WELCOME!

ASERL Webinar:
“Tips & Tricks for Successful Open Access Week Programming”

September 2, 2015

TODAY’S PRESENTERS:
CHRISTINE FRUIN, University of Florida
BETH BERNHARDT, UNC Greensboro
CLAUDIA HOLLAND, George Mason University
FRED RASCOE, Georgia Tech
CARRIE COOPER, College of William & Mary
HALEY WALTON, Duke University
USING THE WEBINAR SYSTEM

• Audio for all participants is automatically muted. You may speak freely with colleagues.

• You can ask a question in two ways:
  – Enter text in “Questions” box
  – **Raise your hand**; moderator will temporarily un-mute your audio connection.
Future Webinars

• “Using Trello to Manage Tech Services Work”
  Sept 11, 11am ET

• “What is Data Q?” (hosted by GWLA & GPN)
  Sept 18, 1pm ET

• “Overview of Rights Reversion Guide”
  Sept 30, 2pm ET

• Register at www.aserl.org
• Recordings available at www.aserl.org/archive
• Suggestions & ideas: jburger@aserl.org
Open Access Week Planning at UF

Christine Fruin
Scholarly Communications Librarian

christine.ross@ufl.edu
Events 2010-2014

• **2010** – Event hosted at the library with speakers – tied to launch of UF Open Access Publishing Fund

• **2011** – Event hosted in Student Union – short presentations by UFOAP Fund recipients, round tables, poster sessions

• **2012** – Two separate events at Hum/SS Library and Health Sciences Library – targeted presentations at each

• **2013** – No UF event, promoted the ASERL Peter Suber interview

• **2014** – Nothing planned due to lack of interest…
Issues and Ideas

• **Attendance** – This is an issue every year, despite marketing push of banners, announcements, targeted emails, etc.
  – Poster proposals – had a couple from librarians only.
  – OA Awards – recognizing “OA Champions” – did little to drum up interest.

• **Round tables** - Had most positive feedback from participants.

• **Timing** – Not just a UF issue, but has been raised nationally. Third week in October runs up against fall breaks, mid-terms, etc.

• **Funding** – Little to no budget to support programming. Is this a factor, or not?
Scholarly Communications Committee

• August 2007 Committee created through Faculty Senate

Charge

The Scholarly Communications Committee will support the University’s research and teaching missions by consulting with and advising the University faculty in matters relating to the dissemination, use, and archiving of information and knowledge.
Membership

• Two Librarians
• Two Faculty members from the College of Arts and Sciences
• One Faculty member from our six professional schools
• Vice Chancellor from the Office of Research and Economic Development
• One representative from:
  – University Counsel
  – Technology Transfer
  – Continual Learning
  – Faculty Senate liaison
  – Graduate Student Association
Committee Involvement

- Develop the Forum topics
- Participate in panel discussions at the Forum
- They advertise the Forum with their departments
OA Week - Forums

• **2013** - Presentation from Jennifer Lin on Article – Level Metrics

• **2014** – Presentation from Nicole Allen – Open Educational Resources

• **2015** – Presentation from Christine Fruin
Tips for Forum

• Email announcements
• Newsletters
• Advertise the event on every campus calendar
• Personally invite faculty to the Forum
• Announce at Faculty Senate meeting
During the Forum promote other services
Thank you!

Beth Bernhardt
Assistant Dean for Collection Management
And Scholarly Communications
UNC Greensboro

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Tips & Tricks for Successful OA Week Programming

Claudia Holland
Head, Scholarly Communication & Copyright Office
chollan3@gmu.edu
copyright UNBALANCED
HOW COPYRIGHT REFORM CAN BENEFIT OPEN ACCESS

Guest speaker Jerry Brito
October 22, 2013, 3:15-4:15 pm - Arlington Campus

GEORGE MASON UNIVERSITY LIBRARIES
Good food does not guarantee attendance. . .

but

good marketing and collaboration with departments does!
THANK YOU!
Open Access on the Radio

ASERL OA WEEK TIPS AND TRICKS

FRED RASCOE, GEORGIA TECH
Obligatory Promo: Lost in the Stacks

• “The one and only research library rock-n-roll radio show.”

• Links to the podcasts and more at https://www.facebook.com/LostInTheStacks

• This was the germ of the idea of doing an OA radio show.
The Team

- Melanie Kowalski, Bethany Nash – EMORY
- Laura Burtle, Denise Dimsdale – GEORGIA STATE
- Mariann Burright, Nadine Cohen – UGA
- Fred Rascoe – GEORGIA TECH
Fred Rascoe

Free Individual Membership  Expires Unknown  Purchase a membership!
Royalties this quarter:  $0.00  View statements
Audio Space:  12:30 left out of 2 hours

Piece Activity  (click and drag to zoom)

Piece Totals
276 piece views
47 listens
2 purchases
2 pieces
0 series
0 playlistings
0 comments

More...
Unpublished
You have no unpublished pieces.

Dropbox Audio
Audio not added to any piece.

Manage Your Account
Pieces and Series
Quick Tips

• Plan your show well (overall theme, narrative arc, etc).
• Go as high quality as you can with recording fidelity.
• Allow a lot of time to schedule/conduct interviews.
• Editing material for a one-hour show takes about 4-5 working days total.
• Go ahead and load your finished version into an institutional repository.
• Promotion is important (not my strong suit...yet)
Links

- **PRX links:**
  - [http://www.prx.org/pieces/138032-open-access-generation-open](http://www.prx.org/pieces/138032-open-access-generation-open)
  - [http://www.prx.org/pieces/154890-an-introduction-to-open-educational-resources](http://www.prx.org/pieces/154890-an-introduction-to-open-educational-resources)

- **SMARTech repository links:**
  - [http://hdl.handle.net/1853/53719](http://hdl.handle.net/1853/53719)
  - [http://hdl.handle.net/1853/53718](http://hdl.handle.net/1853/53718)

- **Contact:** [fred.rascoe@library.gatech.edu](mailto:fred.rascoe@library.gatech.edu)
Tip: Find early adopters of OA textbooks.

- Create programs around early adopters.
- Film an interview. Use it to promote OA.
- Buy printed copies for faculty preview.
- Add links to OA textbooks in your library’s catalog.
- Invite librarians to speak openly about library resources as alternative to textbooks.
Related Links to My TIPS:

1. Recorded Interview with Physics Professor, Marc Sher
   https://youtu.be/CISrYiztRRl

2. Open Stax Textbooks https://openstaxcollege.org/

   https://swem.wm.edu/news/2013/10/discover-open-access-swem

4. My favorite OA media clips are linked here:
   https://swem.wm.edu/news/2011/10/open-access

5. Print Materials provided by OA Organizations for faculty.
   – How Open Is It? V2 https://www.plos.org/open-access/howopenisit/

6. Offer incentives for faculty interested in eliminating textbooks costs:
   https://swem.wm.edu/news/2015/04/oer-faculty-grants-available
Collaborative Marketing of OA Week Events

- Co-sponsoring open access events with other campus organizations.
- Reaching out beyond the library can increase attendance and reach of OA Week programming.
- Use library and other organizations’ spaces.
- Co-sponsoring reaches both faculty and student audiences.
Responsible Conduct of Research

• All Duke graduate students required to attend a certain number of RCR events for credit.

• Introduces students to alternative methods of publishing as well as open data and open educational resources.

• Offering RCR credit for OA Week events increases attendance significantly.

• Advertisement of OA Week events via the graduate student events email listservs.

Contact: Haley Walton, Outreach Coordinator for Open Access

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