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):
- Spoke with Dean and five department chairs
- Attended faculty department meetings

Talking Points:
- Protect your rights
- Preserve your work
- Increase your impact

Faculty Publications:
Used as examples in meetings to inform faculty about self-archiving policies and tools
- rChive.it
- Sherpa/RoMEO
- GW Libraries Open Access Website (go.gwu.edu/openaccess)

Outreach Tools
- Open Access Research Guide
- Bookmarks
- Door Hangers
- Handouts
- Email Template
- Presentation Template
- 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 of Faculty Dept. Meetings:
- What do you mean by open access?
- Green vs. Gold (Suber, P., 2015)
- What is the benefit of OA to my scholarly publishing?
- Why deposit in the institutional repository?
- I already use tools like Research Gate, Academia.edu, and Google Scholar to promote my research.

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

Barriers to Socializing Open Access:
- Focus on faculty tenure process
- Time commitment
- Misunderstandings about author’s rights
- ResearchGate/Academia.edu

Future Efforts

What’s Next?
Faculty Publishing Alerts:
- Web of Science
- Google Scholar

Regular Updates to Faculty:
- E-mails
- Door Hangers
- Serendipitous conversations

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

Include Open Education Resources in the Conversation:
- Form cross-departmental team with eDesign
- Develop Open Textbooks Research Guide
- Present at GW conference
- Include in GW Libraries Workshop Series

References:

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