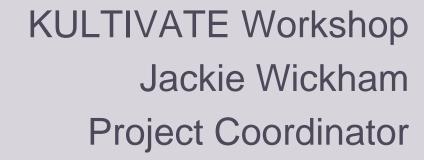
Approaches to Advocacy





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!



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://rspproject.wordpress.com/2010/10/18/ope
n-access-week-whats-happening-in-the-uk/



Credits

- Deborah Dalley for 8 sources of power
- □ Gareth Johnson Tips for advocacy



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REPOSITORIES SUPPORT PROJECT