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

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

Gaborone, Botswana

Presented by Monica Hammes & Elsabé Olivier
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)
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
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

- OA conference papers
- Special collections
- UPSpace: https://www.up.ac.za/dspace/
- OA research articles
- Policy
- OA theses/dissertations
- UPeTD – http://upetd.up.ac.za
- Copyright management
- Data
- Policy
- Open online journals
- OA Press
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**

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
Efficiency 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), *Acanthocephalus discoidalis*. To determine the LD$_{96}$ 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
Welcome to openUP, the open access collection of articles authored and co-authored by UP staff at the University of Pretoria. It forms part of UPspace, the University's repository, administered by the Academic Information Service.

In time we hope this service will provide you with access to UP's research articles, linked to the University's repository just started in July 2006 with a number of postprints, that is, articles that have been published elsewhere. The content of these articles is included in the collection. The collection will grow with the addition of more published counterparts. Wherever the content has been added our watermark to the article.

Access to the full text of UP theses and dissertations is also available at http://upetd.up.ac.za/.

→ search the collection
→ advanced search using a more complex query
→ browse the collection by title
→ browse the collection by author

You are here > openUP

openUP for
→ Access to UP research papers
→ Guidelines for authors
→ Access to the submission system
UPSPace

https://www.up.ac.za/dspace/
Conference papers & proceedings

Workshop Collection Development Policy Case Study

Wednesday, 29 August 2007
Sica's Guest House
Durban

Robert Moropa
Director: Library Services

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

https://www.up.ac.za/dspace/handle/2263/568

Collaboration amongst (L)IS Schools in South Africa
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1 Department of Information Science, University of Pretoria
2 School of Information Studies, University of Wisconsin-Milwaukee
Mapungubwe Collections

https://www.up.ac.za/dspace/handle/2263/589
Personal Collections

https://www.up.ac.za/dspace/handle/2263/1125//browse-title
Jonathan Jansen Collection

https://www.up.ac.za/dspace/handle/2263/108
Jonathan Jansen Collection

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

It’s time to face up to dismal reality behind matric euphoria

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

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

The Leadership of Transition: Correction, Conciliation and Change in South African Education

Abstract
This paper focuses on educational leadership in the context of social transition in post-apartheid democracy in South Africa. Transitional leaders manifest behaviours, attitudes, values and strategies that are deeply rooted in the contexts within which they work. Social norms and political climate may not be supportive of educational leaders wishing to ease the challenges of implemented transition; however, this paper focuses on teachers who take on this challenge. Narratives of these educational leaders.
Jonathan Jansen Collection

http://hdl.handle.net/2263/1419

http://hdl.handle.net/2263/1418
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

Use this site to find a summary of permissions that are normally given as part of each publisher’s copyright transfer agreement.

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Published information is updated by our collaborative colleagues and through community contributions, please submit any updates using the link.

http://www.sherpa.ac.uk/romeo.php
Publisher conditions

Publishers version/PDF can not be used

http://www.sherpa.ac.uk/romeo.php
Uzoma (follow the right road)
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

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