

# University of Pretoria

## Open Access workshop:

### 2. Implementation & advocacy at UP

Elsabé Olivier

Presented to LIASA RETIG KZN at the University of KwaZulu-Natal,  
24 February 2012, Durban



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# University of Pretoria and Open Access

## □ University of Pretoria embraced 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
- realizes the value of archiving the staff and students' research outputs in a repository thereby enabling global usage

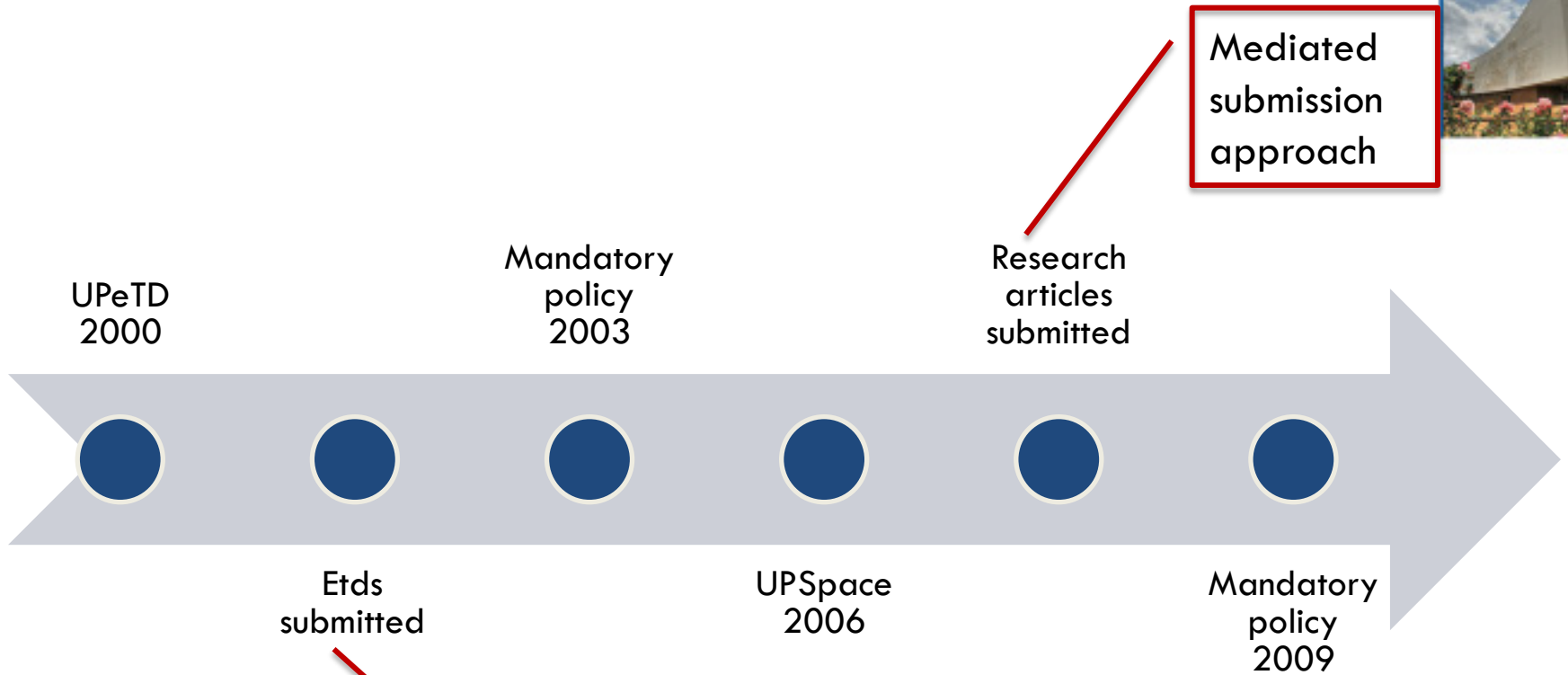


# Open Scholarship programme

- ❑ Formalized by Ms Monica Hammes in 2007
- ❑ Office & 2 full time staff members
- ❑ Open Access areas:
  - Archiving of the electronic theses and dissertations (UPeTD)
  - Archiving of the research papers (openUP)
  - Collaboration with the Department of Research & Innovation
  - Advice and facilitation of Open Access journal initiatives on campus
- ❑ Objective: **Change scholarship practice at UP towards becoming an Open Scholarship institution**



# Open Access timeline @ UP





“We build the road by walking it...”



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# UPeTD

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NEWS

UPeTD's rating in the international Webometrics ranking of institutional repositories is no. 162 worldwide in terms of content, size and visibility - the first in Africa. [Read more](#)

\*\*\*

UPeTD celebrated [10 years of success](#)

Electronic Theses and Dissertations Search the UP Web Afrikaanse weergawe

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UPeTD for

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

[UPeTD forms part of the Networked Digital Library of Theses and Dissertations](#)

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

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Enquiries: [upetd@up.ac.za](mailto:upetd@up.ac.za) University of Pretoria. Copyright © 2004. Privacy policy and terms of use. Revised: 07/26/2010

Most used repository in Africa! Current total is 6986 items



# UPSpace



Institutional Repository, University of Pretoria Login

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Select a community to browse its collections.

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- [Engineering, Built Environment & Information Technology](#)
- [Health Sciences](#)
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- [Natural & Agricultural Sciences](#)
- [OpenUP](#)
- [Research and Innovation](#)
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Collection of UP scholarly research articles – 6935 items. Mandatory policy since 2009

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



# Collaboration with Department of Research & Innovation



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## Research Report




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[Research Report 2009](#)



[Research Report 2008](#)



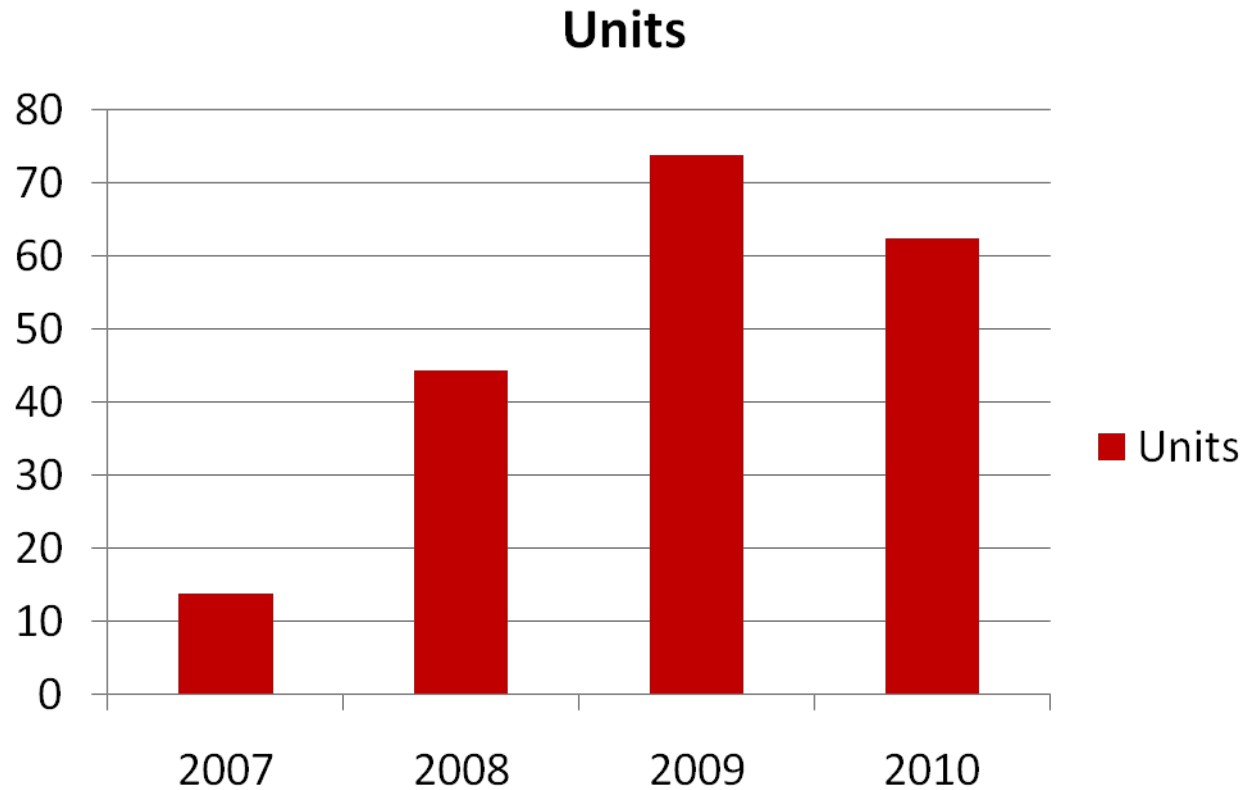
[Research Report 2007](#)



[Research Report 2006](#)

<http://web.up.ac.za/default.asp?ipkCategoryID=12883&subid=12883&ipklookid=14>

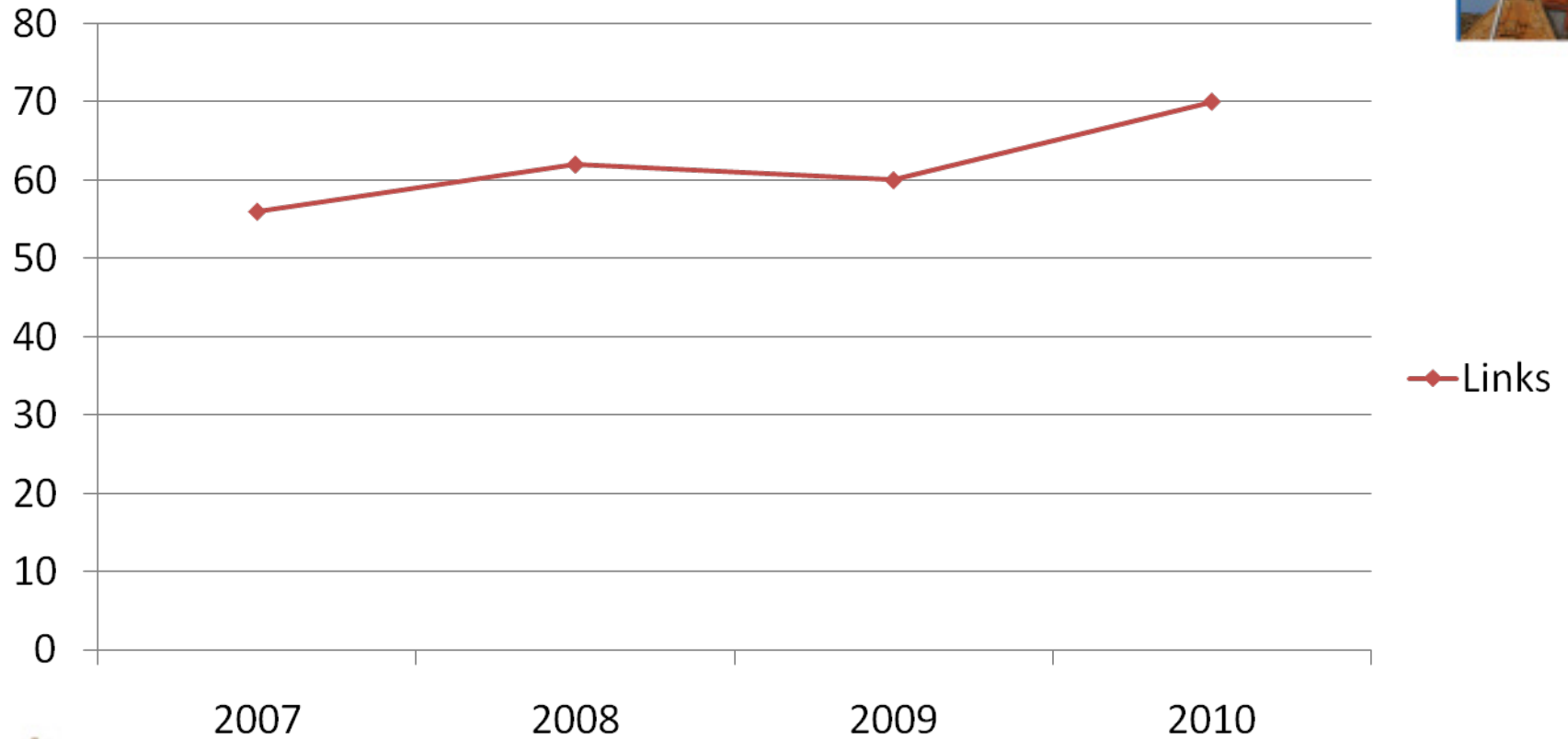
# Annual library finds worth 20 million!



# Linking to the annual Research report



## Links



# Development of UP Open Access mandate

- Little resistance, general approval from Management
- Awareness raising & demonstrations
- Extensive work on the collections & copyright
- Visits to the deans
- Presentation to UP Senate
- Adoption May 2009
- Policy of mandatory submission of all UP research papers  
<http://www.library.up.ac.za/openup/policies.htm>
- Mandate is embedded in the UP research reporting process



# Open Access Mandate policy (green route)

## □ Position statement

UP supports free access to the research literature for all researchers

## □ Purpose

- All published UP research is available for use within the university
- Anyone has free access to it
- UP research report is complemented with the full text of research papers
- Mechanism exist for the long-term preservation of UP research publications





# Policy statement

- ❑ To assist the University of Pretoria in providing open access to scholarly articles and conference papers resulting from research done at the University, and which are wholly or in part supported by public funding, staff and students are ***required to***
  - submit peer-reviewed postprints of their articles and published conference papers to UPSpace, the University's institutional repository (<http://repository.up.ac.za/> **AND**
  - give the University permission to
    - ❑ make the content freely available and
    - ❑ to take necessary steps to preserve files in perpetuity



# Mandate recommendations

- Avoid transfer of copyright
- Official UP author addendum
- Publish in accredited Open Access journals



# Addendum to Copyright Agreement



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## AUTHOR'S ADDENDUM TO PUBLICATION AGREEMENT

1. THIS ADDENDUM hereby modifies and supplements the attached Publication Agreement concerning the following Article:

\_\_\_\_\_ (manuscript title)

\_\_\_\_\_ (journal name)

2. The parties to the Publication Agreement as modified and supplemented by this Addendum are:

\_\_\_\_\_ (the Publisher)

\_\_\_\_\_ (corresponding author, Individually or, if more than more author, collectively, Author)


3. This Addendum and the Publication Agreement, taken together, allocate all rights under copyright with

<http://www.library.up.ac.za/openup/docs/Addendum.pdf>



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# Accredited Open Access journals






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**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 specific 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](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

**AOAJSA**

Accredited Journals

Journal Abbreviations

Journal Citation Reports

Open Access

Open Scholarship

DOAJ

Science Citation Index Expanded® (Web of Science)

Social Sciences Citation Index® (Web of Science)

Arts & Humanities Citation Index® (Web of Science)

IBSS (International Bibliography of the Social Sciences) LIST

Department of Higher Education and Training (DHET) List of Approved South African Journals

Contact



# Implementation

- Tough job!
- Advocacy & marketing needs to be done
- UP follows the mediated approach
- Policy needs:
  - Authority
  - Resources (review submissions, check copyright, develop policy)
- Research indicates that implementation takes 3 – 4 years (Armbruster 2010)



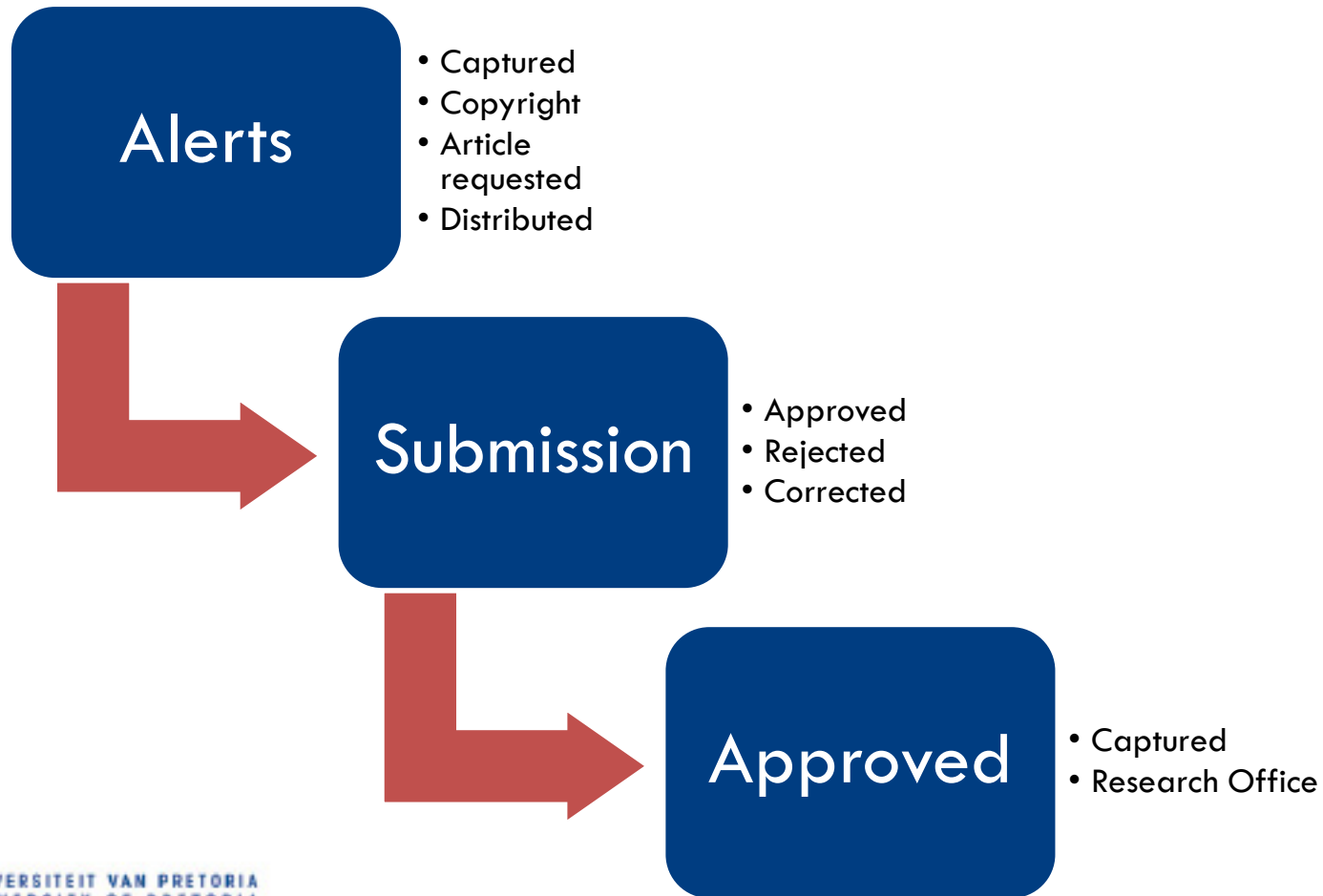


# Factors that contribute to UP's success

- Appointment of dedicated Open Scholarship Manager
- Office checks copyright/archiving policies on SHERPA
- Archiving rights are negotiated on behalf of authors
- Permissions from many DHET journals
- Database of rights has been developed & is maintained
- Collaboration with Department of Research & Innovation



# Practical implementation



# What is advocacy?

Advocacy is 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

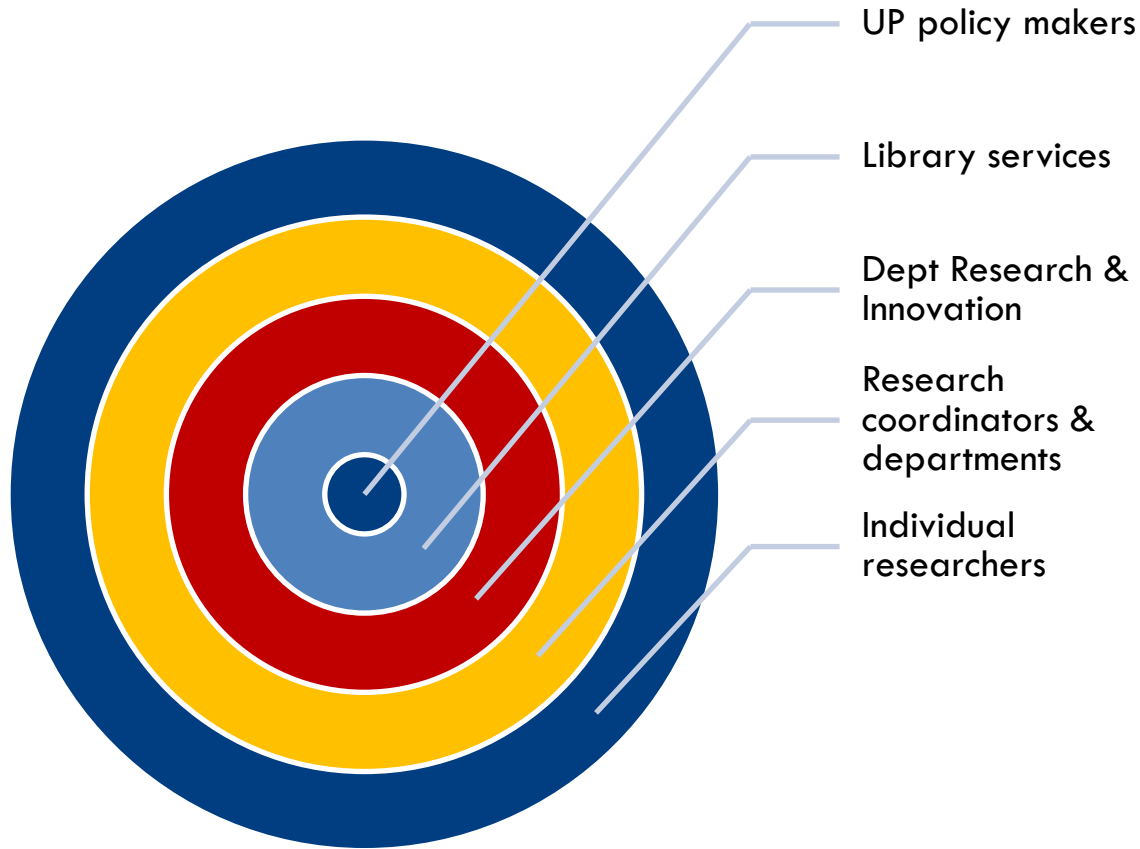


# Common issues regarding advocacy

- ❑ Advocacy and marketing are closely linked together
- ❑ Planning and writing advocacy plans is the easy part
- ❑ More difficult to put those plans into action
- ❑ Requires time, commitment, cooperation (Helieisar 2008)
- ❑ 4 P's that are essential for advocacy (Ghosh 2011)
  - **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, selecting strategies & tools



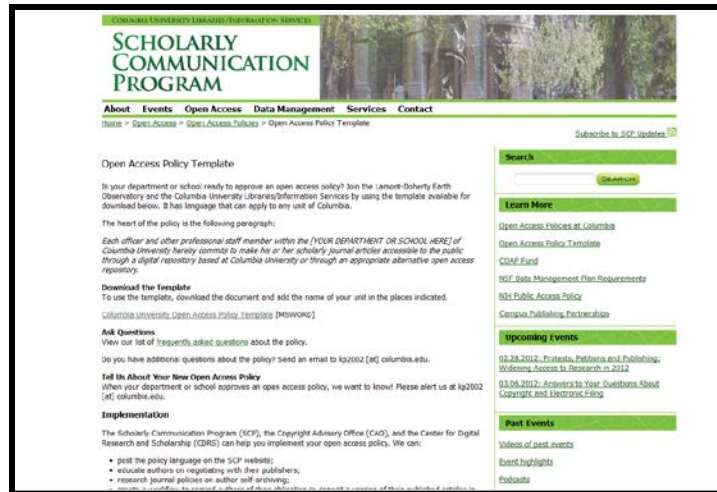
# Advocacy : Target groups





# Target the policy makers

- ❑ Make a case for an institutional repository
- ❑ Make a case for a mandatory policy
- ❑ Make a case for the institutional IP policy



The screenshot shows the 'SCHOLARLY COMMUNICATION PROGRAM' website. The main heading is 'SCHOLARLY COMMUNICATION PROGRAM'. Below it, there are navigation links: 'About', 'Events', 'Open Access', 'Data Management', 'Services', and 'Contact'. The page is titled 'Open Access Policy Template'. The content includes a paragraph explaining the purpose of the template, a section for downloading the template, and a section for asking questions. The right sidebar contains a search bar, a 'Learn More' section with links to 'Open Access Policies at Columbia', 'Open Access Policy Template', 'COAF Fund', 'NST Data Management Plan Requirements', and 'NST Public Access Policy', and a 'Upcoming Events' section with dates and titles.

<http://scholcomm.columbia.edu/open-access/open-access-policies/open-access-policy-template/>



# Target the policy makers

- ❑ Sign the Berlin Declaration on Open Access
- ❑ Simply email [praesident@gv.mpg.de](mailto:praesident@gv.mpg.de)



# Target your library staff members

❑ Involve your staff members in Open Access activities

❑ Activities

- Posters, leaflets, bookmarks etc.
- Email awareness campaign
- Campus newspaper
- Events



  
International  
**Open Access  
Week**  
24 – 28 October 2011  
[openaccessweek.org](http://openaccessweek.org)

Thursday 27 October 12:30-14:00  
Library auditorium, Merensky Library, Hatfield campus  
Open Access event including:  
Open Access speaker: Susan Veldsman, ASSAf  
Scholarly Journals: what are we going to do and how?

  
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International  
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WEEK**  
[openaccessweek.org](http://openaccessweek.org)

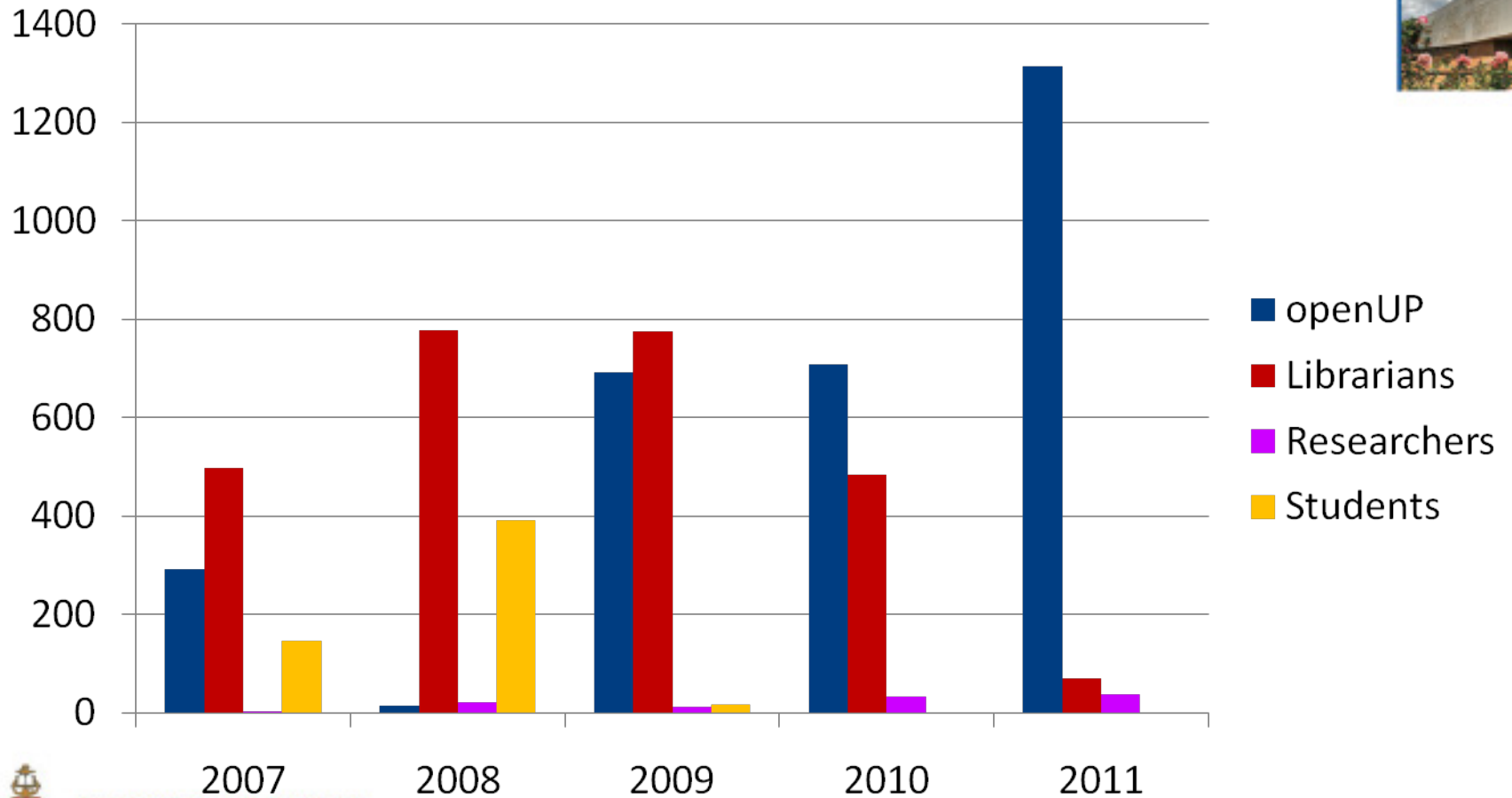
**What's good  
enough  
for Harvard  
is good enough  
for UP!**

  
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[www.up.ac.za](http://www.up.ac.za)



# Target your library staff members



# Target your researchers

## ❑ Promote Open Access journal publishing

- DOAJ to catalogue
- Institutional funding?
- Encourage converting their journals to Open Access

## ❑ Promote your institutional repository

- Provide copyright advice
- Engage champions
- Advocate the benefits

## ❑ Prepare arguments that appeal to them

- Natural Sciences - impact
- Humanities - usage





# Target your researchers



Welcome University of Pretoria Log on

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The University of Pretoria (UP) is one of the leading research universities in South Africa offering more than 1800 academic programmes in two of the official languages, namely Afrikaans and English.  
<http://web.up.ac.za/>

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**Open UP your research**

The mandated submission of research papers



Accounting  
20 October 2011

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**Campus News Articles**

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

By Elsabé 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:

1. Gur Oh, R 2010. Emotional intelligence - an integral part of positive psychology. South African Journal of Psychology, vol. 45, no. 1, pp. 34-42 (Department of Humanities Education) <http://dx.doi.org/10.1177/0081246110374557>
2. Maree, JG, Huishe-Edwards, N, Swainport, A & Van der Linde, NJ 2008. Factors that the herpetoculture van aerspanopondestrykstoelma hantsoek. Suid-Afrikaanse Tydskrif vir Natuurwetenskap en Tegnologie, vol. 1, no. 22, pp. 10-22 (the former Department of Curriculum Studies and The Department of Statistics) <http://dx.doi.org/10.1080/16085913.2010.500000>

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 reaching open access to your research outputs please forward the post-print version (your final, unformatted and corrected MS Word version after peer-review, BUT NOT the final published version) of your article to [openaccess@up.ac.za](mailto:openaccess@up.ac.za) for submission immediately after acceptance for publication.

View your UPSpace profile here: <http://thesession.up.ac.za/yourprofile.aspx>

Any queries? Contact [opena@up.ac.za](mailto:opena@up.ac.za)

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Photos

425 like this  
13 talking about this

Likes See All

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Web 2.0 in Libr...

UP Library Services - Everyone (Most Recent)

Shares: Post Photo Link Video

Write something...

Elsabé Olivier  
<http://www.thecostofknowledge.com/>

The Cost of Knowledge  
[www.thecostofknowledge.com](http://www.thecostofknowledge.com)

Academics have protested against Elsevier's business practices for years with little effect. These are some of their objections:

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I Do At Home  
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Sponsored Create an Ad

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**Name: Prof Irma Eloff**

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Office: Adm Building T09  
Groenkloof  
University of Pretoria

Telephone: +27 (0) 12 420 3513  
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E-mail: [irma.elloff@up.ac.za](mailto:irma.elloff@up.ac.za)

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[Adjustment of Rorschach Comprehensive System procedures for South African learners - general](#)  
Molekane, Mogahe; Eloff, Irma F.; Kekae-Molekane, Mogahe (Psychological Society of South Africa, 2006-11)  
In this article the researchers describe the adjusted procedures that were developed in a study that focused on administering the Rorschach Comprehensive System (RCS) to young South African learners. Multiple case studies.

[The black, white and grey of rainbow children coping with HIV/AIDS](#)  
Ebersohn, L. (Jussat); Eloff, Irma F. (Faculty of Education, University of Pretoria, 2002-07)  
This article explores the complexity of the inquiry process concerning South African children coping with the effects of HIV/AIDS. The aim is to start a debate on this issue and to review coping literature relating to

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# Target your researchers



From: Elsabe Olivier  
 To: Kobus Eloff  
 Subject: Requesting the post-print of Selectivity index values for antimicrobial plant extracts differ depending on the type of cy

2012/02/20 03:43:33 PM

Dear Researcher

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.

In 2009 the University of Pretoria accepted a policy of [mandatory submission of research articles](http://repository.up.ac.za/upspace/) 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 asap, my office will submit it on your behalf.

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 post-print 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

# Target your researchers



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



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# Target your 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, is a UP student!



# Target other important role-players



1 Article 1  
TE MIN  
CPD VERIFIABLE ARTICLE

## Wind of change blowing through financial instrument reporting

Accounting standards as we know them have undergone rapid change. However, after the Memorandum of Understanding 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 of Understanding 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.

Following the 2008 world financial crisis, the IASB has published a roadmap that suggests changes to several accounting standards and is currently in the process of issuing a new standard, the IASB's new standard on the recognition of financial instruments, which is expected to be issued in 2010. This new standard will require companies to disclose more information about their financial instruments, including their fair value, and to provide more detailed information about the risks associated with these instruments. This will be a significant change for companies, as it will require them to disclose more information about their financial instruments, including their fair value, and to provide more detailed information about the risks associated with these instruments.

### Research Report

Research Report 2009

Research Report 2008

Research Report 2007

Research Report 2006

### University of Pretoria Research Report 2009

Output 2009  
Research articles in refereed specialist journals

Instructions  
Select the first letter of the journal title from the alphabetical list.

Journal Title

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

A

Abstract And Applied Analysis  
Accountancy SA

### 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.

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### Output 2009 Research articles in refereed specialist journals Accountancy SA

Article Title

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[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](#)

## In conclusion

- ❑ Librarians can play a leading role in developing an Open Access culture at their academic institutions
- ❑ Implementation and advocacy is an ongoing process
- ❑ Involves time, commitment, initiative and cooperation from stakeholders





# References

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<http://www.cla.ca/Content/NavigationMenu/CLaatWork/Divisions/CAPL/AdvocacyResources/LibraryAdvocacyNow/default.htm>
- ❑ Ghosh, M 2011 Advocacy for open access : a selected review of the literature and resource list. Library Hi Tech News, no. 2, pp. 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: <http://archive.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>
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[http://api.ning.com/files/eCaaveOCUKkaZKIserrmeINSaZUoFE9IJtNV\\*N5ID8IDVBTnIKVMzfXuB3gS7cm6SONOekb7otpJzULpOp0ZotSK-II8bCIK/WhatUniversitiesandAdminCanDo.pdf](http://api.ning.com/files/eCaaveOCUKkaZKIserrmeINSaZUoFE9IJtNV*N5ID8IDVBTnIKVMzfXuB3gS7cm6SONOekb7otpJzULpOp0ZotSK-II8bCIK/WhatUniversitiesandAdminCanDo.pdf)



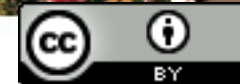
# University of Pretoria

Thank you!  
Questions?

Elsabé Olivier  
[elsabe.olivier@up.ac.za](mailto:elsabe.olivier@up.ac.za)



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# Group session

## □ Implementation on my campus / my workspace

- Divide into 3 groups, and discuss what can be done at your institution to advance Open Access. Which of these practical advocacy methods can be implemented in your environment this year? Who will be your target groups? (15 minutes)
- Choose a representative to give feedback with your best ideas, for 5 minutes.

