SHERPA Roadshow
- 9 -
De Montfort University
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http://www.sherpa.ac.uk/

This Morning
• The global OA movement
• SHERPA Partnership Experiences
• Services & support for repositories
• The local picture
• Advocacy guidance and advice
• Time for questions & discussion

Into the Fire
The SHERPA Partnership’s
7½ Pillars of Advocacy
DMU, March 2007

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Introduction

- Why does SHERPA have an Advocacy focus?
- What’s been the experience within the SHERPA Partnership?
- What tips and guidance could we offer?
- What’s been the University of Nottingham’s recent approach?

Why is Advocacy Key?

- To embed & enable your repository successfully
  - Cultural change must be achieved
  - Funding, staffing, ethos and policies must be agreed
- One of the most effective tools is advocacy
  - Getting the right message to the right people
  - Tone and content varied by target audience
- An informed awareness must be built
  - A core message & ethos is essential
  - Neglecting advocacy will result in repository decline
- Be prepared for knock-backs
  - Which can be somewhat forceful

Advocating Repositories

- Some guidance from Partner Experience
  - Based on discussions with SHERPA Partner Officers
  - Meeting held in December 2006
- Focussed on advocacy successes
  - As well as challenges
- No hard and fast rules
  - Each institution has different approaches
  - What has worked well for some might work others
- The right level of engagement is crucial
  - Not selling technical minutiae to ProVCs
  - Achieve critical buy in

Approaches & Strategy

- Intellectual & emotional engagement
  - Reasons why OA & self-arching is important, useful, vital etc.
  - Addressing the bottom What’s in it for me? Line
- Advocacy strategy blends
  - Top down (mandates, steering groups)
  - Bottom up (hearts & minds, graduates)
  - Champions (laureates, media darlings)
  - Serendipitous (scatter-gun, ad hoc)
7 (& a bit) Advocacy Pillars

1. Set Achievable Targets
2. Discipline & Community
3. Educate & Clarify
4. Seize the Moment
5. Allies & Comparators
6. Enable Effective Deposition
7. Achieve Quick Wins
7.5…Challenges

Set Achievable Targets

- Steering group comprised of key people
  - Confers institutional clout backing and
  - Can drive institutional developments
  - Opens otherwise locked lines of communication
  - Must comprise realists as well as activists
- Focus on specific targets
  - Subject areas or particular item types
  - Using existing contacts to find a good initial "in"
  - Involve "celebrity" academics
  - Promote successes or learn from setbacks

Discipline & Community

- Disciplinarily differences evident but not absolute
  - One size does not fit all
  - STM aren’t always the most keen to engage
- SHERPA Max:Min approach
  - Effort better spent going for the majority of authors/journals/publishers that do or may support deposition
  - Rather than minority of authors/journals/publishers that don’t
- Intra-institutional publication cultures will differ
  - Arts & Humanities staff sometimes vocal supporters
  - Departments may already have individual repositories
- Awareness of subject community differences
  - Some (e.g. Physics & CompSci) gravitate to subject repositories
  - Long term stability of IR can be seen as a major advantage
  - IRs can act as ingest mechanism for subject repositories

Educate & Clarify

- Stakeholders will have many concerns and questions
  - SHERPA site offers guidance and suggested resolutions
- Common questions have included:
  - What about quality assurance & peer review?
  - If it’s freely available, what about plagiarism?
  - What about commercially or ethically sensitive material?
  - What happens if I don’t bother doing it?
- What about a possible threat to journals?
  - Evidence to date shows co-existence possible
  - 14 years of Physics publications unaffected
  - Brussels’s declaration (Feb 13th) from publishers
Seize the Moment

- Prepare and capitalise on serendipitous opportunities
  - RAE or review focuses attention on research visibility
  - Useful for discovering intermediaries & champions
  - Identifying hitherto unknown effective change agents
  - Invites tend to indicate a receptive & willing audience
- Need marketing plan and core-message ready ASAP
  - E.g. Publication alone is not enough
  - Reward participation at milestones
- Use in-house publications
  - Internal and external publications can be useful
  - Deadlines may be set months ahead
  - Publish your own one-off

Use Allies & Comparators

- Take advantage of competitiveness
  - Jealousy can be a powerful motivating force
  - Between authors, departments or institutions
- Comparators proved useful for SHERPA Partnership
  - Levels of funding, support and staffing elsewhere of particular interest
- Locating comparators
  - OpenDOAR
  - UKCoRR, RSP or SHERPA can help
- Readers’ frustration
  - Unable to locate full-text via Google or e-journals
  - Papers by other academics in repository
  - Customer satisfaction can be a significant driver

Enable Effective Deposition

- Deposition as part of the publication process
  - Community awareness of OA and repository advantages is essential
  - Must be able to back up advocacy promises & targets
  - Encouraging differing version retention of articles can smooth effective deposition
- Labour intensive methods have proved poor successes
  - Searching for articles published
  - Then seeking permission to deposit
- Departmental or institutional mandates
  - One way to fill a repository quickly
  - Risk of raising ire and entrenchment
  - Ensure that staff can cope if implemented
  - Ensure benefits are reflected in core message

Achieve Quick Wins

- Metadata only repositories
  - Can be a stepping stone to successful deposition
  - BUT confer less advantage to the user research community
  - Clear differentiation of full-text items from metadata only essential for end-users
- Enabling administrative staff
  - Overcomes academic time concerns
  - Can act as effective advocates themselves
  - Risks disengaging academics from the wider debate
- Controlling the situation
  - All staff involved need to stay on message
  - Awareness of planned future developments
Facing the Challenges

- Even slight barriers are enough
  - Technological, awareness, temporal…
- Fixed term posts & funding
  - Worries for longevity of some repositories
  - High expectations for short timescale
- Unrealistic targets
  - Quantitative focus by observers a poor success metric
  - Is it better to establish quality over quantity?
- Real cultural change is a crucial achievable
  - Need real engagement from and with academics
  - But takes an uncertain amount of time and effort
- Advocacy fatigue
- Operating in isolation

Current Trends at Nottingham

- A very (well) blended approach…
- Serendipitous
  - Invitations to brief research groups and individuals
  - Training some administrators in self-deposit
  - Discussing RAE issues with interested parties
- Top down
  - Funders’ mandates briefing emailed to all staff
- Bottom up
  - Graduate training seminars
- Plans for the coming year
  - Capitalising on interest & contacts from briefings
  - Whole team engaging on more wide-spread advocacy
  - SHERPA Roadshow event for Nottingham academics.

Conclusion

- Advocacy has been the key to successful cultural change
- Experience across the partnership has developed some useful guidance
- Network of practitioners helped overcome repeating errors
- Appreciation of the unique research culture of the institution is vital

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