

# Open Access Week: It Takes a Village

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# Open Access Week @ the University of Kansas Libraries, 2010-



# It takes a village...

At KU, we've learned that it takes a village to pull off a successful Open Access Week

- Local leadership
- Experts
- Advocates
- New, fresh voices...



# 2010: Five events, 150 attendees

Planning group consisted primarily of the staff of the KU Libraries' Office of Scholarly Communications & Copyright

- Ada Emmett, Head of the Office (1 FTE)
- Marianne Reed, Digital Scholarship Specialist (.5 FTE)

Presenters:

- Ada and Marianne, Dean of Libraries
- Liaison from the General Counsel's office
- Faculty advocates



# 2011: Four events, 240 attendees

## Planning group

- KU Libraries' Office of Scholarly Communications & Copyright
- Event help from the Dean of Libraries' office

## Presenters:

- Same as 2010: Ada & Marianne, faculty advocates, GC's office
- One big event: **The Future of Scholarly Publishing**
  - Dr. David Schulenburger, former KU Provost and Open Access advocate
  - Heather Joseph, director of SPARC
  - Clifford Lynch, Center for Networked Information (CNI)
  - Ada Emmett and Lorraine Haricombe, Dean of Libraries



2012: Opportunity to re-think our strategy for OA Week planning

Ada Emmett was a visiting professor at Purdue, leaving an OA Week planning committee of one (me)

HELP!!



## Our solution:

### An Open Access Week Planning Committee

Solicited 6-8 volunteers from the library staff

- Broad spectrum of ideas
- Connections with campus and beyond
- More hands to do the work
- Assistance from the Libraries' Communications, Advancement & Administration unit to help with event logistics—catering, seating, etc.
- Support and ideas from our Dean of Libraries, Lorraine Haricombe



# 2012: Seven events, 250 attendees

- Announcement of the KU Open Access Author Fund pilot
- Special guest Representative Kevin Yoder
- Graduate Student Pizza Lunch
  - Nick Shockey (SPARC) presented
  - Moved to a bigger venue because of all of the RSVPs!
- Panels:
  - Open Access Publishing Models (BioMed Central and Sage)
  - International Impact of Open Access
  - Open Educational Resources





# 2013: Six events, 270 attendees

- Former KU Provost David Shulenberg:  
Federal Funding Agencies Push Toward Open Access: FASTR, the White House Directive, and KU
- Nick Shockey (SPARC) returned to speak at our graduate student pizza lunch
- ImpactStory presentation by Heather Piwowar
- Hands-on workshop for humanities faculty on increasing their research visibility
- “Impacts of Openness” panel



# 2014

- Ada is working with KU student groups to plan student-led events
- Faculty panels
- More hands-on workshops!



# Lessons Learned



# Form an Open Access Week committee

Solicit 6-8 volunteers from the library staff, even if some don't know anything about scholarly communication or Open Access

- Broad spectrum of ideas
- Connections with campus and beyond

Guide, don't direct

- “Tell me more about how this idea relates to this year's Open Access Week theme”



# Open Access Week committee

For those who aren't comfortable planning content, there are other ways to help

- Take meeting notes and track To Do's
- Coordinate volunteers
- Manage t-shirt orders
- Order food or other event logistics
- Be a visible presence at events



# Planning events: Think local

Take advantage of local history and expertise

- KU graduates: Representative Kevin Yoder
- Former Provost David Shulenburger
- Provost Jeffrey Vitter
- Hands-on workshop for humanities faculty about increasing research visibility led by KU faculty: Ada Emmett and Professor Marc Greenberg



# Feed them and they will come

Pizza lunch for 50 graduate students

Simple refreshments help attract an audience

- Cookies
- Cheese and crackers
- Water
- Coffee



# Plan at least one student event

Great opportunity for the library to collaborate with the Graduate School or student groups

- KU: Graduate student pizza lunch

## Possible Topics

- Enhancing research visibility
- Open Educational Resources
- Publishing in Open Access journals
- Copyright 101





# Goodies!

Pizza lunch for graduate students

- Attendees entered a drawing for 10 free OA tees

Open Access T-shirts for all library staff who volunteered to help with Open Access Week events

Buttons:

“I love KU Libraries” and “I support Open Access”



# Skype them in!

Don't be afraid to have speakers connect remotely. Skype or desktop web conferencing systems allow great interaction between speaker and audience without high travel costs.

All you need is a webcam, microphone, speakers and the ability to project a computer screen.



# Take advantage of the great resources from SPARC

- [Openaccessweek.org](http://Openaccessweek.org) and [Righttoresearch.org](http://Righttoresearch.org)
  - Downloads: Handouts, buttons, flyers, bookmarks, web banners, etc.
  - T-shirts and t-shirt designs
  - Videos about Open Access by students
- Speakers for Open Access Week events
- Webinars – Showing one of SPARC's Open Access Week kickoff webinars is a great intro to Open Access issues and to set the tone for the first meeting of your planning committee



# Get the word out

- Use the social and administrative ties of the Dean and other senior campus administrators to support Open Access Week marketing
- Campus email lists
- “A personal invitation is worth a thousand flyers.” Ask librarians to spread the word to their campus connections
- Flyers in high-traffic areas of campus
- Library advisory groups
- University news channels



# Don't forget the library staff!

Make sure that library staff know what's going on during Open Access Week and how they can participate

- “Save the Date” early on
- Schedule of events
- Requests for volunteers
- Each day of OA Week, send a reminder to library staff about the next day's events and why they should come



# After Open Access Week is over

- Schedule a “lessons learned” meeting of the planning group to go over feedback and to talk about what went well and what could be done better. Save this information to inform next year’s planning.
- Members of the committee should personally thank the people who made OA Week possible.



# Questions?

