

Speaking Notes:

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
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Title Slide

About Wayne State Slide

Four Strategies Slide

Basic Principles Slide

- SOLVE FACULTY PROBLEMS:
- Untenured faculty want a clickable CV without paywalls (not necessarily OA)
- “Not me, but my grad students...”
- It’s not online anywhere else.
- Make it super easy to submit...

Liaison / ScholComm Presentations Slide 1

- Liaison connection, ScholComm connection, Dean connection. Many ways to make this happen. Liaisons are key = we’ll talk more about that shortly.
- Reasons we have this meeting:
 - Understand faculty concerns and misunderstandings about OA
 - Are OA journals reputable? Are they peer-reviewed?
 - Do I need to pay a high Article Processing Charge (APC) to make work OA?
 - Will publishing OA affect my ability to achieve tenure?

Liaison / ScholComm Presentations Slide 2

- We pursue a specific argument, tailored to the discipline
How?
 1. We get a list of publications from faculty in that department. We start with a CV, Journal Citation Reports, or possibly the faculty member’s page on departmental website
 2. Run that list against SHERPA/RoMEO (a database of publisher copyright & self-archiving policies)
 - a. Those numbers are high. We find >90% of high-impact journals allow some form of OA deposit
 3. Present those numbers to faculty: it’s not Impact Factor OR Open Access. You can have both

Gold vs. Green OA

Gold = OA journals, often with APCs

Green = Self-archiving, institutional repository model

- Benefits to these presentations:
 - For Scholarly Communications Librarians: stronger internal partnerships
 - For Faculty: Potential for higher article impact; stronger publishing literacy
 - For Liaisons: New service opportunities / roles

Joshua: Case Study: Mathematics research reports

- Initial results of this presentation were slim (one faculty CV), but long term resulted in winning over future Assoc. Chair of Dept, depositing a 100-paper Research Report series, among other items.

Post-Print Alerts Slide 1

- Presentations were garnering CVs, but not Final Accepted Manuscripts. Why?
 - Faculty don't keep FAMs after the article is published.
- Theory: If we could identify recent or upcoming publications, faculty would still have access to the FAM

Post-Print Alerts Slide 2

- We generated alerts for three-months-ago-through-present/future (RSS) from
 - Scopus
 - Web of Science
 - PubMed
 - PLOS
- Routed alerts to a PHP script that collates and outputs a CSV
- Identify the WSU author involved and his/her department manually
- Identify the departmental liaison and the journal's archiving policies using Sherpa RoMEO
- Worked with liaisons to develop a solicitation email template ("Hi, we see you've got a new publication...")
- Send a list to liaison of all potential articles allowing for post-print or publisher pdf deposit by liaison area
- Either they or we send emails to faculty
- Result: our first significant post-print deposits
 - Liaisons may have varying levels of commitment, from doing all of the above themselves to ignoring us.

Train Your Liaisons Slide

- Not all liaisons will come on board,
 - Those that do can bring in material...
- Liaisons who are more comfortable with ScholComm will be more comfortable using their limited time with faculty to talk about ScholComm.

Joshua: Case study: SocWork CE curriculum

OA Policy Development Slide 1

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

OA Policy Development Slide 2

- Do your homework
 - Be as prepared as possible. Have a plan. Understand the faculty. Be able to advocate, but understand faculty concerns. As we stated, maybe OA is not always the answer.
- Get a faculty champion
 - In many cases librarians are not faculty. We are not at WSU. It seems unlikely that a librarian leading the way to an OA policy would be successful. A strong faculty champion will likely have more clout with faculty than a librarian will. The librarian can support the faculty.
- Let the department develop the policy
 - The policy should be developed by the faculty who need to abide by it. Faculty should feel ownership of the policy to ensure the best results. Certainly, the librarian can help facilitate this.
- Our story at WSU
 - Scholarly Communications Team
 - School of Library and Information Science
 - Environmental scan
 - Identified 2 possible liaison champions
 - Called meeting with those faculty
 - Gauged interest
 - Currently waiting for liaison champions to conduct own environmental study to regroup and
- Anecdote: going to the academic senate to propose OA policy, day before saw ACRL webinar on Developing OA Policy. Back up.

Faculty-led OA Journals Slide 1

- Predicated on availability of software (bepress, OJS, Wordpress)
- If not already established, look around campus – some are doing this (look for the campus literary journal, or a law review).
- Hosting services, esp. w/ submission/editorial workflow features, can relieve underfunded faculty of some operating costs/worries
 - <http://digitalcommons.wayne.edu/jmasm>

Faculty-led OA Journals Slide 2

- Undergraduate research journals that are tied into the curriculum represent a win for all parties
 - Helps department meet accreditation requirements demonstrating learning concepts
 - Good for the student: published in advance of graduation, experience on editorial board
 - Good for the program: marketable feature vis a vis competing schools

- Good for library/scholcomm: hi profile OA output, impacts retention, provides collaboration with faculty.

Takeaways, beyond 4 strategies Slide

Questions? Slide