

11-14-2014

Informing Authors: Outreach strategies for engaging faculty in scholarly communications issues at your institution

Michael Priehs

Wayne State University, du6365@wayne.edu

Joshua Neds-Fox

Wayne State University, dp5745@wayne.edu

Recommended Citation

Priehs, Michael and Neds-Fox, Joshua, "Informing Authors: Outreach strategies for engaging faculty in scholarly communications issues at your institution" (2014). *Library Scholarly Publications*. Paper 90.
<http://digitalcommons.wayne.edu/libsp/90>

This Presentation is brought to you for free and open access by the Wayne State University Libraries at DigitalCommons@WayneState. It has been accepted for inclusion in Library Scholarly Publications by an authorized administrator of DigitalCommons@WayneState.

Informing Authors

Outreach strategies for engaging faculty in scholarly communications issues at your institution

Michael Priehs & Joshua Neds-Fox,

Wayne State University Library System, Detroit, MI
ALAO 2014, Sandusky, OH



About Wayne State University

- Research institution in Detroit, Michigan
- ~ 28,000 students
- Medical School & Law School (& LIS School)
- DigitalCommons@WayneState (2005)
- 2 Scholarly Communication Librarians, 3 Digital Publishing Librarians, 1 Research Data Specialist



Four Strategies

1. Liaison / Scholarly Communications
Presentations to Faculty
2. Post-Print Alerts
3. Open Access Policy Development
4. Faculty-Led Open Access Journals



Basic Principles

- Start from where faculty are. Strategize around what faculty want.
- Open Access is not a sacred cow.
- Be okay with slow.
- Decide what your repository is and isn't.



1. Liaison/ScholComm Presentations

Wherever possible, the Scholarly Communications Team partners with a liaison librarian to make targeted presentations to a department or group about open access.



1. Liaison/ScholComm Presentations

We pursue a specific argument, tailored to the discipline, demonstrating that policy for >90% of high-impact journals already allow some form of green open access deposit.



2. Post-Print Alerts

If you want to get manuscripts, you have get up really early in the morning. We solicit using a post-print alert system and the liaison partnership model.



2. Post-Print Alerts

Utilize RSS from Scopus, Web of Science, Pubmed, etc., limited by Author Institution.

Pre-identify journal policies using Sherpa/RoMEO

Sort solicitations by liaison, let the liaison make the contact.



Train Your Liaisons



3. OA Policy Development

Pursuit of an OA policy can get a whole department considering open access.



3. OA Policy Development

Do your homework!

Get a faculty champion.

Let the department develop the policy.



4. Faculty-led OA Journals

If you have the resources, hosting or publishing OA journals can solve real problems for faculty and possibly deliver real benefits to students.



4. Faculty-led OA Journals

Student research journals close the loop.

Faculty in under-resourced departments may be amenable to the value of your proposition.



Takeaways, beyond 4 strategies:

- Solve faculty problems
- Train your liaisons
- Make it easy



Questions?

Michael Priehs

Coordinator for Scholarly Communications & Copyright

mpriehs@wayne.edu

Joshua Neds-Fox

Coordinator for Digital Publishing

jnf@wayne.edu

