

Planting the Seeds for Open Access Success

Growing Faculty Participation in a New Institutional Repository

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Open Access
Resolution
passed

Feb
2015

GW ScholarSpace
official launch

Oct
2015

Outreach strategy
planning began

Dec
2015

Presentations to
faculty department
meetings

Jan-
Feb
2016

Future outreach
efforts

Aug
2016
-

Abstract

GW Libraries is the library system for George Washington University, a private research university located in Washington DC. This poster will provide the roadmap of GW Libraries' initiative to promote open access among campus stakeholders. It will specifically highlight the library's outreach efforts to increase the participation in a new institutional repository (IR) of research faculty from the Graduate School of Education and Human Development.

Outreach Strategies



Conversations Across Campus

Graduate School of Education and Human Development (GSEHD):

- o Spoke with Dean and five department chairs
- o Attended faculty department meetings

Talking Points:

- o Protect your rights
- o Preserve your work
- o Increase your impact

Faculty Publications:

Used as examples in meetings to inform faculty about self-archiving policies and tools.

- o rchive.it
- o Sherpa/RoMEO
- o GW Libraries Open Access Website (go.gwu.edu/openaccess)

Outreach Tools

- o Open Access Research Guide
- o Bookmarks
- o Door Hangers
- o Handouts
- o Email Template
- o Presentation Template
- o Buttons

GSEHD Case Study



Methodology: Exploratory Case Study

Research Question:

How does the library's outreach efforts with GSEHD faculty effect their self-archiving practices and grow participation in the new institutional repository?

Discussion at Faculty Dept. Meetings:

- o What do you mean by open access?
 - o Green vs. Gold (Suber, P., 2015)
- o What is the benefit of OA to my scholarly publishing?
- o Why deposit in the institutional repository?
 - o I already use tools like Research Gate, Academia.edu, and Google Scholar to promote my research.

Results:

- o Reached 52 faculty in 5 departments
- o Since December 2015, GSEHD Faculty have deposited 4 works into GW ScholarSpace

Barriers to Socializing Open Access:

- o Focus on faculty tenure process
- o Time commitment
- o Misunderstandings about author's rights
- o ResearchGate/Academia.edu

Future Efforts



What's Next?

Faculty Publishing Alerts:

- o Web of Science
- o Google Scholar

Regular Updates to Faculty:

- o E-mails
- o Door Hangers
- o Serendipitous conversations

Open Access Month:

- o Events in October
 - o Open Access in the Disciplines: A Conversation (faculty panel)
- o Open Educational Resources for Faculty (workshop)
- o #GWOpenAccess Twitter campaign

Include Open Education Resources in the Conversation:

- o Form cross-departmental team with eDesign
- o Develop Open Textbooks Research Guide
- o Present at GW conference
- o Include in GW Libraries Workshop Series

References:

Suber, P. (December 15, 2015) Open access overview: Focusing on open access to peer-reviewed research articles and their pre-prints. Retrieved from <http://legacy.earlham.edu/~peters/fos/overview.htm>

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