University of Pretoria

Implementation of Open Access & advocacy @ the University of Pretoria

Presented to the Danish Open Access Network workshop, 8 June 2012





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- ☐ The 2 repositories & their benefits
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 - Purpose
 - People
 - Persuasion
- Conclusion





University of Pretoria background

- One of the largest universities in South Africa
- ☐ The University of Pretoria has 9 faculties & Business school
 - 140 departments
 - 85 centres
- Offers 230 qualifications
 - 233 undergraduate programmes
 - 1161 postgraduate programmes
- □ 63 500 students in 2010
- 44 000 contact students & 20 000 distance education students





UP & Open Access

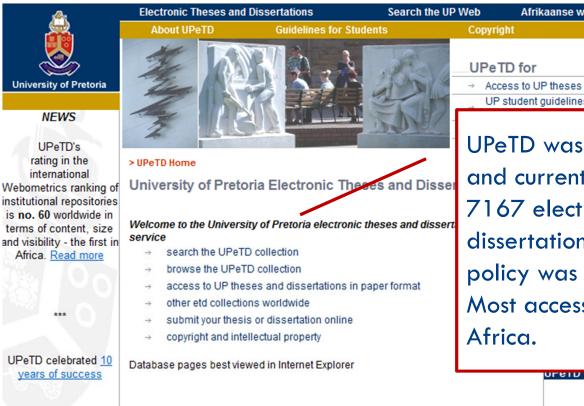
- University of Pretoria
 - embraced the Open Access movement
 - it enhances the visibility and impact of an institution and its authors
 - supports Open Access to research for all researchers worldwide
 - takes responsibility for the dissemination of its research outputs







UPeTD





UPeTD was implemented in 2000 and currently provides access to 7167 electronic theses and dissertations. The mandatory policy was implemented in 2003. Most accessed repository in Africa.

Afrikaanse weergawe

UP student guidelines and

OFEID

Contact Us





About UPeTD **Guidelines for Students**

UPSpace



UNIVERSITY OF PRETORIA LIBRARY SERVICES

INSTITUTIONAL REPOSITORY



UPSpace Home

UPSpace

Welcome to the Institutional Repository of the University of Pretoria, an and distributing digital materials created by members of the University of

Communities in UPSpace

Select a community to browse its collections.

- . Centre for the Study of AIDS (CSA) [3]
- · Economic & Management Sciences [1277]
- · Education [656]
- Education Innovation [54]
- Engineering, Built Environment & Information ation Technology [4463]
- · Entrepreneurship In Information [1]
- Health Sciences [1224]
- Humanities [874]
- Law [679]
- · Library Services [354]
- · Mapungubwe Collections
- Natural & Agricultural Sciences [1967]
- OpenUP [7500]
- · Research and Innovation [1]
- South African National Veterinary Repository [371]
- Special Collections [1384]
- · Support Services & Inter-Disciplinary Departments [1]
- Theology [2265]
- · University of Pretoria Archives [322]
- · UP E-Press [5]
- UP Executive Office [33]
- UPSpace [221]
- · Veterinary Science [994]

UPSpace was implemented in 2006. openUP (total 7500) is the collection of research articles. The mandatory policy for research articles was accepted in 2009.

Discover

Author

Unknown (807) Jansen, Jonathan D. (163) Kirsten, Johann F. (154) Swanepoel, Rosa (153) Wingfield, Michael J. (145) Eaton, Norman, 1902-1966 (142) Pearse, G.E. (Geoffrey Eastcott) Botha, C.J. (Christoffel Jacobus) Gupta, Rangan (107) Venter, Elna (105)



YUNIBESITHI YA PRETORIA Denkislers + Leading Minds + Dispopolo (Sa Disidle)

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



Benefits 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





Institutional Open Access mandate

- □ Binding policy of an institution which requires its researchers to support Open Access by self-archiving their published, peer-reviewed papers in an institutional repository
- □ Requirements of a good policy (Hammes 2011)
 - Immediate archiving
 - Binding on all
 - Rigorous copyright attention
 - Publishing in Open Access journals when possible





BUT...a mandatory policy & an institutional repository does not guarantee participation...



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





Why is advocacy necessary @ UP?

- ☐ Two recent research studies indicate the following problems that graduates experience in South Africa:
 - Most M and D students interrupt their studies after their Bachelors or Honours degrees 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 @ UP

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





1. Passion

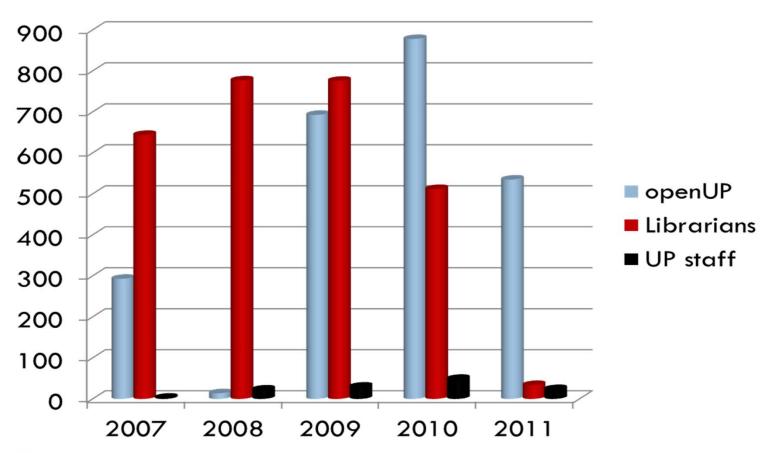
- ☐ The Open Scholarship Office is a dedicated unit
- Open Scholarship manager drives the following sub-programmes:
 - Mandated submission of theses and dissertations (UPeTD)
 - Mandated submission of research papers (openUP)
 - Collaboration with the Department Research and Innovation Support on the 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





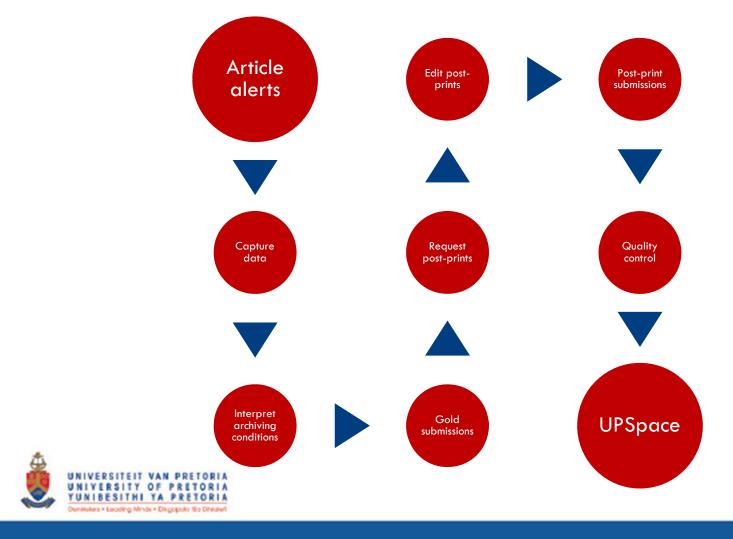
Mediated archiving = commitment







Implementation – we just do it!





2. 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





2. Purpose: define problems & solutions

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

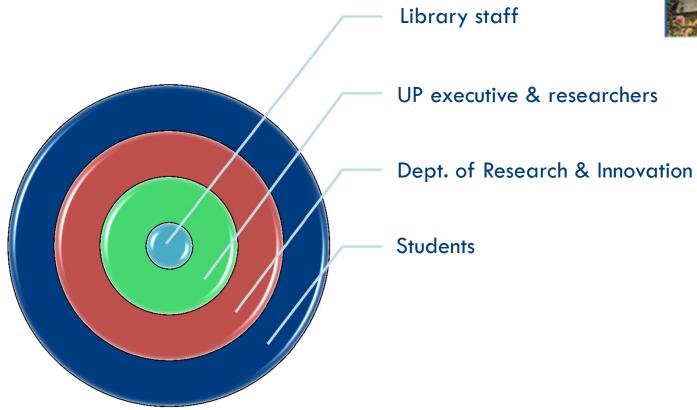






3. People







3. People: Library staff

- Advocacy also needs the commitment & cooperation of other librarians (Helieisar 2008)
- Library hosts the repositories
- Information specialists identified as important role-players
- ☐ Getting them on board:
 - Newsworthy information is circulated regularly via the library's listserv
 - They are invited to presentations and to all the Open Access events
 - Some played an active role in the submission of research articles
 - Notify the Open Scholarship Office of new research articles





3. People: UP executive

- ☐ All the Deans & Research coordinators of the faculties were involved in the acceptance of the mandate
- ☐ Getting them on board:
 - Inform & educate them about OA & IRs
 - Link the OA mandates to the University strategy
- ☐ What do UP executive members value? (Hammes 2011)
 - Advancing the visibility & reputation of the university's research
 - Better research use, monitoring & management of outputs
 - Better Return on Investment & effective use of research funds





3. People: UP executive







3. People: Researchers

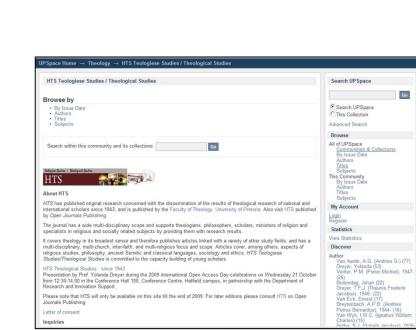
- ☐ What do researchers value? (Hammes 2011)
 - Whatever advances their careers & prestige in the research community
 - Whatever advances the progress of science
 - Contribution to public good (low)
 - Obligations towards the university (reluctantly)
- Getting researchers on board
 - Personal one-to-one e-mail reminders
 - Copyright advice
 - Variety of approaches are followed:
 - Presentations to departments, information sessions & events
 - Identify champions





3. People: Researchers

- Personalized collections for prominent researchers
- Print only journals were digitized









3. People: Research champion

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





http://www.youtube.com/watch?v=QtOEdQaaKRQ



3. People: Dept. 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 70% articles linked to annual Research report

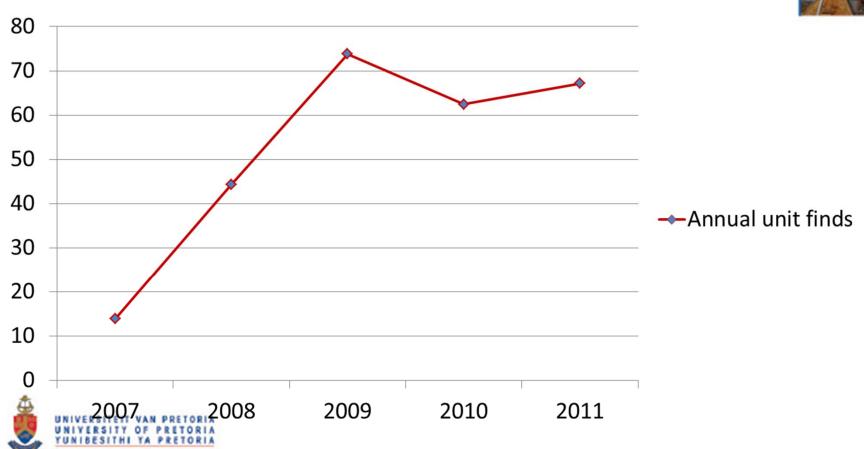




3. People: Dept. of Research & Innovation Support







3. People: Dept. of Research & Innovation Support

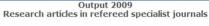












Accountancy SA

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



UNIVERSITEIT VAN PRETORIA UNIVERSITY OF PRETORIA YUNIBESITHI YA PRETORIA Opriddigis - Lacoding Minds - Discappolo (So Divided)

3. People: Students

- □ Sparky award: video contest for students in which they show why Open Access matters to them
- ☐ The international Sparky Award winner for 2011, Joshua Goodman, was a UP student!









4. Persuasion: Open Access events since 2007











4. Persuasion tools

openUP

Quick guide to submitting your research articles to UPSpace

rantar about copyright?

Authorship rights play an important role in the submission process. The Open Scholarship Office will take responsibility for edithering to publishers' regulations at all times. This may entitle that you feel will study in the workflow due to the lock of an ordiving policy in which case the Open Scholarship Office will negations the occupant the Scholarship Office will negation the occupant to the occupant to Scholarship Office will negation the occupant to the occupant to Scholarship Office will negation the occupant to the occupant to Scholarship Office will negation the occupant to Scholarship Office will negation the occupant to Scho

larship Office: openup@up.ac.za or +27 12 420 37 19.

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

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- Step 2: Start a New Submission

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According to the records of the Open Scholarship Office the above-mentioned article was either authored or co-authored by you and a UP researcher and published in 2011 and you are indicated as the corresponding author.

In 2009 the University of Pretoria accepted a policy of mandatory submission of research articles requiring all UP researchers to submit the post-print versions of their article/s to the repository UPSpace http://repository.up.ac.za/upspace/, but if you forward the post-print of this article to me (including all graphics, figures and tables), my office will submit it on your behalf. Our ultimate goal is to increase the potential readership of UP research which can lead to maximum visibility, more citations and a higher

The post-print is the author's refereed, accepted final draft, but before the article is copy-edited and formatted by the publisher, sometimes also referred to as the reviewed final version (please note, the postprint is **not** the final, publisher-generated PDF version). Publishers do allow post-print versions in institutional repositories and the Open Scholarship Office has checked this already, but you are welcome to do this yourself if in doubt: http://www.sherpa.ac.uk/romeo/

Please forward the final submitted manuscript to me and assist us in enhancing your research impact!

Regards

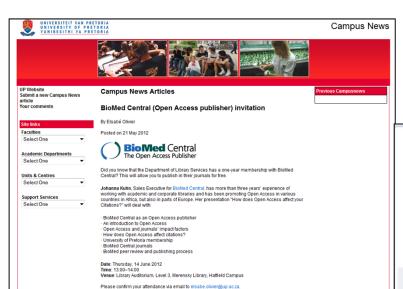
Elsabé







4. Persuasion tools







Elsabé Olivier ▶ UP Library Services

2 seconds ago near Pretoria 🚷

Johanna Kuhn from BioMed Central will present: "How does Open Access affect your Citations?" on Thursday, 14 June 2012 13:00-14:00 in the Library auditorium. RSVP to elsabe.olivier@up.ac.za

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429

Johanna Kuhn, BioMed Central:"How does Open Access affect your Citations?" Thursday, 14 June 2012 13:00-14:00 in the UP Library auditorium.

Expand



4. 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 | | 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 |
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Implementation challenges

- ☐ Ignorance: "I cannot comply with your request"
- Resistance: "I have serious personal ethical and moral issues with the pre-publishing of papers by the university"
- □ Elusive post-print: "I don't have the various drafts, as I am only interested in the final, paginated version"
- ☐ Co-authors: "I see no reason why I should adhere to UP guidelines"

Highlights

- "Thank you this service is well appreciated!"
- "I am always happy to [support the mandate] the UP Library is a critical facility for all at UP and you all do an excellent job"
- "I certainly think that these issues are important and that you are making a great effort to promote them"



Conclusion

- □ Poynder (2011): Even though it seems so obviously right, few researchers understand & embrace Open Access
- ☐ Mandate implementation is a challenging endeavour which involves time, commitment and cooperation
- Open Access campus advocacy is ongoing & continuous
- 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





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 Postgraduate Studies in South Africa A Statistical Profile A report
 commissioned by the Council on Higher Education, Pretoria: Council on Higher
 Education, available at
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 www.ifla.org/IV/ifla74/papers/093-Helieisar-en.pdf
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University of Pretoria

Thank you! Questions?

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Denkleters . Leading Minds . Disgopolo iša Dintoteli

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