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# Open Access on Campus: Bringing Nonprofits to the Libraries

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# Open Access on Campus: Bringing Nonprofits to the Libraries

Melanie Allen, Rachel Caldwell, Nick Guernsey, Ann Viera & Alan Wallace

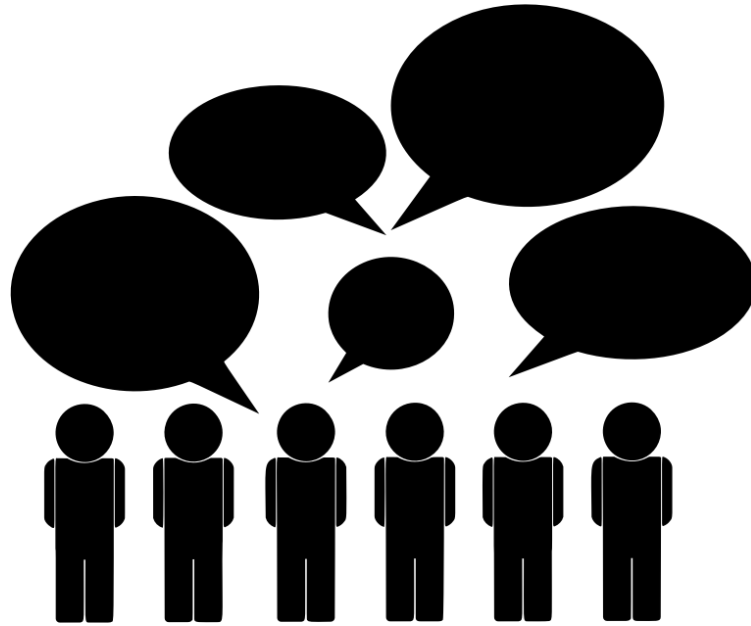


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*First, tell us about yourselves.*



# Presentation Overview



Goals of the Workshop

About the Participants & Recruitment

About the Workshop,  
Needs of Nonprofits

Workshop Results,  
Video Promotions for Open Access

Future Plans

# Goals

## For Nonprofit Organizations

- Encourage access to & use of academic sources
- Improve awareness of access options

## For Us, and for Campus

- Gather stories about why open access matters
- Create videos to promote open publishing

# About Our Participants



# Recruitment

- Recruited via the United Way of Greater Knoxville & Community Shares

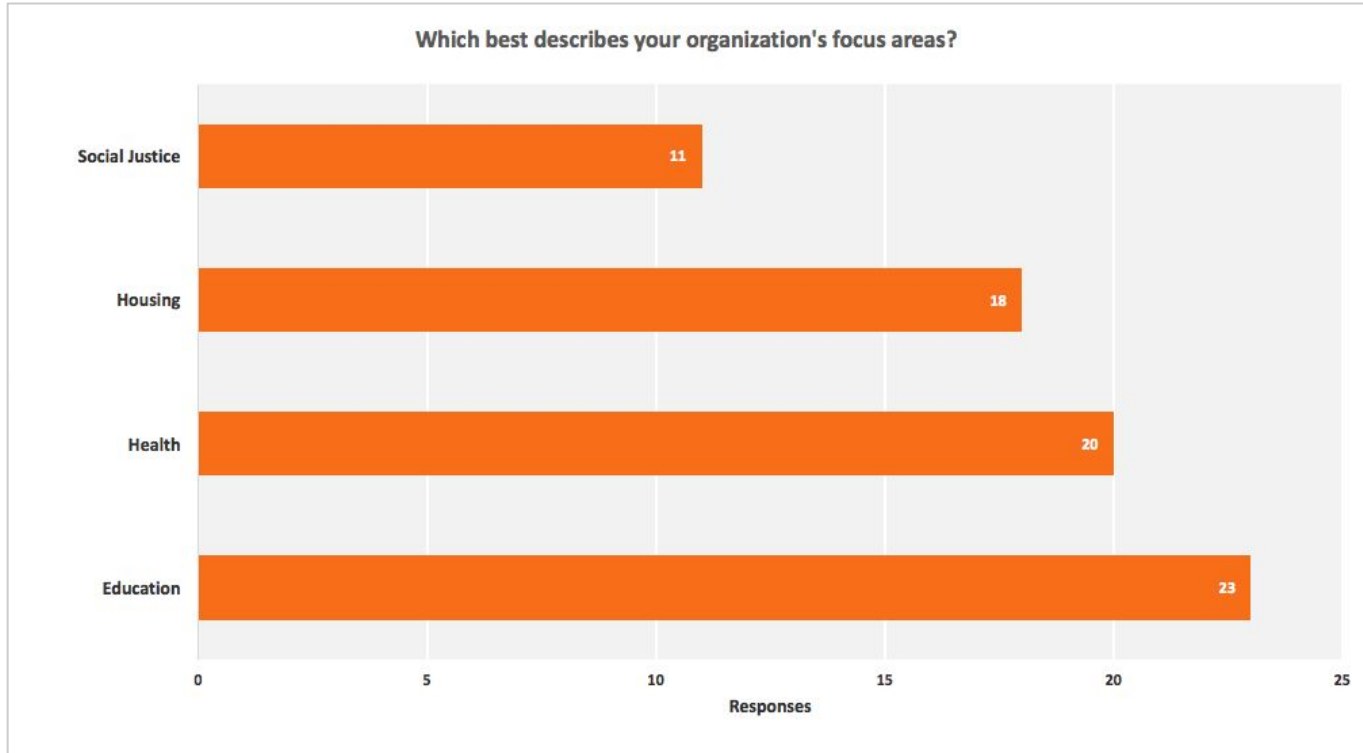


United Way  
of Greater Knoxville



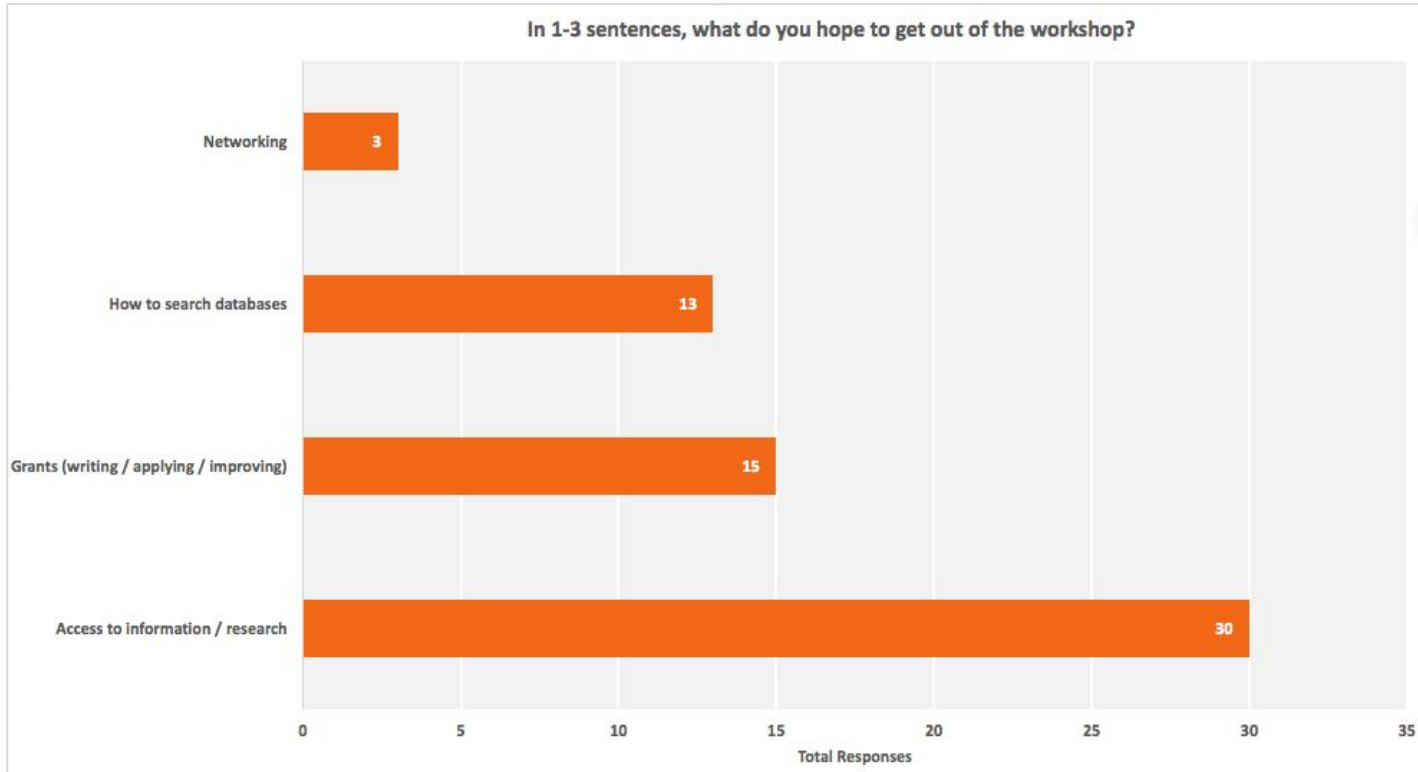
GIVING AT WORK.  
GIVING THAT WORKS.

# Survey: Pre-Workshop



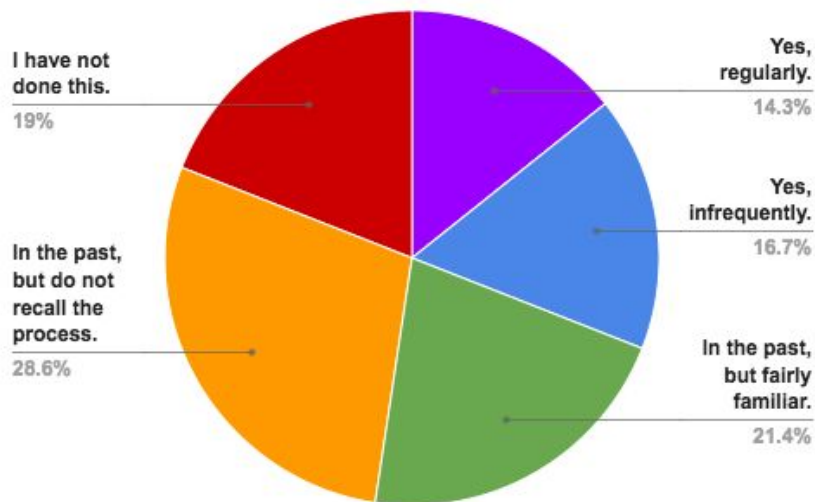


# Survey: Pre-Workshop

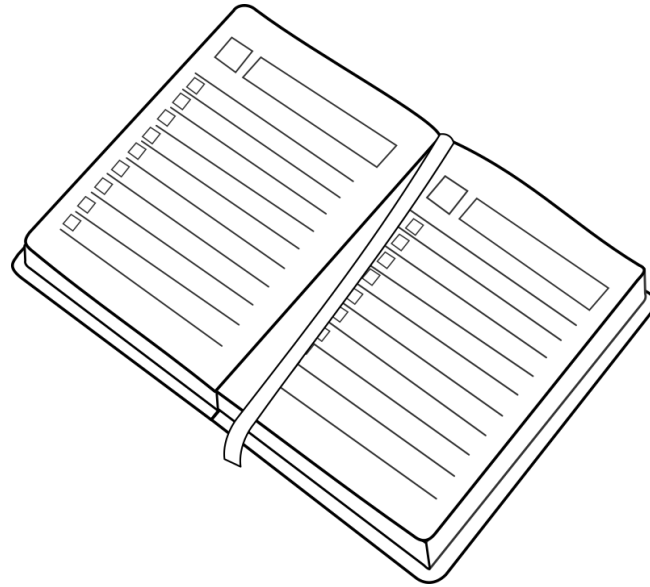


# Survey: Pre-workshop

Have you used academic databases to find scholarly literature (e.g., peer-reviewed articles) before?



# Workshop Design



# Workshops to Date

- Summer 2016 (pilot program)
  - 19 individuals
  - 12 agencies
- Fall 2016
  - 4 individuals
  - 3 agencies
- Spring 2017
  - 13 individuals
  - 11 agencies

# Initial Workshop Format

- Friday afternoon, 1:00-3:30PM
- Breakdown
  - Introduction to library databases
  - Access for non-UTK affiliates
  - Building a search; sample searches
  - Choosing a database; why use these databases
  - Time for searching as individuals & in consultations

# Resources Demonstrated

- Sample searches performed in Academic Search Complete, Web of Science, and PubMed
- Additional resources shared via LibGuide: <http://libguides.utk.edu/nonprofits>

The screenshot shows a LibGuide page for 'Accessing Academic Research: For East Tennessee Nonprofits' at The University of Tennessee Knoxville. The page features a navigation bar with 'University Libraries / Research Guides / Accessing Academic Research: For East Tennessee Nonprofits / Home'. A search box is located in the top right corner. The main content area is divided into several sections: 'Home' (highlighted in orange), 'Announcement!' (with a link to 'Upcoming Workshops: August and October 2017 and February 2018 (attend only one).'), 'Welcome!' (providing information for nonprofit organizations), 'Databases' (with a 'Start Here' section listing 'Open Search: Tennessee Electronic Library >> Academic OneFile', 'On-Campus Search: Academic Search Complete', and 'Data: Use a Google domain search and limit to site:.gov'), and 'Research in Childhood & Education' (with an 'Open Search:' section listing 'ERIC (.gov)', 'Tennessee Electronic Library >> Professional Collection', and 'The National Library of Education').

# Changes to the Schedule

- Moved workshop from Friday to Wednesday
- Added optional session on basics of peer-reviewed articles before main workshop
- Asked participants to share research interests beforehand to use as search examples
- Added catered lunch to allow for networking between participants and librarians
- Added discussions on paywalls and open access
- Asked participants to share their thoughts on open access through video testimonials

# Changes to the Resources

- Demonstrated MedlinePlus (consumer health resource) to help participants locate basic health information to support PubMed and other health-related searches
- Shared video and strategy worksheet for developing databases searches
- Discussed tools to help locate open access articles, including oaDOI, Open Access Button and unPaywall
- Presented alternatives to improving searches in Google and Google Scholar, such as limiting searches to a site or domain



# Nonprofit Needs



# Nonprofit Organizations (NPOs)

- Sustainability is a critical need
- Number of NPOs is growing
- Government funding is no longer a given, must depend on multiple stakeholders for resource acquisition
- Move from charitable-focused to business-like orgs.

(Weerawardena et al., 2010)

# NPOs Need Research to:

- Help them to stay informed about good/best practices for their respective services and outreach areas
- Help bolster their industry leadership profiles
- Increase their relevance among the markets and constituencies that they serve
- Better meet their missions

(Weerawardena et al., 2010)

# Libraries & NPOs Collaborations

- University of Akron (*Corporate Services Center*)
- University of California Los Angeles and Riverside (*Community Digital Initiative*)
- Simon Fraser University (*Community Scholars Program*)

(Durbin & Calzonetti, 2003; Salinas & Chabrán , 2005;  
Simon Fraser University News, 2016)

# Workshop Results



**Success!**

# Post-Survey: Best Part

- “Showing us all the different sites to access. I had no idea about all the different, free sites.”
- “Learning shortcuts in database searches.”
- “Learning about how to access databases on and off campus.”
- Nearly all participants would “highly recommend” the session to others NPOs

# Follow Ups

- 2-3 follow up e-mails
- 2 have requested full-text articles
- 1 recommendation to SIS

We wonder:

- Are participants contacting authors directly?
- Would follow-up consultations be important b/c people get stuck and then give up?

# What We Learned and Changed

- Introduce searching at first-year college student level
- Give adequate time to discuss pay-walls versus open access
- Workshop:
  - Handouts with URL at the top
  - More time for 1:1 consultations
  - Morning, mid-week
- Don't over-assess

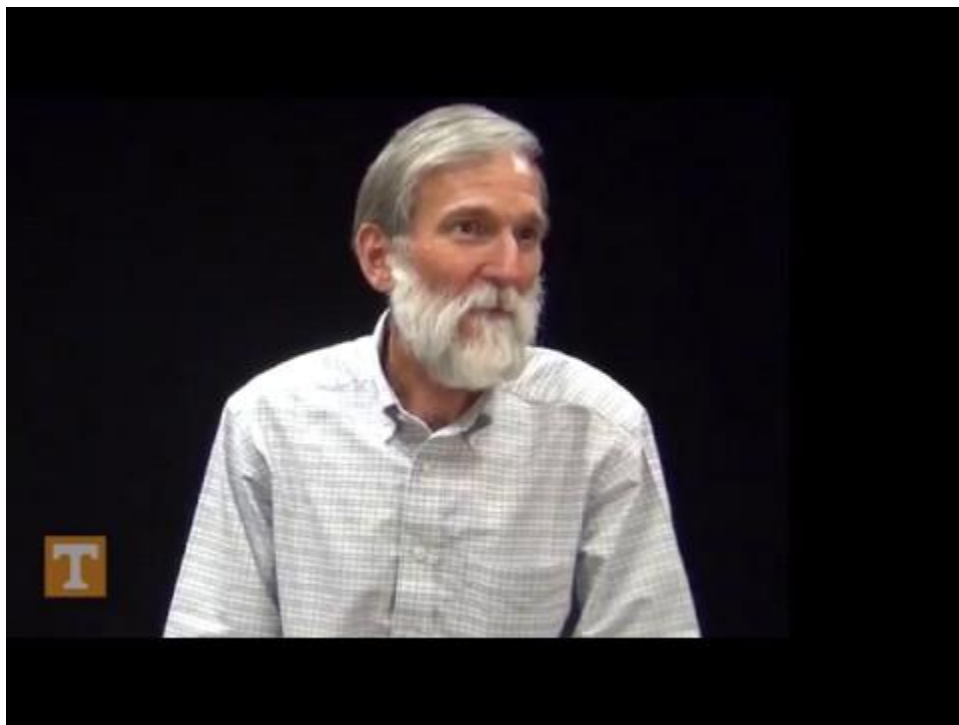


# Results for Us: Promotional Videos



# Why Access Matters

“Up-to-date data and research helps us to make more informed decisions; it helps us to make more compelling cases in terms of need and demand; and it allows us to stay current on important topics and trends. This in turn makes our organization more effective in programming and implementing projects/programs to benefit our clients and our communities.” -- *a participant*



# The Future

- Continue for OA Week and Fair Use Week
- Share videos as promos
- Co-advertise with KCPL for Foundation Directory (?)
- Identify/Invite other community NPOs using faculty connections, grant recipients
- More follow-up consultations with SIS grad students

# References

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# Thank you!

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[libguides.utk.edu/nonprofits](https://libguides.utk.edu/nonprofits)



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# *Questions for us?*

