

Getting buy-in from faculty and management : the UP success story

Presented at the SARUA Open Access Leadership Summit 20
– 21 November 2007

Gaberone, Botswana

Presented by Monica Hammes & Elsabé Olivier



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s a r u a
southern african regional
universities association



40% live below the poverty line

Life expectancy <50

25% have access to modern energy

Literacy rate = 61%

Internet access = 3.6% of population

Not part of Knowledge Society

Marginalized

...at least not the main culprits of earth warming!



Biggest residential university in South Africa:

- 28206 Undergraduate contact students
- 14136 Postgraduate students
- 10837 Distance students
- 2441 International students
- 56% Female 44% Male
- 53% Black 47% White
- 4000+ permanent staff

Nine Faculties + Business School

Spread over 7 campuses

2006: 1347 postgraduate degrees

2006: 1230 research papers published



Agenda

1. Point of departure
2. Indicators of success
3. Contributing factors
4. Strategies for buy-in



Point of departure: openUP strategy

To change scholarship practice at UP towards becoming an

Open Scholarship institution

based on the philosophy

..the job of research is only half-done if the results of that research cannot reach the widest audience
(Wellcome Trust)



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Definition of an OS institution (1)

1. Theses and dissertations are available online OA based on a policy of **mandatory submission**
2. Research and conference papers are available online OA and researchers **actively contribute** based on a policy of **mandatory submission**
3. Researchers and students actively use OA material
4. Researchers publish in available OA journals and the institution has **policy and financial support** in place

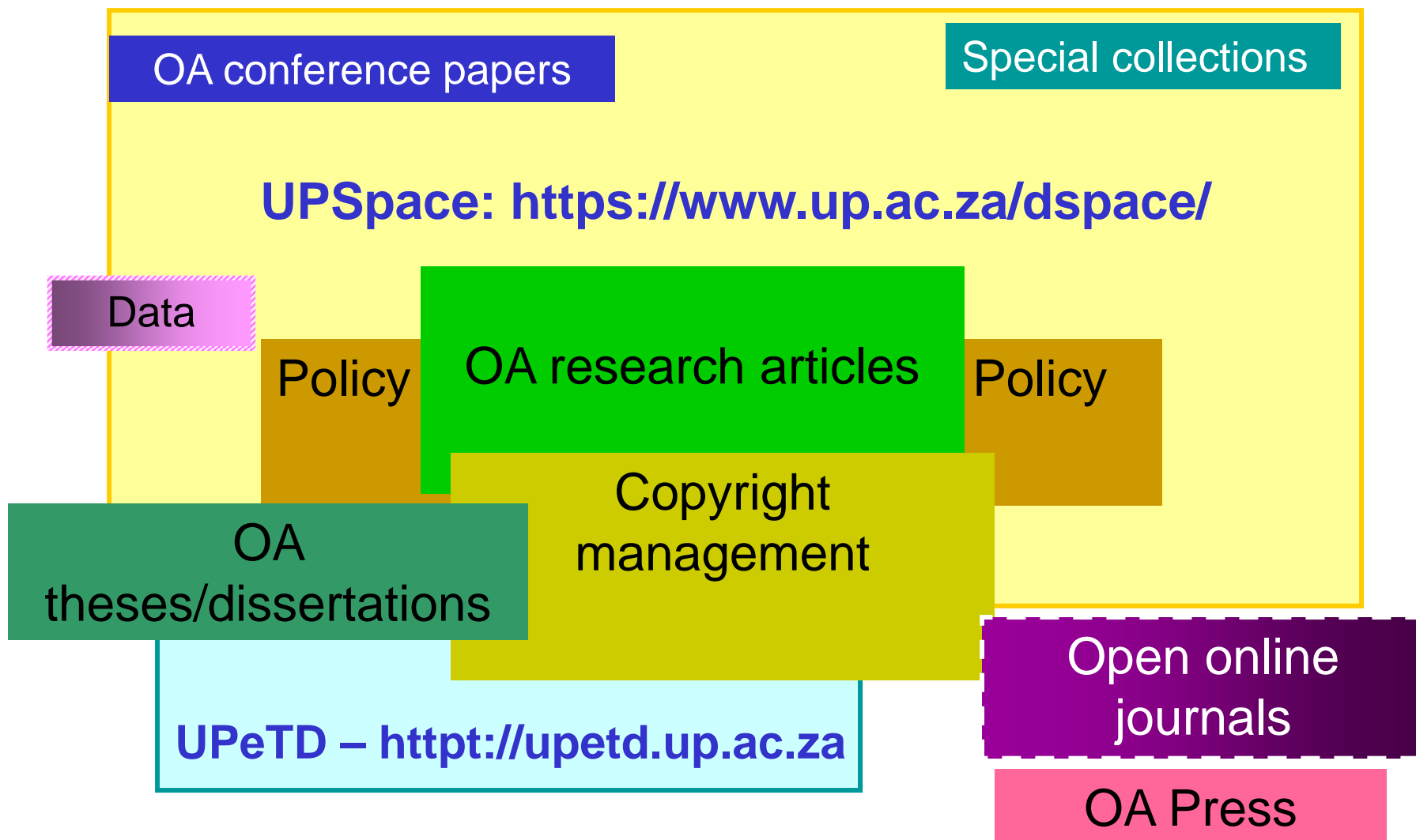


Definition of an OS institution (2)

5. Researchers **actively** manage the copyright of their publications, inter alia with **addenda** to their contracts or using Creative Commons contracts, and the necessary **policy** exists
6. Publications from the institution's press/publishing house are available OA based on **policy**
7. The institution publishes its own online OA journals OR provides infrastructure and support for members
8. Dissemination forms part of its publication strategies



Relationship with Institutional Repositories



Indicators of success

- UPeTD: **3108** full text items & UP Space: **2845**
- UP Strategic plan & policies for mandatory submission
- Copyright success
- Usage statistics
 - UPeTD: **250 000** files/month
 - UPSpace: **128 000** items viewed until August
- Lots of positive feedback
- Presentations at conferences and workshops, articles
- **But, very little self-archiving by authors**



UP Strategic plan

- **“B 6.6. E-research and the Academic Information Service.**
 - Secondly, archiving the published research papers and conference proceedings of UP staff and students and making them available to the international research community will integrate the University with the international open access movement. This will ensure enhanced visibility for UP research and its greater impact. **The Academic Information Service will manage this initiative** and guide researchers towards contributing. During the period under review, policy on copyright practices and the possible mandatory submission of articles will be developed.”
- Similar rules for data and heritage collections



Contributing factors

- The Library's excellent position within the University: management and academe
- The success of UPeTD paved the way
- A well managed research repository infrastructure that offers a solution to real needs
- Dedicated and enthusiastic library staff



Contributing factors (2)

- The library's strong e-strategy
- Alignment with international trends
- Co-operation with Research Office
- Lobbying, advocacy and marketing
- A variety of interesting collections resulting from an opportunity mindset



UPeTD - Microsoft Internet Explorer

Address <http://upetd.up.ac.za/thesis/available/etd-11122007-125433/unrestricted/04chapter4.pdf>

Address <http://upetd.up.ac.za/thesis/available/etd-11122007-125433/unrestricted/04chapter4.pdf>

Address <http://upetd.up.ac.za/thesis/available/etd-11122007-125433/unrestricted/04chapter4.pdf>

Address <http://upetd.up.ac.za/thesis/available/etd-11122007-125433/unrestricted/04chapter4.pdf>

UPeTD
University of Pretoria

Document Type: Doctoral Thesis
 Author: Mosu
 URN: etd-11122007-125433
 Document Title: Characterisation of the life cycle of *Acanthopplus discoidalis* (Hemiptera: Coreidae) in the Free State province of South Africa
 Degree: PhD (Entomology)
 Department: Zoology and Entomology
 Supervisor: Prof C H Scholtz

CHAPTER FOUR

INTRODUCTION

The armoured bush cricket (ABC), *Acanthopplus discoidalis* (Hemiptera: Coreidae) is a pest of agricultural crops and ornamental plants. It is a highly mobile pest and can cause significant damage to crops and ornamentals. The ABC is a pest of agricultural crops and ornamental plants. It is a highly mobile pest and can cause significant damage to crops and ornamentals.

Efficacy of fipronil as barrier spray treatment for control of armoured bush cricket, (Orthoptera: Heteroptera).

ABSTRACT

Fipronil 200 SC (Regent®), a compound belonging to the phenyl pyrazoles, was evaluated for residual toxicity against adult armoured bush cricket (ABC), *Acanthopplus discoidalis*. To determine the LD₉₀ residual dose rate at 14 days post application, four different doses (6.25 g a. i. ha⁻¹, 15.625 g a. i. ha⁻¹, 21.875 g a. i. ha⁻¹ and 29.125 g a. i. ha⁻¹) were used to treat natural vegetation inside field enclosures. Insecticide application was made with a lever operated knapsack sprayer. ABC were released in cages and kept under field conditions over time. The dose rate that gave

1 of 10

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UPSpace

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 School of Public Management and Administration >
 Research Articles (School of Public Management & Administration) >

Please use this identifier to cite or link to this item: <http://hdl.handle.net/2263/3928>

Title: Technical regulatory reform in Africa : a condition for a competitive regional economy

Author/s: Nsingo, S.A.M.
Steyn, E.J.

LC Subjects: International trade
Foreign trade regulation -- Africa

Keywords: Technical regulatory reform
Regional economy
World Trade
Trade relations
African countries
African Development Community (SADC)
Economic Community of West African States
Investment
Economic recovery

Issue Date: Sep-2007

Publisher: South African Association for Public Administration

Citation: Nsingo, S & Steyn, EJ 2007, 'Technical regulatory reform in Africa: a condition for a competitive regional economy', Journal of Public Administration [http://www.saapam.co.za/]

Abstract: Technical regulations are critical for economic growth. However, from the fact that an undirected and uncoordinated regulatory process can be a barrier to economic growth, it is clear that a well-designed regulatory process is essential for economic growth.

Attachment Pages

TECHNICAL REGULATORY REFORM IN AFRICA: A CONDITION FOR A COMPETITIVE REGIONAL ECONOMY

S. Nsingo
School of Public Administration and Management
University of Pretoria
E.J. Steyn
Department of Trade and Industry

UPSpace

UPSpace at the University of Pretoria: Home - Microsoft Internet Explorer

Address: https://www.up.ac.za/dspace/

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Research Repository of the University of Pretoria

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Working papers on UPSpace are documented on this web-page.

Access UPSpace on the production server at <https://www.up.ac.za/dspace/>

Inquiries: Tel: +27 12 420 3002 or e-mail us.
UPSpace Listserv: dspace@kendy.up.ac.za

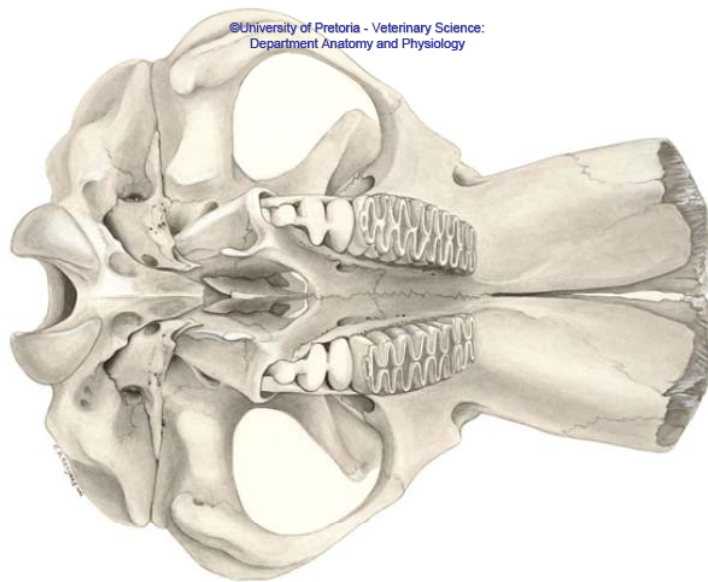
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Christene Seegers Biomedical illustrations & Arnold Theiler Collection

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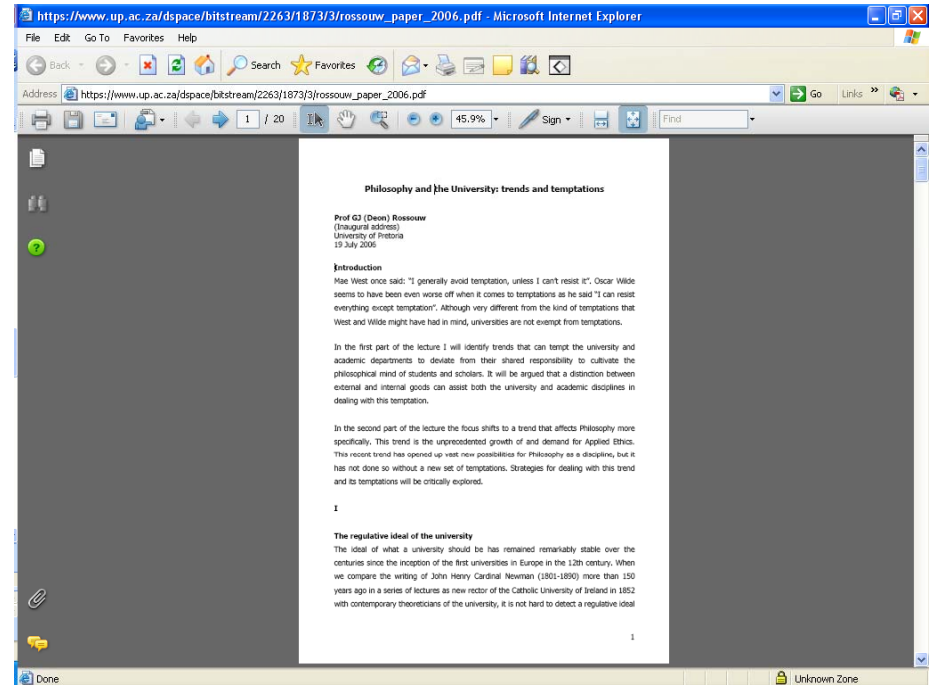


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Inaugural addresses

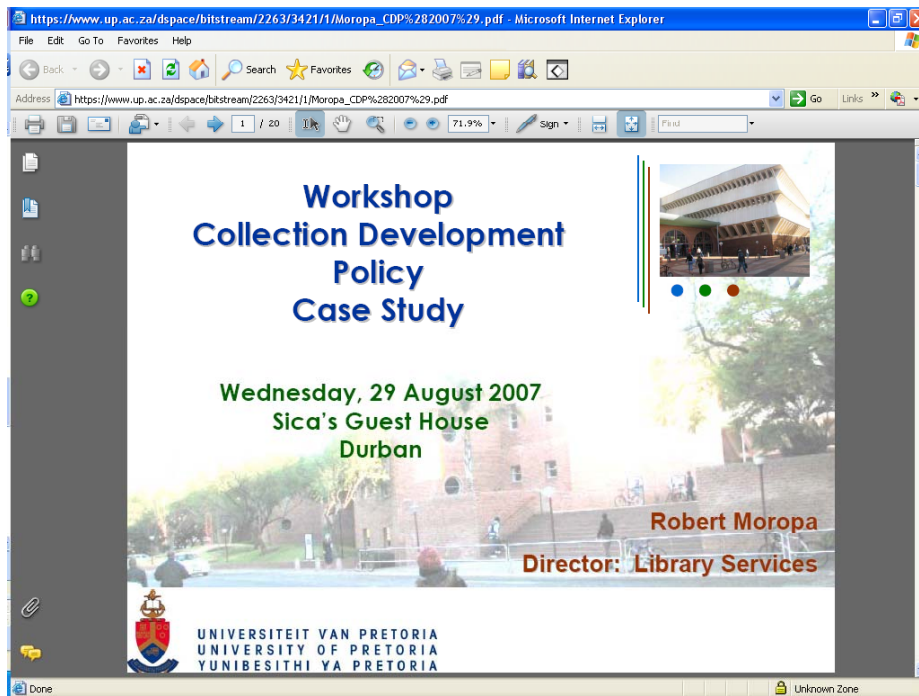


<https://www.up.ac.za/dspace/handle/2263/1844>

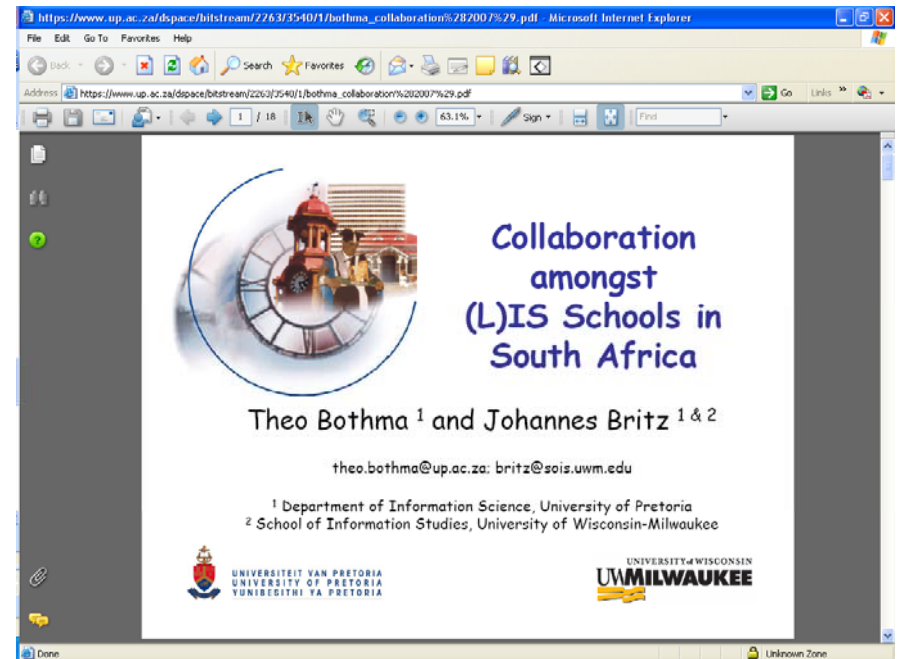


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Conference papers & proceedings



<https://www.up.ac.za/dspace/handle/2263/3419>



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Mapungubwe Collections

UPSpace at the University of Pretoria: Mapungubwe Collections - Microsoft Internet Explorer

Address: <https://www.up.ac.za/dspace/handle/2263/589>

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Mapungubwe Collections

Community home page

In: Mapungubwe Collections

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or browse: Titles Authors By Date

UPSpace serves as a digital research repository for the Mapungubwe Museum, its collections and archive. This on-line electronic resource is made available for the use of researchers, the general public, educators, learners and anyone interested in obtaining information about Mapungubwe. The digital collection is divided into an artefact (object), document, national and photograph collection.

Sub-communities within this community

- Mapungubwe Research Collection

Recent Submissions

- Stone Walls on the Southern Terrace, Mapungubwe
- Employment of archaeologists at Greefswald
- Discovery of Mapungubwe
- Gold - analysis
- Purchase of Greefswald

Contact Details

Mapungubwe Museum & Archive
The Curator
Mapungubwe Museum
Tel: +27 12 420 3146

Address: <https://www.up.ac.za/dspace/bitstream/2263/11365/1/up-ag-d-17.pdf>

MAPUNGUBWE METALLURGICAL MATERIAL

by
Professor G. H. Stanley.

The examination of the material submitted to me helps to confirm the impression that the practice of iron smelting among pre-European African peoples was almost as wide spread as that of pottery manufacture and other domestic arts.

The specimens submitted by Mr. Neville Jones

<https://www.up.ac.za/dspace/handle/2263/589>



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Personal Collections

The screenshot shows the website for the Department of Agricultural Economics, Extension and Rural Development at the University of Pretoria. It features a navigation menu on the left, a central profile for Prof. Johann Kirsten, and a list of quick links. The profile includes his title as Head of the department, contact information (email: johann.kirsten@up.ac.za, telephone: +27 12 420 3251, fax: +27 12 420 3247), and a list of research output categories such as Research Articles, Chapters, and Photo Album.

The screenshot shows the UP Space digital repository interface. It displays a search results page for the 'Johann Kirsten Collection'. The page includes a search bar, a list of items, and a table of search results. A blue arrow points from the 'Photo Album' link in the first screenshot to the 'Browse by Title' section in this screenshot.

DATE of ISSUE	TITLE	Authors
Dec-1999	The agricultural input industry and the competitiveness of South African agriculture	johann.kirsten@up.ac.za; Kirsten, Johann F.
Jan-1998	Agricultural market liberalization: a case study of the Western Cape Province in South Africa	johann.kirsten@up.ac.za; Van Zyl, Johan; Vink, Nick; Townsend, Rob; Kirsten, Johann F.
Dec-1998	An analysis of the comparative advantage and policy incentives of commercial wheat production in South Africa	johann.kirsten@up.ac.za; Kirsten, Johann F.; Ohene-Agyang, Ernest; Van Rooyen, Johan
Jan-1999	An analysis of the impact of different scenarios on the market for stockfeed	johann.kirsten@up.ac.za; Esterhuizen, D.; Van Zyl, Johan;

<https://www.up.ac.za/dspace/handle/2263/1125/browse-title>



Jonathan Jansen Collection

The screenshot shows a Microsoft Internet Explorer browser window displaying the DSpace page for the Jonathan Jansen Collection at the University of Pretoria. The address bar shows the URL: <https://www.up.ac.za/dspace/handle/2263/108>. The page features the University of Pretoria logo and the DSpace logo. A search bar is present with the text "Jonathan Jansen Collection" and a "Go" button. Below the search bar, there are buttons for "Titles", "Authors", and "By Date". A profile picture of Professor Jonathan Jansen is displayed. The page also includes a "Recent Submissions" section with links to various articles, such as "Afskeidsgeleentheid van prof. Jonathan Jansen 27 Maart 2007" and "Tuks education boffin resigns". The footer of the page contains contact information for inquiries regarding the collection, including the name "Elsabe Olivier" and a telephone number: "+27 12 420 3719".

<https://www.up.ac.za/dspace/handle/2263/108>

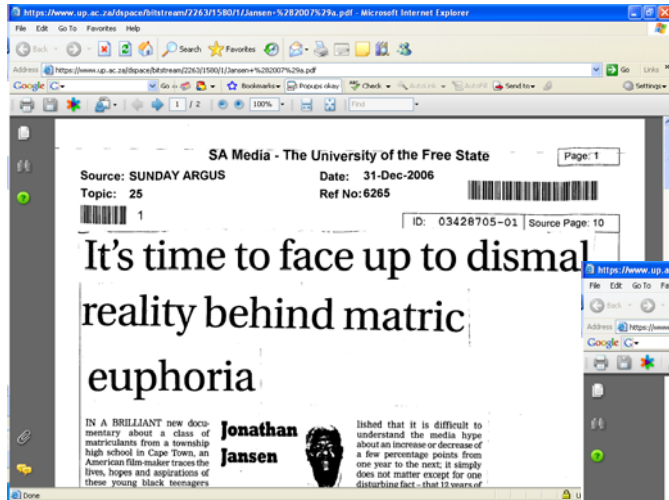


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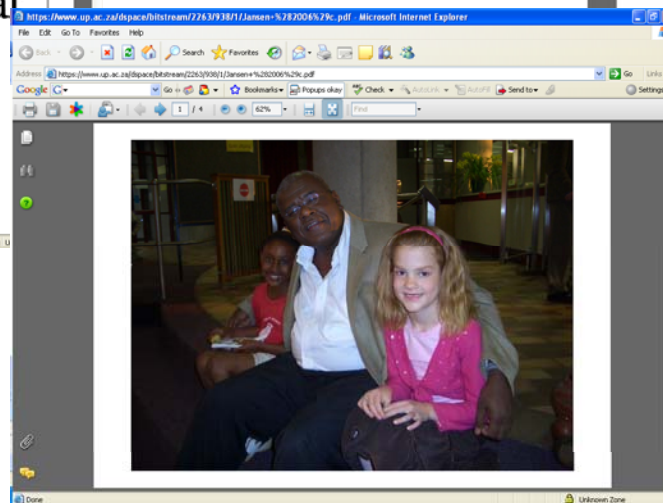
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<http://hdl.handle.net/2263/1580>



<http://hdl.handle.net/2263/3423>

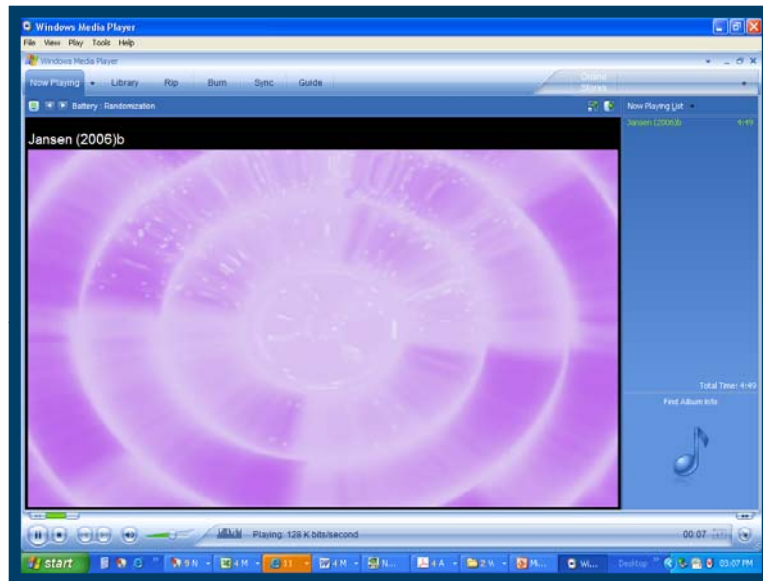


<http://hdl.handle.net/2263/938>



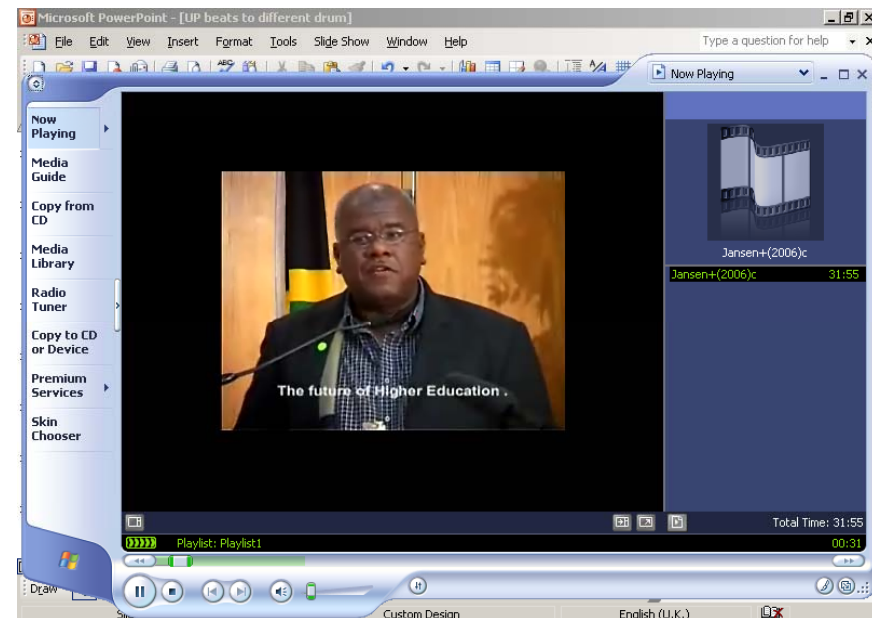
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Jonathan Jansen Collection



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Copyright

- openUP adheres to copyright policies
- SA publishers
- Standard letter and permission form
- Positive role in influencing publisher policies
- 25 July : Academy of Science of South Africa's meeting with editors of scholarly journals



SHERPA/RoMEO



The screenshot shows the SHERPA/RoMEO website in a Microsoft Internet Explorer browser window. The browser title is "SHERPA/RoMEO - Publisher copyright policies & self-archiving - Microsoft Internet Explorer". The address bar shows "http://www.sherpa.ac.uk/romeo.php". The website header features the SHERPA/RoMEO logo on the left and the tagline "...opening access to research" on the right. Below the logo is a navigation menu with links for Home, Guidance, Repositories, Projects, Links, About, and Contacts. The main heading is "Publisher copyright policies & self-archiving". The text below the heading states: "Use this site to find a summary of permissions that are normally given as part of each publisher's copyright transfer agreement." The "Search" section includes radio buttons for "Journal titles" (selected) and "Publisher names", a search input field, and a "search" button. Below the search field are radio buttons for "contains", "starts with" (selected), "Exact phrase only", and "ISSN". The "Browse" section lists links for "All publishers", "Green publishers", "Blue publishers", "Yellow publishers", and "White publishers", with a link "What the colours mean." below. A paragraph of text at the bottom explains the service's maintenance by SHERPA, JISC, and the Wellcome Trust, and provides information about the RoMEO Project, Zetoc, and the prototype API.

<http://www.sherpa.ac.uk/romeo.php>



Publisher conditions

The screenshot shows the SHERPA/RoMEO website interface. The browser title is "SHERPA/RoMEO - Publisher copyright policies & self-archiving - Microsoft Internet Explorer". The address bar shows "http://www.sherpa.ac.uk/romeo.php". The page header includes the SHERPA/RoMEO logo and the tagline "...opening access to research". Navigation links include Home, Guidance, Repositories, Projects, Links, About, and Contacts. The main content area displays search results for "minerals engineering", listing the journal "Minerals Engineering" (ISSN: 0892-6875) published by Elsevier Science B.V., Amsterdam. Below this, a table of conditions is shown for the publisher Elsevier. A callout box with a blue border and white background points to the "Conditions" row, containing the text "Publishers version/ PDF can not be used".

...opening access to research
Home | Guidance | Repositories | Projects | Links | About | Contacts

Publisher copyright policies & self-archiving

One journal found when searched for **minerals engineering**:

Journal: **Minerals Engineering** (ISSN: 0892-6875)
Publisher: **Elsevier Science B.V., Amsterdam.**

These summaries are for the publishers *default* policies and changes or exceptions can often be negotiated by authors.
All information is correct to the best of our knowledge but should not be relied upon for legal advice.

Publisher:	Elsevier
Pre-print:	<input checked="" type="checkbox"/> subject to Restrictions below, author can archive pre-print (ie pre-refereeing)
Restrictions:	<ul style="list-style-type: none">This does not include Cell Press
Post-print:	<input checked="" type="checkbox"/> author can archive post-print (ie final draft post-refereeing)
Conditions:	<ul style="list-style-type: none">On authors personal or authors institutions serverPublished source must be acknowledgedMust link to journal home pagePublishers version/PDF cannot be usedArticles in some journals can be made Open Access on payment of a limited chargeNIH Authors articles will be submitted to PMC after 12 months.
Mandated OA:	<input checked="" type="checkbox"/> Wellcome Trust (Paid OA option); <input checked="" type="checkbox"/> arc (Paid OA option); <input checked="" type="checkbox"/> ARC (Paid OA option); <input checked="" type="checkbox"/> BBSRC (Compliant); <input checked="" type="checkbox"/> Research UK (Paid OA option); <input checked="" type="checkbox"/> CSO (Paid OA option); <input checked="" type="checkbox"/> DoH/NIHR (Paid OA option); <input checked="" type="checkbox"/> DFG (Compliant); <input checked="" type="checkbox"/> ESRC (Compliant); <input checked="" type="checkbox"/> CERN (Compliant); <input checked="" type="checkbox"/> FWO (Compliant); <input checked="" type="checkbox"/> FWE (Compliant); <input checked="" type="checkbox"/> HHMI (Paid OA option); <input checked="" type="checkbox"/> Inserm (Compliant - see conditions); <input checked="" type="checkbox"/> MRC (Paid OA option); <input checked="" type="checkbox"/> NHMRC (Compliant); <input checked="" type="checkbox"/> NIH (Compliant); <input checked="" type="checkbox"/> NERC (Compliant); <input checked="" type="checkbox"/> PPARC now STFC (Compliant); <input checked="" type="checkbox"/> STFC (Compliant)

<http://www.sherpa.ac.uk/romeo.php>



Uzoma (follow the right road)

Microsoft Excel - UP publisher policies 17 November

File Edit View Insert Format Tools Data Window Help

Topics in Early Childhood Special Education

1 Gray : permission requested from publisher - waiting for response

2 Gold : can archive the publisher-generated .pdf file **Some articles may be embargoed**

3 Green : can archive pre-print and post-print

4 Blue : can archive post-print (ie final draft post-refereeing). **Some articles may be embargoed**

5 Yellow : can archive pre-print (pre-refereeing) **Some articles may be embargoed**

6 White : archiving not allowed. Submit the No permission file on Share and change the file name accordingly

7 Tan : blanket permissions not granted - each request is considered on it's own merits

8 Pink : permission obtained for one particular article only

9 Plum : cross references

10 Publishers guidelines

Title	Negotiator	Date	Publisher	URL	ISSN	Sae	Full permission	Version	Format	V
Accountancy SA	Elsabé Olivier	11/5/2007 - kontroleer adres 25/5 NB	South African Institute of Chartered Accountants	http://www.accountancysa.org.za/	0258-7254	No				
Acta Academica	Elsabé Olivier	12/6/2007 Bel-sal binnekort antw hê(22/6) vdbergd.hum@mail.uovs.ac.za	UFS-Sasol Library	http://www.journals.co.za/ej/our_academ.html	0587-2405	Yes				
Acta Commercii	Elsabé Olivier	1/11/2007	University of Johannesburg, Dept of Business Management	http://www.journals.co.za/ej/ejour_acom.html	1684-1999	Yes				
Acta Criminologica : South African Journal of Criminology	Elsabé Olivier	5/6/2007	CRIMSA	http://www.crimsa.ac.za/	1012-8093	Yes	Yes	Final published version	PDF	UP
Acta Juridica	Elsabé Olivier	19/6/2007	Juta Law	http://www.journals.co.za/ej/our_ju_jur.html	07021-73142	Yes	No - 3 months embargo	Version supplied by Juta	PDF	UP
Acta Patristica et Byzantina	Elsabé Olivier	29/5/2007 (Skakel 12/6)	Department of Ancient Languages, University of Pretoria	http://journals.sabinet.co.za/ej/ejour_patris.html	1022-6486	Yes	Yes	Final published version	PDF	UP
Acta Theologica	Elsabé Olivier	4/6/2007	Faculty of Theology of the University of the Orange Free State	http://www.uovs.ac.za/faculties/content.php?id=3980&FCod e=09	1015-8758	Yes	Yes	Final published version	PDF	UP
Administrative Publishing	Elsabé Olivier	1/11/2007	Association of Teachers in Public		1015-1833	No				

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Buy-in strategies that worked for us (1)

- Identify all **stakeholders** (Institutional Management, Authors, Library, Research Department, IT Department, Student Administration, Registrar, Legal Office.....)
- Identify their **role towards success** and negotiate accordingly, e.g. Institutional Management: Policy, resources, influencing the behaviour of authors, support publisher negotiations, advocacy campaign partners, meetings and fora



Buy-in strategies that worked for us (2)

- Advocacy and lobbying have a lot in common with marketing: **segment your target groups** and tailor your message to suit their needs, deliver it in their language and with the most appropriate means of communication.
- Identify the **benefits that will excite them** and the **concerns that will make them hesitant** and address these
- Develop an **advocacy plan** and work through it systematically (5X rule)



Buy-in strategies that worked for us (3)

- **Demonstrate** the concept with good examples, build and maintain momentum
- Use meetings, exhibits and other **events** for marketing, create good material that can be used by everybody: presentations, flyers, posters, blogs and wikis
- Co-operate with **champions** → include them in communities of interest/practice
- Be visible: write and speak about it, **launch** your IR in a spectacular fashion, **celebrate milestones**



Buy-in strategies that worked for us (4)

- This is going to cost money: create policy, good **business plans**, with resource implications, workflow, governance and roles, that show your savvy
- Use national/regional/international trends and **initiatives** as magnets
- Keep stakeholders informed with good **statistics and outcomes**
- Build solid, **lasting relationships**



Thank you!

For more information :

<https://www.up.ac.za/dspace/handle/2263/568//browse-title>



elsabe.olivier@up.ac.za



monica.hammes@up.ac.za



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