Marketing Open Access Services & Tools to Faculty

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Preserve, share, and promote your scholarly and creative work.

We provide long-term access and safekeeping for scholarly works, datasets, research materials, records, and audiovisual materials produced by the UNC-Chapel Hill community.

We ensure your work is accessible and searchable on our website and indexed in search engines.

You decide who gets access: we offer a range of access controls including embargoes and granting access to specific groups on campus.

How to start preserving your work

To get started, just tell us about the work you’d like to preserve. We’ll meet with you to discuss how to transfer it, describe it, and make it available on the web. After you deposit your work, we take care of the rest, ensuring it’s kept safe and accessible for the future.

Contact us to get started ➤
Articles

Editor's picks  Latest  Most viewed  Most forwarded

Encephalomyocarditis virus in orangutans
An investigation into orangutan deaths in Singapore identified a highly divergent strain of a picornavirus, encephalomyocarditis virus, the first report of this disease in South-East Asia.
*Virology Journal* 2013, 10:248

Prehypertension increases CVD risk
A meta-analysis indicates that even low range prehypertension increases the risk of cardiovascular disease (CVD), suggesting that it may be appropriate to subdivide prehypertension in order to identify those most at risk of CVD.
*BMC Medicine* 2013, 11:177

Will one drug fit many in pulmonary fibrosis?
Bruno Crestani and colleagues discuss the importance of lung fibroblasts as a potential therapeutic target for fibrotic lung diseases of different etiologies in light of the microarray study from Lindahl et al.
*Respiratory Research* 2013, 14:81

Gene profile sheds light on pulmonary fibrosis
Gene expression profiles of fibroblasts from interstitial

What Does RCUK's Open Access Policy Mean for UK Researchers?

From the blog

02 August 2013
Reducing cardiovascular disease risk: the importance of early identification and physical activity

01 August 2013
#SMRTseq Tweet chat: how it went down

Q&A with Rich Roberts
Research Laboratories of Archaeology

Creator: University of North Carolina at Chapel Hill

Founded in 1939, the Research Laboratories of Archaeology (RLA) was the first center for the study of North Carolina archaeology. Serving the interests of students, scholars, and the general public, it is currently one of the leading institutes for archaeological teaching and research in the South. Located within the University of North Carolina at Chapel Hill's College of Arts and Sciences, it provides support for faculty and students working not only in North Carolina, but also throughout the Americas and overseas.

With one of the nation's finest collections of archaeological materials from the South, the RLA curates more than five million artifacts along with more than 50,000 photographic negatives, photographs, and slides. Over the past 60 years, virtually all of the major discoveries in the understanding of North Carolina's ancient past can be attributed to the RLA or to researchers trained there. As a leader in uncovering and interpreting North Carolina's past, the RLA is committed to serving. The program has developed resources for K-12 school students learn about Indian life that preceded the European conquest, and has once maintained exhibits on North Carolina archaeology that were regularly visited by school groups; however, in 1973 these were replaced.

Chipped Stone Drill, photo Tom Mayer. RLA Catalog #298a6
ETD Projects

• Graduate School > ProQuest > CDR
• School of Public Health
  – Student submission form
• MFA Studio Art
  – Multi-object submission form
• School of Pharmacy
  – Student upload of research posters
• School of Medicine
  – OB/GYN faculty research poster archive
For more information

Jill Sexton
Head of Digital Repository Services
UNC Chapel Hill Libraries
Chapel Hill, NC

https://cdr.lib.unc.edu/
https://github.com/UNC-Libraries/
Open Access Marketing

Overview:

– Focus open access marketing on individual academic units with the help of Subject Liaisons
– Open access is a service or experience, not a thing
– Emphasize the scholarly legitimacy of open access
– Highlight personal benefits
– Address personal concerns
– Use examples, not abstractions
No Access (aka "Paywall")

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○ Permanent access to this issue USD 110.00
○ Article Purchase          USD 37.00

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What is Open Access?

According to the Budapest Open Access Initiative, open access scholarship is characterized by:

"...free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself."

Open access has as its goal the democratization of information access, but is also fully compatible with scholarly practices such as peer review, citation, and intellectual property.

Budapest Open Access Initiative. (February 14, 2002). Retrieved February 10, 2013 from: http://www.opensocietyfoundations.org/openaccess/read
Why Open Access?

Figure 1. Average citation ratios for articles in the same journal and year that were and were not made OA by author self-archiving. Date span: 1992-2003. Source: Harnad & Brody 2004, Hajjem et al 2005.

The Range of Open Access
Why Open Access?

From the Executive Office of the President of the United States:

"...wider availability of peer-reviewed publications and scientific data in digital formats will create innovative economic markets for services related to curation, preservation, analysis, and visualization. Policies that mobilize these publications and data for re-use through preservation and broader public access also maximize the impact and accountability of the Federal research investment. These policies will accelerate scientific breakthroughs and innovation, promote entrepreneurship, and enhance economic growth and job creation."

Why Open Access @ GSU?

From Provost Palm's 2011 Open Access Week Letter:

"This is in keeping with GSU's goal of developing, transmitting and utilizing knowledge to provide access to quality education for diverse groups of students, to educate leaders for the State of Georgia and the nation, and to prepare citizens for lifelong learning in a global society."

SSW Faculty Pubs in the Institutional Repository

55 Social Work Faculty Publications
11,697 total downloads

Most-downloaded SSW faculty publications:

2. Knowledge of and Attitudes toward Aging among Non-elders: Gender and Race Differences - 1,225 downloads
3. Life Review with Families Who Care for Developmentally Disabled Members: A Model - 1,144 downloads
English Dissertations in the Institutional Repository

111 English Dept. dissertations
101,604 Total English Dept. dissertation downloads

Most-downloaded English Dept. dissertations:

Why Open Access?
Why Open Access?

Scholarly Communities

Publishing in an open access institutional repository allows you to associate with scholars that are interested in exploring the same ideas, and are interested in disseminating them in the same way.
It works!

Jan. 2013:
- 1,344,453 total downloads
- 362 faculty publications

Now:
- 1,964,275 total downloads (+ 46%)
- 551 faculty publications (+ 52%)
Takeaways

• Subject liaisons can open doors
• Open access is a valuable service
• Open access should be personally important to faculty
• Use statistics to praise good work and highlight potential areas for improvement
• Make it easy for faculty to understand and participate


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