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

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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 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 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

© +

SHERPA/ROMEO
Publisher copyright policies & self-archiving

Search

- Journal titles or ISSNs
- Publisher names

- Exact title
- starts with
- contains
- ISSN

Advanced Search  Search  Reset
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

OpenUP your research

The mandated submission of research papers

Business Management
31 August 2011
Advocacy in practice: UP executive, researchers & Faculty officers

- Prominent researchers were targeted with personalized collections

- 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
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
Advocacy in practice: annual unit finds

Each unit find equals R100 000

- 2007
- 2008
- 2009
- 2010

Annual unit finds
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
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


References continued

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University of Pretoria

Thank you!
Questions?

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