Index Expanded
Acta Cirurgica Brasileira	0102-8650 1678-2674	Sociedade Brasileira para o Desenvolvimento da Pesquisa em Cirurgia	health sciences	1997	Science Citation Index Expanded
Acta Clinica Croatica	0353-9466 1333-9451	Sestre milosrdnice University Hospital, Institute for Clinical Medical Research, Zagreb	biomedicine, medical practice	2000	Science Citation Index Expanded
Acta Crystallographica Section C	1099-5398	The International Union of Crystallography	crystallography	2000	Science Citation Index Expanded



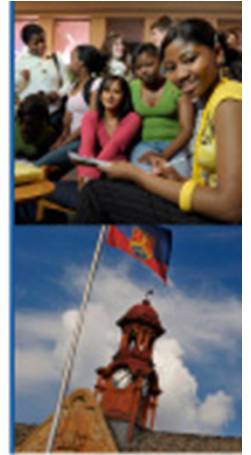
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Conclusion

- ❑ Librarians can play a leading role in developing an Open Access culture at our institutions
- ❑ Open Access campus advocacy is ongoing & continuous
- ❑ Mandate implementation is a challenging endeavour which involves time, commitment and cooperation
- ❑ Repository and Open Scholarship managers need to heed Xia's warning (Xia 2010) - they need to understand the concerns and problems of their students and researchers and adapt their strategies to populate their repositories
- ❑ If not, there will be an increase in repositories - not content



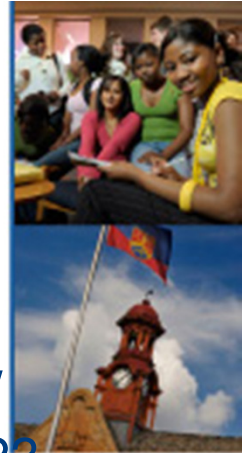
References



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- ❑ Armbruster, C. 2010. Implementing Open Access: policy case studies. Social Science Research Network, Available at SSRN: <http://ssrn.com/abstract=1685855>
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Thank you!
Questions?

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