Open Access, Closed Minds?

A Case Study of an Open Access Initiative

MURRAY STATE UNIVERSITY: ► Public university ► 12,000 FTE ► Master’s level ► Recently added doctoral programs

Strategic Initiatives Plan Measure: ► 90% of tenure track/tenured faculty engaged in scholarly activity each year

Five librarians (4 research & instruction / 1 technical services) formed a work group to educate faculty about issues related to open access publishing. They each had a different area of interest and pursued activities and interactions based on those areas. The five pieces of open access covered in this outreach were:

- Amended Library’s Faculty Handbook to include language that encourages:
  - Publishing in OA formats.
  - Depositing in repositories.
  - Being more aware of our rights as authors.

- Sent survey to 427 faculty. 84 responses = 20% of tenure track/tenured faculty engaged in scholarly activity each year

- Presented a proposal to the Faculty Senate about adding supportive language for OA publishing to the Faculty Handbook.

- Responses revealed the need for an open access outreach initiative.

What we learned

- Learn from others.
- Choose the correct instrument to suit our assessment needs as well as our demographic.
- Make it a conversation rather than an education.
- Include all R&I librarians in the initiative and require all to promote the survey.
- Institute mechanisms for accountability and initiative.
- Barriers can be unpredictable & uncontrollable.

Outcomes

- Increased faculty awareness
- Institutional Repository
- Scholarly Communications Librarian
- Endowed OA Fund
- University recognized Scholarly Communications Committee

Moving forward

- Improve marketing.
- Avoid using “open access” as it is a hot-button.
- Identify & recruit faculty advocates.
- Partner with Research Policy Committee, Faculty Development Center, Committee on Institutional Studies and Research, and Office of Sponsored Programs.
- Provide programming:
  - Year-round
  - Day-long for new faculty
  - For staff & students

Tools for outreach

- Developed OA scenarios pulled from actual situations that faculty had faced.
- LibraryGuide
- Videos
- Social media posts
- News releases to campus-wide newsletter.

Partnership with the Research Policy Committee

- Added 5 questions about open access to a recurring faculty survey
- How familiar are you with open access publishing?
- Have you had any papers published in an open access journal?
- How scholarly/reliable do you view open access journal to be?
- Compare the value of a paper published in an open access peer-reviewed journal to the value of a paper published in a traditional peer-reviewed journal in the tenure process. Is the open access peer-reviewed paper...significantly more valuable, slightly more valuable, the same, somewhat less valuable, or less valuable?
- Who should pay the fee required to publish in open access journals?

- Presented a proposal to the Faculty Senate about adding supportive language for OA publishing to the Faculty Handbook.

Institutional repository

- Funding for OA publishing
- Impact factors
- Open access policy

Internal housekeeping

- Met with and garnered support from:
  - Dean of libraries & Dean’s Council
  - Director of Public Services
  - Associate Provost

- Formed directives of initiative:
  - Meet with Deans and Tenure & Promotion Committee members.
  - Work with the Research Policy Committee to present a proposal to the Faculty Senate about adding supportive language for OA publishing to the Faculty Handbook.
  - Schedule copyright workshops for colleges & departments.
  - Investigate implementation of an institutional repository.

- Understandings:
  - Faculty acceptance of OA publishing must not be mandated or directed by administration nor should it be seen as strictly a library initiative.
  - Educating faculty about OA is an important responsibility that library faculty can and should take on.