Open Access workshop:
2. Implementation & advocacy at UP

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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

- UPeTD 2000
- Mandatory policy 2003
- Research articles submitted
- Etds submitted
- UPSpace 2006
- Mandatory policy 2009
- Mediated submission approach

Mediated submission approach
“We build the road by walking it…”
Most used repository in Africa! Current total is 6986 items
UPSpace

Collection of UP scholarly research articles – 6935 items. Mandatory policy since 2009

http://repository.up.ac.za/
Collaboration with Department of Research & Innovation

http://web.up.ac.za/default.asp?ipkCategoryID=12883&subid=12883&ipklookid=14
Annual library finds worth 20 million!

![Bar chart showing units from 2007 to 2010]
Linking to the annual Research report
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

http://www.library.up.ac.za/openup/docs/Addendum.pdf
### 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, IBISS and the 3 ISI lists additionally to this list.

#### Table of Accredited Journals

<table>
<thead>
<tr>
<th>Title</th>
<th>ISSN</th>
<th>Publisher</th>
<th>Subject</th>
<th>Start</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acta Biologica Cracoviensia Series Botanica</td>
<td>5001-5296</td>
<td>Polish Academy of Sciences Publishing</td>
<td>plant anatomy, botany morphology, cytology, genetics, tissue culture, biosystematics, embryology, physiology</td>
<td>2005</td>
<td>Science Citation Index Expanded</td>
</tr>
<tr>
<td>Acta Chimica Slovenica</td>
<td>1318-0207, 1560-3195</td>
<td>Slovenian Chemical Society</td>
<td>chemistry</td>
<td>1998</td>
<td>Science Citation Index Expanded</td>
</tr>
<tr>
<td>Acta Chromatographica</td>
<td>1233-2356</td>
<td>University of Silesia</td>
<td>chemistry, chromatography</td>
<td>1996</td>
<td>Science Citation Index Expanded</td>
</tr>
</tbody>
</table>

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

**Alerts**
- Captured
- Copyright
- Article requested
- Distributed

**Submission**
- Approved
- Rejected
- Corrected

**Approved**
- Captured
- Research Office
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

- UP policy makers
- Library services
- Dept Research & Innovation
- Research coordinators & departments
- Individual researchers
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

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
Target your library staff members

- Involve your staff members in Open Access activities

Activities

- Posters, leaflets, bookmarks etc.
- Email awareness campaign
- Campus newspaper
- Events
Target your library staff members

- openUP
- Librarians
- Researchers
- Students

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
Target your researchers
Target your researchers

Quick guide to submitting your research articles to UPspace

Step 1: Register on UPspace

1. Enter the Scholar Office, select the option "Create an account."
2. Complete the registration form by entering your personal details.
3. Please note that you will be required to submit an additional fee of R500.

Contact us:

Open Scholarship Office (openup@up.ac.za)
http://www.library.up.ac.za/openup

Step 2: Be sure to submit your article

1. Ensure that the article is complete and formatted according to the relevant guidelines.
2. Title and keywords are mandatory.
3. Submit your article electronically to the Open Scholarship Office.

Target your researchers

Dear Researchers,

According to the records of the Open Scholarship Office, the above-mentioned article was either authored or co-authored by you and is a UP researcher and published in 2011.

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 articles to the repository UPspace.

By submitting the post-print version to UPspace, you contribute to the dissemination of your research and enhance its visibility. The post-print is the author's refereed, accepted final draft, but before the article is copy-edited and formatted by the publisher, sometimes referred to as the reviewed final version. Publishers DO NOT post-print versions in institutional repositories and the Open Scholarship Office has checked this already. You are welcome to do this yourself if in doubt.

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
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!

http://vimeo.com/24171277
Target other important role-players
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

- Canadian Library Association
  http://www.cla.ca/Content/NavigationMenu/CLAatWork/Divisions/CAPL/AdvocacyResources/LibraryAdvocacyNow/default.htm
- What universities and administrators can do to promote Open Access,
  http://api.ning.com/files/eCaaveOCUukiZKIserrmelNSAzUoFE91JtNV*N5I8IDVBTrnKVMzfxuB3gS7cm6SONOekb7otpJzULpOp0ZotSK-ll8bCIK/WhatUniversitiesandAdminCanDo.pdf
Thank you!
Questions?

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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.