



Into the Fire

**The SHERPA Partnership's
7½ Pillars of Advocacy**

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Introduction

- Why does SHERPA have an Advocacy focus?
- What's been the experience within the SHERPA Partnership?
- What tips and guidance could we offer?
- What's been the University of Nottingham's recent approach?

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Why is Advocacy Key?

- To embed & enable your repository successfully
 - Cultural change must be achieved
 - Funding, staffing, ethos and policies must be agreed
- One of the most effective tools is advocacy
 - Getting the right message to the right people
 - Tone and content varied by target audience
- An informed awareness must be built
 - A core message & ethos is essential
 - Neglecting advocacy will result in repository decline
- Be prepared for knock-backs
 - Which can be somewhat forceful

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Advocating Repositories

- Some guidance from Partner Experience
 - Based on discussions with SHERPA Partner Officers
 - Meeting held in December 2006
- Focussed on advocacy successes
 - As well as challenges
- No hard and fast rules
 - Each institution has different approaches
 - What has worked well for some *might* work others
- The right level of engagement is crucial
 - Not selling technical minutiae to ProVCs
 - Achieve critical buy in

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Approaches & Strategy

- Intellectual & emotional engagement
 - Reasons why OA & self-archiving is important, useful, vital *etc.*
 - Addressing the bottom *What's in it for me?* Line
- Advocacy strategy blends
 - Top down (mandates, steering groups)
 - Bottom up (hearts & minds, graduates)
 - Champions (laureates, media darlings)
 - Serendipitous (scatter-gun, ad hoc)

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7 (& a bit) Advocacy Pillars

1. Set Achievable Targets
2. Discipline & Community
3. Educate & Clarify
4. Seize the Moment
5. Allies & Comparators
6. Enable Effective Deposition
7. Achieve Quick Wins
- 7.5...Challenges

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Set Achievable Targets



- Steering group comprised of key people
 - Confers institutional *clout* backing and
 - Can drive institutional developments
 - Opens otherwise locked lines of communication
 - Must comprise realists as well as activists
- Focus on specific targets
 - Subject areas or particular item types
 - Using existing contacts to find a good initial “in”
 - Involve “celebrity” academics
 - Promote successes or learn from setbacks

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Discipline & Community



- Disciplinarily differences evident but not absolute
 - One size does not fit all
 - STM aren't always the most keen to engage
- SHERPA Max:Min approach
 - Effort better spent going for the majority of authors/journals/publishers that do or may support deposition
 - Rather than minority of authors/journals/publishers that don't
- Intra-institutional publication cultures will differ
 - Arts & Humanities staff sometimes vocal supporters
 - Departments may already have individual repositories
- Awareness of subject community differences
 - Some (e.g. Physics & CompSci) gravitate to subject repositories
 - Long term stability of IR can be seen as a major advantage
 - IRs can act as ingest mechanism for subject repositories

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Educate & Clarify



- Stakeholders will have many concerns and questions
 - SHERPA site offers guidance and suggested resolutions
- Common questions have included:
 - What about quality assurance & peer review?
 - If its freely available, what about plagiarism?
 - What about commercially or ethically sensitivity material?
 - What happens if I don't bother doing it?
- What about a possible threat to journals?
 - Evidence to date shows co-existence possible
 - 14 years of Physics publications unaffected
 - Brussel's declaration (Feb 13th) from publishers

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Seize the Moment



- Prepare and capitalise on serendipitous opportunities
 - RAE or review focuses attention on research visibility
 - Useful for discovering intermediaries & champions
 - Identifying hitherto unknown effective change agents
 - Invites tend to indicate a receptive & willing audience
- Need marketing plan and core-message ready ASAP
 - *E.g. Publication alone is not enough*
 - Reward participation at milestones
- Use in-house publications
 - Internal and external publications can be useful
 - Deadlines may be set months ahead
 - Publish your own one-off

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Use Allies & Comparators



- Take advantage of competitiveness
 - Jealousy can be a powerful motivating force
 - Between authors, departments or institutions
- Comparators proved useful for SHERPA Partnership
 - Levels of funding, support and staffing elsewhere of particular interest
- Locating comparators
 - OpenDOAR
 - UKCoRR, RSP or SHERPA can help
- Readers' frustration
 - Unable to locate full-text via Google or e-journals
 - Papers by other academics in repository
 - Customer satisfaction can be a significant driver

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Enable Effective Deposition



- Deposition as part of the publication process
 - Community awareness of OA and repository advantages is essential
 - Must be able to back up advocacy promises & targets
 - Encouraging differing version retention of articles can smooth effective deposition
- Labour intensive methods have proved poor successes
 - Searching for articles published
 - Then seeking permission to deposit
- Departmental or institutional mandates
 - One way to fill a repository quickly
 - Risk of raising ire and entrenchment
 - Ensure that staff can cope if implemented
 - Ensure benefits are reflected in core message

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Achieve Quick Wins



- Metadata only repositories
 - Can be a stepping stone to successful deposition
 - BUT confer less advantage to the user research community
 - Clear differentiation of full-text items from metadata only essential for end-users
- Enabling administrative staff
 - Overcomes academic time concerns
 - Can act as effective advocates themselves
 - Risks disengaging academics from the wider debate
- Controlling the situation
 - All staff involved need to stay on message
 - Awareness of planned future developments

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Facing the Challenges



- Even slight barriers are enough
 - Technological, awareness, temporal...
- Fixed term posts & funding
 - Worries for longevity of some repositories
 - High expectations for short timescale
- Unrealistic targets
 - Quantitative focus by observers a poor success metric
 - Is it better to establish quality over quantity?
- Real cultural change is a crucial achievable
 - Need real engagement from and with academics
 - But takes an uncertain amount of time and effort
- Advocacy fatigue
- Operating in isolation

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Current Trends at Nottingham

- A very (well) blended approach...
- Serendipitous
 - Invitations to brief research groups and individuals
 - Training some administrators in self-deposit
 - Discussing RAE issues with interested parties
- Top down
 - Funders' mandates briefing emailed to all staff
- Bottom up
 - Graduate training seminars
- Plans for the coming year
 - Capitalising on interest & contacts from briefings
 - Whole team engaging on more wide-spread advocacy
 - SHERPA Roadshow event for Nottingham academics.

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Conclusion

- Advocacy has been the key to successful cultural change
- Experience across the partnership has developed some useful guidance
- Network of practitioners helped overcome repeating errors
- Appreciation of the unique research culture of the institution is vital

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