

Florida State University Libraries

Faculty Publications

University Libraries

2013

Open Access Week 2013 Final Report

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Florida State University

Open Access Week 2013

Final Report

Assembled by the Office of Scholarly Communication

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1. Introduction and Background

International Open Access Week is an annual occasion for the international research and academic communities to learn about the benefits and opportunities of open access, the goal of which is to

“...inspire wider participation in helping to make Open Access a new norm in scholarship and research.” Open Access Week 2013 occurred in the last full week of October, the 21st through 27th. This was the sixth year that Open Access Week was celebrated, and the fourth year it was observed at Florida State University. This year’s theme for Open Access Week was “Redefining Impact.”

As open access is generally heralded by librarians, events and initiatives around that topic are hosted by Florida State University Libraries. Following the lead of other universities that hosted Open Access Week events, the 2010 and 2011 programs included lectures, panels and discussions. While the programs were generally well-regarded and in line with current events and interesting topics, they were largely attended by open access advocates and librarians. As the goals of FSU’s open access program became clearer, the decision was made that lectures and panels hosted in the library were not achieving the desired effect of raising campus-wide awareness about open access. The 2012 initiative for Open Access Week took the form of an information campaign, including eight posters, informational brochures, and staff time spent at an information table in the main floor of the library. While unable to measure effectiveness by numbers of attendees, it became apparent that the level of knowledge about open access is increasing as outreach takes new flavors.

2. Open Access Week 2013

Brainstorming produced two campus-wide initiatives

Open Access Week planning began with the start of the fall semester. The Scholarly Communication Librarian, Micah Vandegrift, organized a committee that included members representing Undergraduate Commons, Scholars Commons, the Engineering Library, the College of Medicine Library, and Goldstein Library, led by Scholarly Communication Assistant, Josh Bolick, with assistance from Nina Rose, Intern for the Scholarly Communication Office. After initial discussions outlining previous year’s events and low levels of participation, the committee held several brainstorming sessions to explore ideas for reaching a broader audience. Two principal initiatives emerged, one directed at faculty (the traditional audience for Open Access advocacy), and the other directed at undergraduate students, who have often been neglected in discussions of open access.

DigiNole Commons Upload-A-Thon

The faculty-centered initiative of Open Access Week was a campus-wide institutional repository “Upload-A-Thon,” with the goal of at least one faculty member from each department depositing at least one article into DigiNole Commons. Beginning in October, liaison librarians began identifying and e-mailing individual faculty members to ask for their participation in the Upload-A-Thon, which was also publicized in [Florida State 24/7, the FSU community news website](#). Twelve departments within ten colleges participated in the initiative. Highlights and illustrative charts are below.

As a result of the Upload-A-Thon and momentum achieved through other scholarly communication activities this year, we have identified five new target departments for outreach:

- Art History
- Art Education
- School of Library and Information Studies

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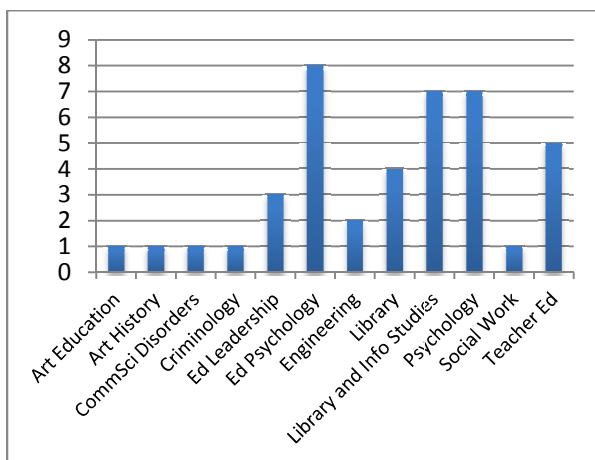
- Nutrition, Food & Exercise Sciences
- Urban & Regional Planning

Highlights:

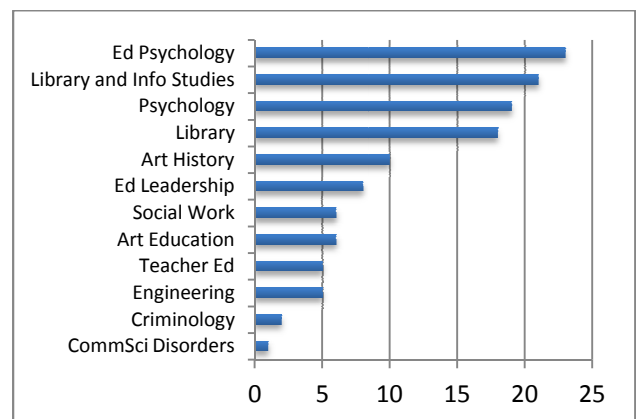
- 41 deposits were made as a direct result of Upload-A-Thon outreach efforts;
- 80 new deposits were made in October 2013, including 39 deposits from the College of Medicine;
- Social Sciences contributed 90% of the Upload-A-Thon deposits, Humanities 5%, and Science, Technology, Engineering, and Math, 5%;
- 124 hits on Upload-A-Thon deposits were registered in October 2013;
- 96 downloads of Upload-A-Thon deposits were recorded in October 2013;
- Overall downloads during October 2013 increased 43% from September and 83% from August, suggesting that DigiNole Commons promotional efforts leading up to Open Access Week had a direct impact on repository usage

Charts

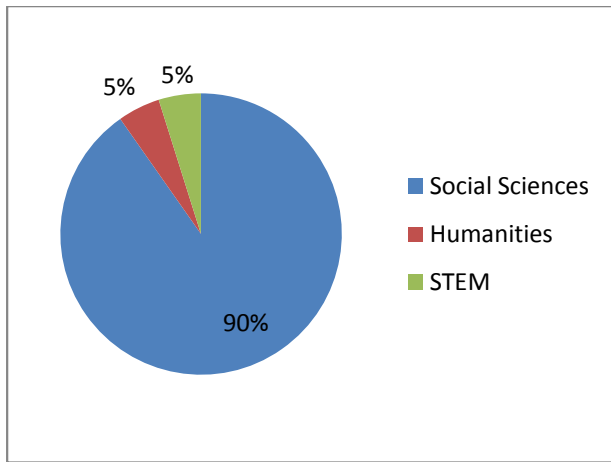
Number of Deposits by Department



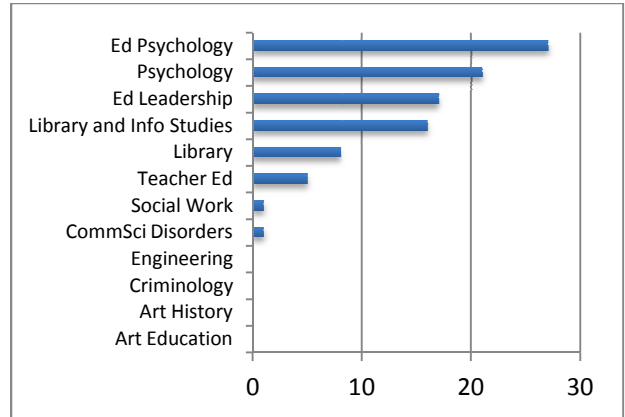
Total Hits on Upload-A-Thon Articles by Department, Oct. 2013



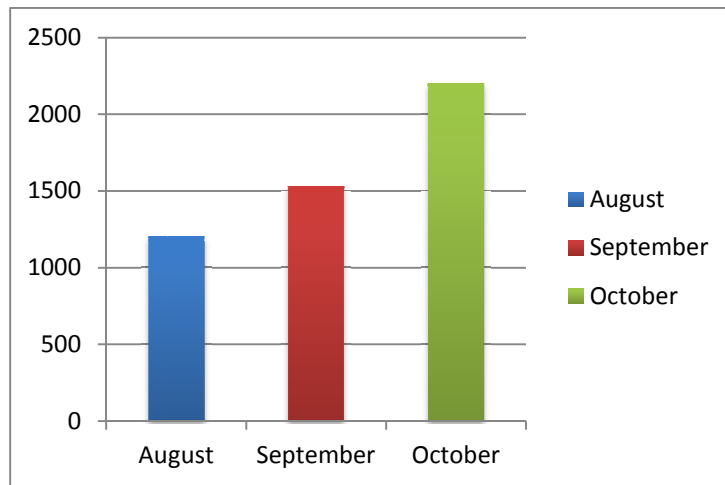
Number of Departments by Field



Total Downloads of Upload-A-Thon
Articles by Department, Oct. 2013



Download Rate Comparison: August, September, October 2013



The Student Statement on the Right to Research

Invoking the “Redefining Impact” theme selected by the international organizers of Open Access Week, the student-focused initiative enlisted the FSU student body in open access advocacy by

asking them to endorse The Student Statement on the Right to Research, a general expression of support for the principle of open access. Outreach was targeted at Registered Student Organizations (RSOs) starting with departmental clubs and culminating with Student Government Association (SGA) Senate and the Congress of Graduate Students (COGS).

The goal of this outreach was twofold. First, we sought to disperse advocacy efforts to heighten awareness of Open Access Week. Rather than one or two centralized events, multiple conversations about open access would occur in discipline-specific settings, addressing the needs of a given audience. Second, the support of RSO's would provide leverage for students and University Libraries to express their support for open access to faculty and university administration.

The Student Chapter of the American Library Association (ALA) was a natural starting point for student advocacy because equitable access is a tenet of librarianship. The Scholarly Communication Librarian and Assistant met with ALA Student Chapter President Laura Browning, Vice President Anastasia Meyer, and Treasurer Sarah Reeves at the Goldstein Library in late September. Their response was enthusiastic. Additionally, a student senator, Jacob Breter, was contacted through a library student assistant. Senator Breter agreed to sponsor a bill in Student Senate and arranged for Micah Vandegrift to speak at the following SGA Senate meeting on Wednesday, October 9th. The Congress of Graduate Students Speaker, Alexander Boler, was contacted directly and invited Micah to speak to the next COGS meeting. Initial meetings were followed with an email reiterating important points, providing links to pertinent documents and information sources, and inviting any further questions or concerns.

Highlights

- ALA Student Chapter at FSU became the 72nd organization to sign the Statement. They shared this information on their social media, and were welcomed to the Right to Research Coalition in a tweet.
- SGA Senate unanimously passed a resolution endorsing the Statement internally. Public endorsement by SGA President Rosalia Contreras is pending.
- COGS passed a resolution endorsing the Statement internally (5 ayes, 4 nays, 3 abstentions). Public endorsement by COGS Speaker Alexander Boler is pending.
- COGS sent an official announcement outlining their endorsement to senior university administrators, including the President and Provost.
- Additional organizations have expressed interest in signing the Student Statement, including Progress Coalition, which has working relationships with other progressive student organizations at FSU.

3. Challenges and Opportunities

Successes

- Substantial growth of repository holdings (outlined above).
- Heightened awareness of open access with four stakeholder groups: undergraduates, graduate students, faculty, and administration.
- Buy-in from many new faculty members:

- New faculty represent the majority of Upload-A-Thon submissions, suggesting a generational shift in attitudes towards OA and scholarly communication.
- Media coverage on the FSU homepage, FSU News, and FSView heavily increased exposure levels.
- Liaison involvement/investment:
 - The impact of the Upload-A-Thon was broadened by working through librarians who have already established rapport within departments. An additional benefit was training for liaison librarians and firsthand exposure to open access and the concerns of their departmental faculty.

Challenges and Opportunities

Committee Work:

- Open Access Week Committee
 - The OA Week Committee was helpful, but underutilized by committee leadership. In the future, the OA Week Committee should be involved more directly in all phases of planning and execution.
- Marketing Committee
 - Procedures for the production of outreach materials for Open Access Week had not yet been established and this caused a delay in their production. In the future, marketing plans will begin much earlier (July) and the workflow for approval of materials will be streamlined.

Partnerships within the library:

- Liaison participation in the Upload-A-Thon ranged from zero to very active. To a certain extent, apathy or non-participation is understandable in that liaison librarians already have other responsibilities and obligations. The Scholarly Communication Team must develop close partnerships with liaison librarians and provide training and information throughout the year so that when Open Access Week arrives, liaisons are informed and ready to assist. The Scholarly Communication Team must empower liaison librarians to be maximally effective with minimal investment.

Establishing trust from faculty:

- The ongoing work of Scholarly Communication Team.
- Increased exposure for the variety of partnerships and services offered by the Scholarly Communication Librarian and Assistant.
- Building reputation for libraries doing new, interesting, relevant work.

Moving forward

We have an opportunity to ride a wave of momentum coming out of Open Access Week 2013. We want to continue to present the value of open access and our Open Access Week initiatives in the light of President Barron's Top 25 push. We should also leverage data from DigiNole, and the testimonies of contributing faculty to build a stronger outreach program to academic departments.

Future Open Access Weeks will benefit greatly from getting started earlier. As the event occurs in October, work should be well-underway prior to the start of the Fall semester. Early development of a plan, committee, and promotional materials will be crucial to the future growth of Open Access Week as a successful enterprise at FSU. As of now, there are several potential directions for Open Access Week 2014. First, we could attempt to engage the public in access to scholarship produced at FSU by working with local media and the Leon County Library System. Alternatively, we could lampoon the toll access publishing world by promoting the opposite of Open Access: Closed Access. Closed Access Week would feature promotional materials designed to invoke the early 20th or late 19th century, and talking points which highlight the ridiculous nature of hanging on to the old system given modern opportunities; a mock campaign for open access by advocating for closed access.

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<http://lib.fsu.edu/tads/scholarly-communication>