Approaches to Advocacy

KULTIVATE Workshop
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Key Findings from SHERPA – 2006!

- Rational argument is not enough
- Repository adoption requires cultural change
- To achieve change requires engaging with academics on their own terms and concerns
- Setting up repositories is technologically simple – populating them is the challenge
Advocacy is key

- Effective influencing
- 8 Sources of power
- Understanding and managing resistance
- Top tips for advocacy
Effective influencing

- What do you want?
- Who are you trying to influence
- What power do you have?
- How to communicate the message
8 sources of power

- Reward
- Coercive
- Position
- Expert power
- Association power
- Personal
- Information
- Connection
Understanding and managing resistance

**RESISTANCE IS USELESS!**

Photo by pshab
Tips for Successful Advocacy

- Every institution will be different
  - No one approach that succeeds for all

- Message and medium must be tailored
  - Selling minutiae to ProVC is doomed to fail
  - Be where the academics are

- Advocacy isn’t just top academics
  - Administrators, support staff, opinion leaders

- Prepare a two minute pitch
  - We often to provide too much information – make it attractive, credible, understandable.

- Mandates to deposit can be difficult to implement
  - May be regarded as interference with academic freedom.
  - Unless most senior of managers support
Tips for Successful Advocacy

- Mandates & direction from research funders are especially effective ways to enable cultural change
  - Wellcome Trust, NIH, RCUK etc.
- The REF & other quality assurance audits
  - A route to your academics’ hearts
  - New metric based approach suits repository functionality
- Dare to be different
  - Not just presentations and meetings
  - Lunches, staff induction, research services
- Meet the academics where they live as often as possible
- Be prepared for knockbacks
Some resources

- RSP Advocacy wiki
  http://www.rsp.ac.uk/issueswiki/

- OA Week 2010 activities
  http://rsppproject.wordpress.com/2010/10/18/open-access-week-whats-happening-in-the-uk/
Credits

- Deborah Dalley for 8 sources of power

- Gareth Johnson – Tips for advocacy