OA Week 2014

Ideas, Suggestions, Recommendations, and Plans

Munch & Learn – June 20, 2014

What: The 7th international Open Access Week (and Pitt's 4th commemoration) will take place during the last full week of October (20-26 October 2014).

When: Last full week of October - October 20-26, 2014 (7th year internationally; 4th year at Pitt)

This year's theme: Generation Open – students, early career researchers

From the June 20th discussion

General observations

- Have a variety of events; may want to provide entertaining events for students with a more subtle or indirect educational component

- More educational, discussion events for faculty

- The number of events is not a problem, as long as we take varied approaches to them (meaning, not all one type [e.g., lectures] but fairs, movies, panels, webinars, and lectures—more of a mix)

- Homecoming/Halloween near the same time

- All events don't have to be held during Open Access week. Because it's a busy time of year, you could have some a little before or a little after

- Assessment/evaluation of the event; could use an iPad to ask 2 or 3 questions at the end of the event

Promotion—lots of good ideas!

- Promotion – start early

- My.pitt.edu – promotion through the site; may encourage undergraduate attendance but a surprising number of people see information here and may attend

- ULS TV monitors and other monitors around campus

- Displays (in cases or otherwise) - in different locations, not just Hillman

- An OA bookmark? Yes, a good idea, but maybe don't order a huge amount

- Dates of the talk on the bookmark

- Flyer with dates/info on events

- List a website on whatever you distribute

- Banner images on the ULS website

- Social media promotion

- Encourage "wearing of the orange"

- Venues for in-person promotion (for liaisons and others)

    o New faculty orientations
    o New faculty lists
    o Mailing lists in departments
    o Admin asst.'s in the departments
    o Handouts for liaisons
    o ULS website
    o Graduate student organizations
    o Wine & Cheese event for faculty
    o Al fresco party for students
    o Orientations for students

Specific events/activities

<u>Tables/information fair</u>

- Tables in high traffic areas—those attending seemed to like this idea; they were interested in it being held outside of Hillman, such as at the Cathedral of Learning or other settings on campus

- Various topics: ORCID, author fee fund, journal publishing, D-Scholarship, PlumX, etc.

- Volunteers needed but don't have to staff the entire time, just for targeted hours

<u>Films</u>

- Creative Commons/public domain films—perhaps aim at students and show in a student setting, not necessarily the library

- Continuous loop of films

- Go to students with films, not expect them to come to us.

- Provide food

- (Claire W. would want to participate in this)

<u>Erin McKiernan event(s)</u>

- Planned for Wednesday, October 22

- Sharing and openness as the new norms—ties into theme of "Generation Open"

- Various ideas discussed – a lunch/meet & great with graduate/doctoral students and early career researchers/new faculty

- A library event – giving us ideas on how to address faculty concerns about Open Access

- A faculty-targeted event – a presentation by McKiernan on her ideas and her declaration to not publish in closed-access journals

- A faculty panel to provide short, lightning responses to her talk

- A panel reacting to McKiernan would promote dialog between faculty, librarians, graduate students, and university administration

- Perhaps 40 minutes for McKiernan presentation and 20 minutes for reaction/comment

- Other speakers might include department representatives, faculty, journal editors, others at the university representing different disciplines (STEM, engineering, digital humanities)

- Promote this and other sessions to other area universities and colleges to increase attendance and involvement

Historic Pittsburgh event

- Coincides with American Archives Month

- Tie in with idea of OER (open educational resources) and digital humanities

- Interest in this because it might draw in attendance from the humanities

Other ideas

- Flavors of Open Access

- Open Access success stories at Pitt (or in the Pittsburgh region)

- Smaller, targeted events to different disciplines, held in the schools

- Carving Open Access pumpkins? Fall, harvest, Halloween, harvest

Food ideas

- Sliders and pizza, for students

- Candy corn, pumpkin pie, carrot cake (fall, Halloween)

- Portable food, food that is easier to sit with at tables and chairs

- More room, fewer chairs, allow people to move around

- Large round tables – no

- A lot of chairs in a room – no

- Cocktail tables? Maybe

Possible event locations

- Lounge for commuters in Pitt Union

- Thornburg Room at Hillman

- Cup & Chaucer

- University Club may be a bit off the beaten path for some

- Might consider hosting smaller, targeted events in different spaces (schools, buildings)

Swag

- Target the swag to the audience

- Cup & Chaucer gift certificates
- Reorder Frisbees,

- T-shirts proved popular in the past

- We already have highlighters, stylus, USB drives

- T-shirt or slogan idea: "Orange is the new black" (more than likely trademarked; some variation might be possible)

Information to provide to liaisons

- Talking points/elevator speeches

- Lists of events with times, dates, locations

- Handouts about the events

- OA journals with high impact factor per discipline

Ideas from the May 2014 Open Access Week kickoff webinar

Anneliese Taylor, University of California, San Francisco (medical/health sciences university)

- Aim to engage both students and faculty
- Reach out early
- Contact student organizations, student government, national student organizations with a local chapter (e.g., National Medical Student Association)
- Activity idea: Create an information table in a highly trafficked area of the library and provide flyers, posters, t-shirts, cookies, etc. You don't have to staff it every day, all the time. Perhaps just one hour (lunchtime) on one day during OA Week.
- Use guest presenters, including ones from your own campus (meaning, not just library people, but students, staff, and faculty from around the university)
- Program idea: "Open Access Innovators" on your campus—identify them, allow them a chance to present about their works, and give examples of OA innovation that they have accomplished
- Market programs to all library staff, not just library faculty. They will be interested and should be aware of the issues and topics.
- Hold open events. Use webinars from other organizations, not just homegrown events. Even if these events are held in the library or library-oriented, make them open to all.
- Events discussing OA policy or with a policy focus have not been well-attended at UCSF
- Hold events outside of OA Week, either in the same time period (e.g., October-November) or throughout the year. Not everyone can be available during OA Week. OA Week happens at a busy time of year so consider alternatives. Events throughout the year can create buzz for events in October.
- Events held at UCSF include a discussion of open peer review, local and regional OA innovators, "OA Explored" (guest speaker: editor from PLoS, which is headquartered in the region [?]), open data, etc.
- Do panel presentations
- Co-sponsor events with other area organizations, academic departments and schools, school organizations, etc.
- Program idea: Presentation (panel discussion) on the OA ETD in the social sciences and humanities

Marianne Reed, University of Kansas

- Pizza, pizza, pizza! Especially for students. Regardless, some food at all times brings people in.
- You will need more than 2 people as your programs develop.
- Use a planning committee to share the work and generate ideas. Even if the ideas are not always germane to OA, the discussion around them can engage the committee, the library, and others, and may lead to new ideas and initiatives for the library (e.g., other scholarly communication issues or resources).
- Guide, don't direct, the committee.
- KU held 6 events in a recent OA Week.
- Hands-on workshop for faculty in Open Access, scholarly communication tools
- 1 student/graduate student event (with pizza, buttons, t-shirts, Right to Research videos, etc.)
- Communicate with the Graduate School/graduate programs to get attendees.
- Personal invitations go a long way to getting people to attend. You have to do the blanket e-mail flyer, but person invites supplement this and are often more effective in securing attendees.
- Program idea: SPARC webinars
- Encourage library staff participation
- Do a post-mortem after OA Week to discuss what worked and what didn't, what you learned, and how you might use that for the future
- Remember to send thank-yous to those who helped before and during the events

Daniel Mutonga, Medical Students' Association of Kenya

- Follow the Berlin 10 recommendation and make students the center of OA advocacy
- Stress that the point of research is not to make money (at least for most)
- Program idea: A discussion on the North/South (Northern Hemisphere vs. Southern Hemisphere) divide in OA and scholarly publishing

<u>OSCP-generated ideas</u>

- Lunch and Learn in June to solicit "team members" to help with OA programming.
- Workshop for grad students & ECRs on expanding impact to their research work. (Introduce the idea of depositing in D-Scholarship, using ImpactStory and Plum Analytics, ORCID, using social media etc.)
- Speak at a meeting of the GSO (Graduate Students Organization)
- Roundtable / panel discussion on dissertation/thesis formats and outcomes -- not just a book! Could be a Digital Humanities work, three articles, or something else! Incorporate a discussion of how Open Access works with the dissertation and doing something with it afterwards. (Maybe get Peter from the Press on the panel to talk about whether presses would consider publishing something derived from an OA dissertation?)
- Panel of OA journal editors to discuss the editorial process of an OA journal, benefits to authors and readers and editors, the process of going OA from subscription. (Thinking Jackie Smith here!)
- A discussion on the North/South (Northern Hemisphere vs. Southern Hemisphere) divide in OA and scholarly publishing
- "Open Access Innovators" on your campus—identify them, allow them a chance to present about their works, and give examples of OA innovation that they have accomplished
- Create an information table in a highly trafficked area of the library and provide flyers, posters, t-shirts, cookies, etc. You don't have to staff it every day, all the time. Perhaps just one hour (lunchtime) on one day during OA Week.
- Faculty-led discussion on the San Francisco DORA pledge, whether it's a good idea, and how it relates to tenure & promotion practices now
- Faculty and graduate students panel on how they go about choosing the right journal for their output, what open access means to them. (Maybe we hand-pick these folks.)
- Use SPARC / R2RC webinars, make them open to the public, have pizza?

Attendees

- Amanda Barber
- John Barnett
- Margarete Bower
- Judy Brink
- Zach Brodt
- Dan Brown
- Lauren Collister
- Tim Deliyannides
- Leslie Eibl
- Vanessa Gabler
- Hiro Good
- Arif Jamal
- Christeen Jerin
- Martha Mantilla
- Charlotte Myers
- Eugene Sawa
- Anne Schwan
- Mark Scott
- Ashley Taylor
- Eve Wider
- Claire Withers
- Haihui Zhang
- Xiuying Zou