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

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA
Denkleiers • Leading Minds • Dikgopolo tša Dihlalefi

www.up.ac.za

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

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA
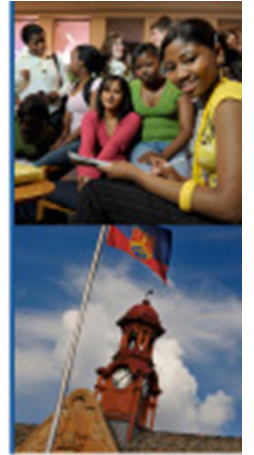
UP & Open Access

❑ **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

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

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
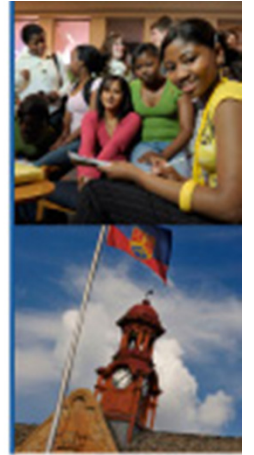
http://upetd.up.ac.za/UPeTD.htm

UPSpace

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
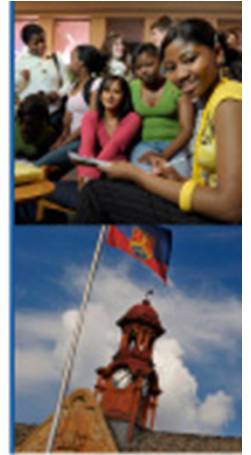- ❑ Manages and measures research

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%
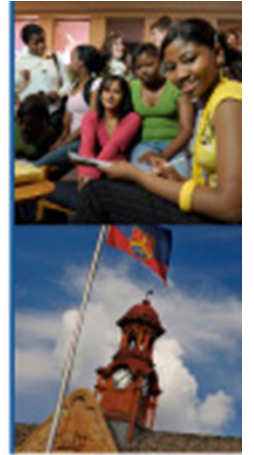
4 P's essential for advocacy

❑ 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

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Mediated archiving for repositories = commitment
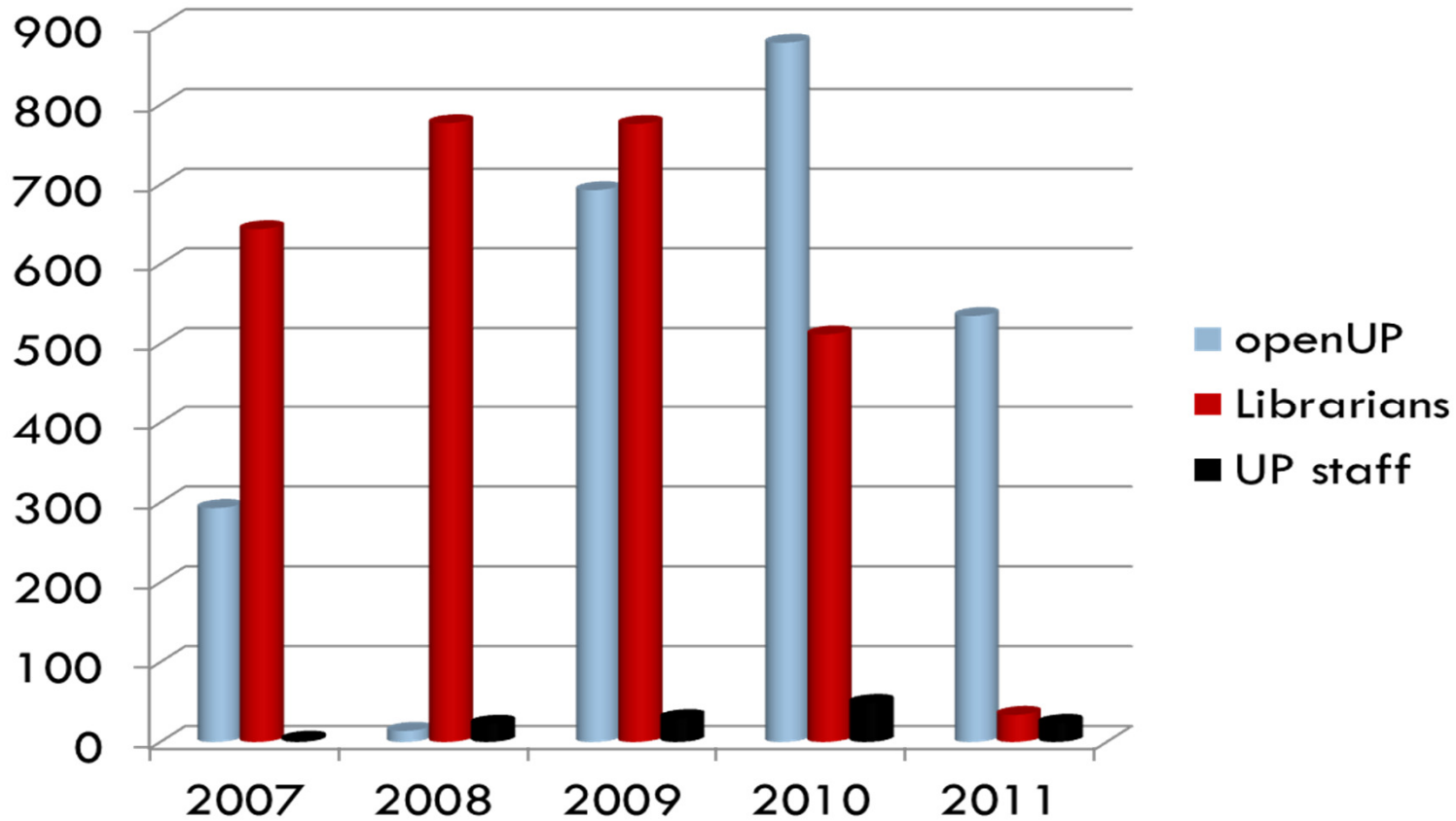
Advocacy in practice: Purpose

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

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Purpose: define problems & solutions

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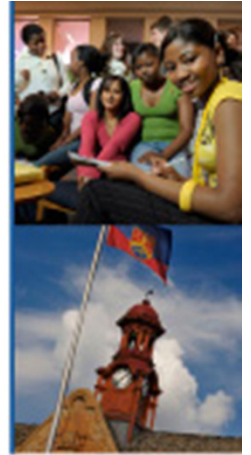
© +

SHERPA/R•MEO

Publisher copyright policies & self-archiving

Search

⦿ Journal titles or ISSNs ○ Publisher names

○ Exact title ○ starts with ○ contains ○ ISSN

Advanced Search   Search   Reset

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Advocacy in practice: People

Library staff

UP executive, researchers & Faculty officers

Department of Research & Innovation

Students
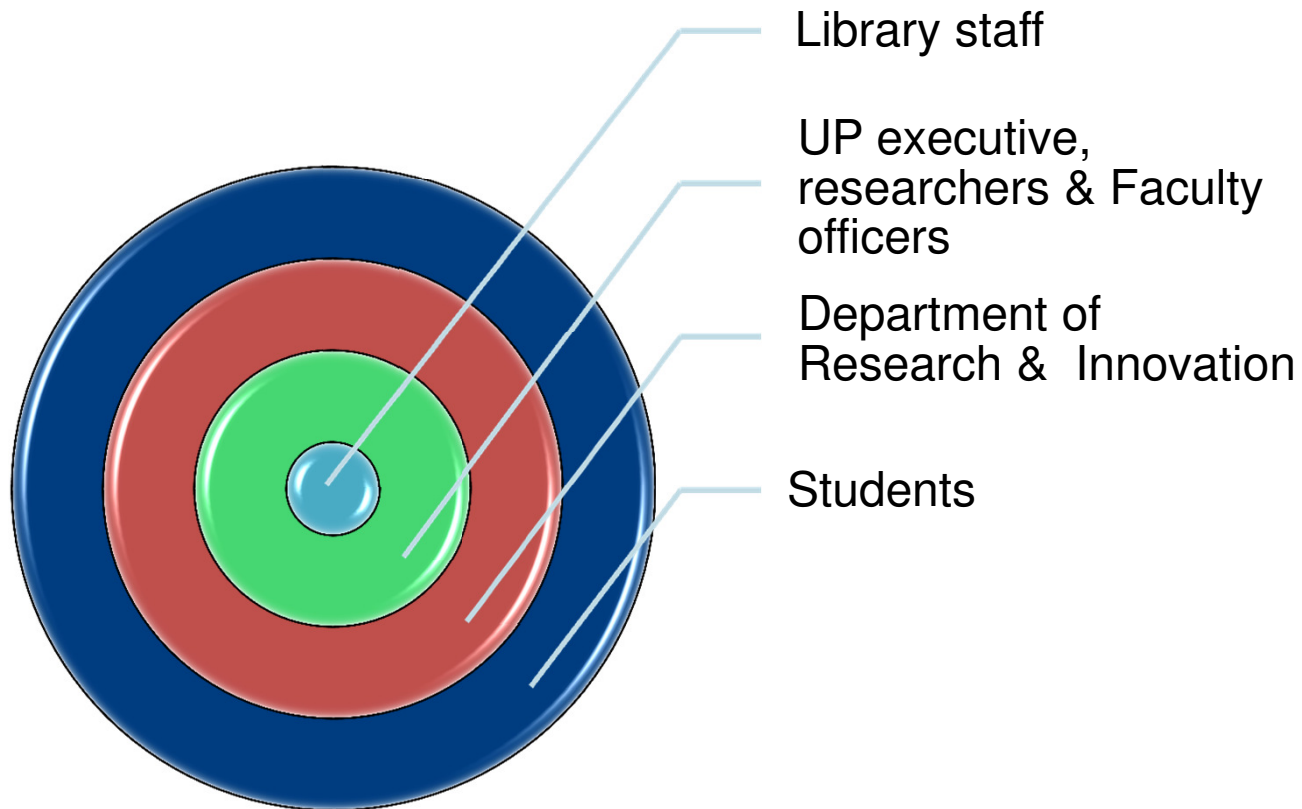
Advocacy in practice: Library staff

❑ 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

Advocacy in practice: UP executive, researchers & Faculty officers
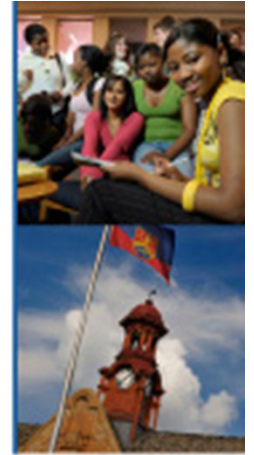
❑ Prominent researchers were targeted with personalized collections

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

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

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)

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Advocacy in practice : Researcher support

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

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA
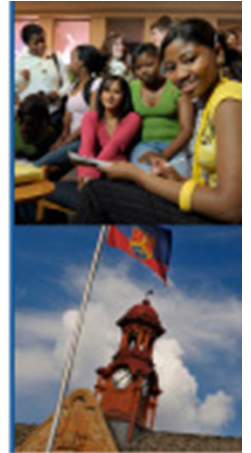
Advocacy in practice: Open Access week since 2007

I therefore congratulate UP for being the first university in Africa to adopt a mandate for open access deposit of publications.

International
OPEN ACCESS
WEEK

October 18-24, 2010
openaccessweek.org

What's good enough for Harvard is good enough for UP!

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

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

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Advocacy in practice: Department of Research & Innovation Support

Advocacy in practice: annual unit finds

Each unit find equals R100 000

Legend: ■ Annual unit finds

Chart data (Annual unit finds by year):
- 2007: ~14
- 2008: ~44
- 2009: ~74
- 2010: ~62
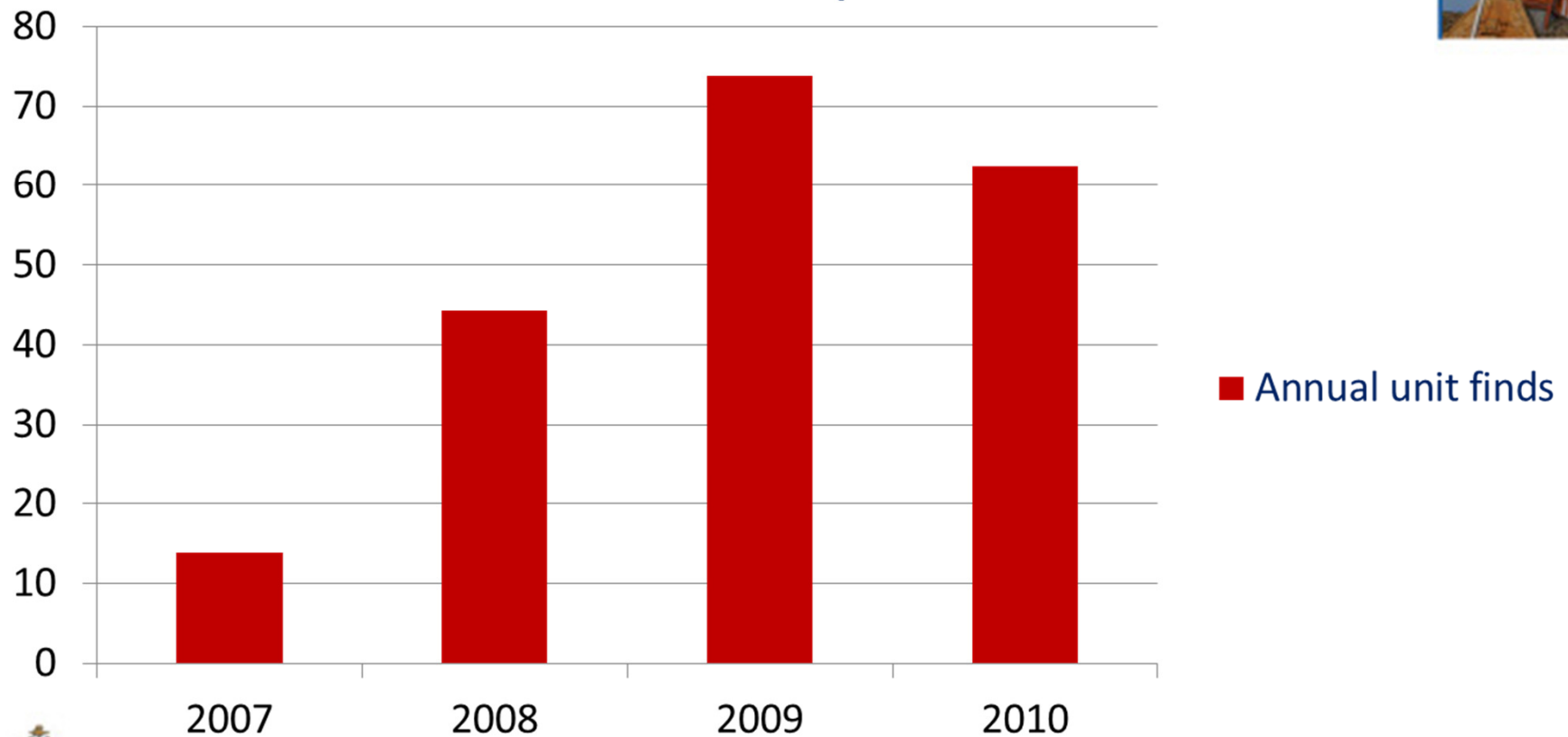
Advocacy in practice: Students

❑ 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

Advocacy in practice: Persuasion tools

Advocacy in practice: Persuasion tools

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 addisionally 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 E	1600-5368	The International Union of Crystallography	inorganic	2009	Science Citation

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

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

References

❑ Academy of Science of South Africa 2010. The PhD study, ASSAf, available at http://www.assaf.org.za/wp-content/uploads/2010/10/40696-Boldesign-PHD-small-optimised.pdf

❑ Armbruster, C. 2010. Implementing Open Access: policy case studies. Social Science Research Network, Available at SSRN: http://ssrn.com/abstract=1685855

❑ Council on Higher Education 2009. Higher Education Monitor no.7: Postgraduate Studies in South Africa A Statistical Profile - A report commissioned by the Council on Higher Education, Pretoria : Council on Higher Education, available at http://www.che.ac.za/documents/d000196/CHE_MonitorProjectV7.pdf

❑ Devakos, R. 2006. Towards user-responsive institutional repositories: a case study. Library Hi Tech, 24(2): 173-82.

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

References continued
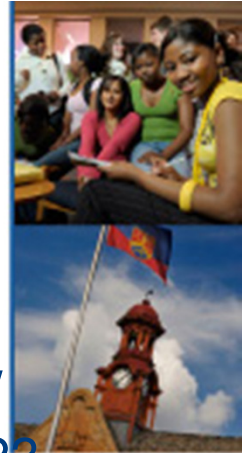
❑ Ghosh, M. 2011. Advocacy for Open Access: a selected review of the literature and resource list. Library Hi Tech News, 2: 19-23.

❑ Helieisar, A. 2008. Library advocacy in Micronesia - paper presented at 74TH IFLA General Conference and Council, World Library and Information Congress, 10-14 August, Que´bec, available at: www.ifla.org/IV/ifla74/papers/093-Helieisar-en.pdf

❑ Rowlands I. Nicholas, D. and Huntingdon, P. 2004. Scholarly Communication in the Digital Environment: What Do Authors Want? CIBER, London, available at http://www.ucl.ac.uk/ciber/ciber-pa-report.pdf

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

References continued

- Swan, A. 2011. Business issues for institutional repositories: a briefing paper. OASIS, available at: http://www.openscholarship.org/upload/docs/application/pdf/2009-09/business_issues_for_irs.pdf

- Swan, A. and Brown, S. 2005. Open Access Self-Archiving: An Author Study. Key Perspective, Truro, available at http://cogprints.org/4385/

- Xia, J. 2011. An anthropological emic-ethic perspective on Open Access practices", Journal of Documentation, 67(1): 75-94.

University of Pretoria

Thank you!
Questions?

Elsabé Olivier
elsabe.olivier@up.ac.za

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

www.up.ac.za