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Marketing Open Access Services & Tools to Faculty

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Marketing Open Access Services & Tools to Faculty

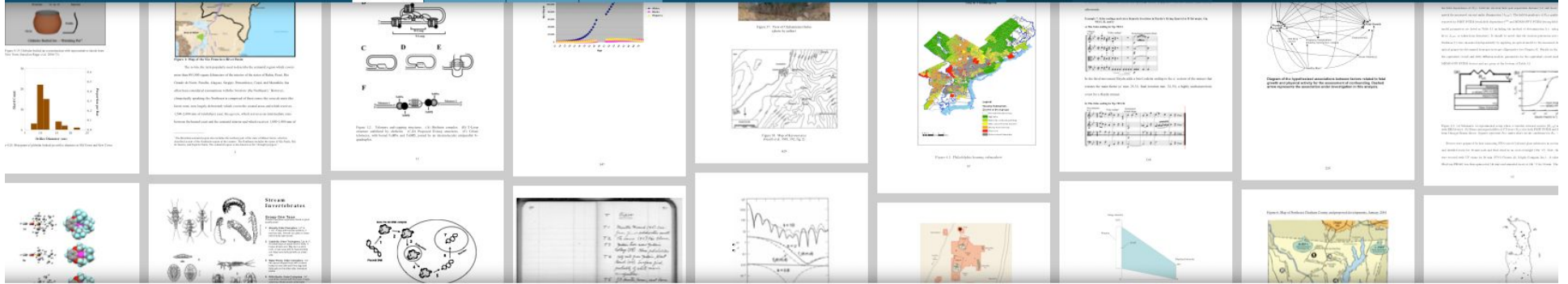


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Figure 1: Plasmid map of pUC19. The circular plasmid is 3.0 kb in size. The linear representation shows the arrangement of genes: ori, bla, tetA, tetR, and pUC19.



Figure 2: Plasmid map of pUC19. The circular plasmid is 3.0 kb in size. The linear representation shows the arrangement of genes: ori, bla, tetA, tetR, and pUC19.

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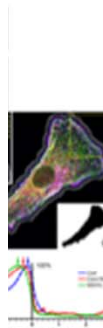


Figure 3: Microscopy image of a cell and a corresponding fluorescence intensity profile. The cell image shows a nucleus and cytoplasm. The profile shows intensity peaks corresponding to the cell structure.



Figure 4: Schematic diagram of a cell with arrows indicating the flow of information from DNA to RNA to protein, and the role of participation in this process.

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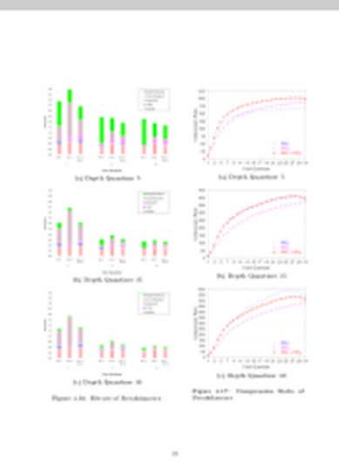


Figure 5: A grid of 16 bar charts showing data for different conditions. Each chart has a y-axis labeled 'Relative Intensity' and an x-axis with numerical values. The charts are arranged in a 4x4 grid.

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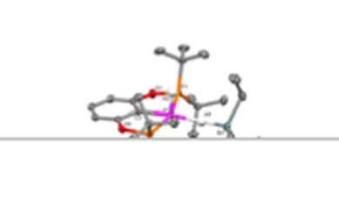


Figure 6: 3D ball-and-stick model of a molecular structure, possibly a protein or a complex of molecules, with atoms represented by different colors.



Figure 7: A photograph of a grid of small, dark, circular objects, possibly seeds or beads, arranged in a regular pattern on a light background.

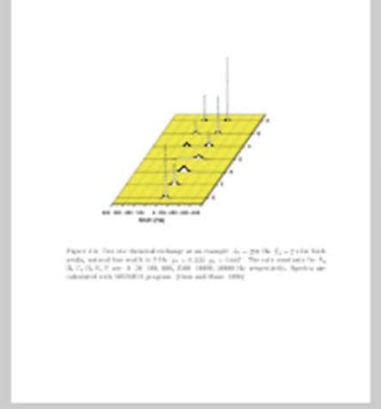


Figure 8: A 3D perspective view of a grid of points on a yellow plane. The points are arranged in a regular pattern, and some are connected by lines, forming a network structure.



Figure 9: A photograph of an open notebook with handwritten text. The pages are filled with cursive handwriting, and the notebook is bound in the middle.

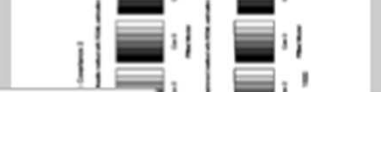


Figure 10: A series of four horizontal bars of varying lengths and patterns, representing different data sets or conditions. Each bar has a label below it.

...of the ...
...of the ...
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Figure 11: A photograph of a grid of small, light-colored, irregularly shaped objects, possibly seeds or beads, arranged in a regular pattern on a dark background.



Figure 12: A map of a region with several red dots indicating specific locations. The map includes a scale bar and a north arrow.

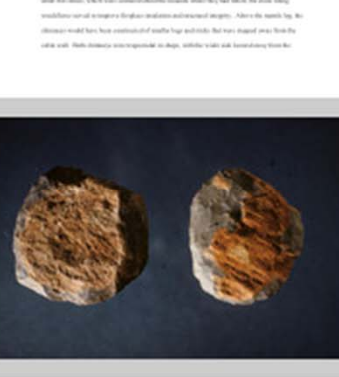


Figure 13: A photograph of two large, dark, irregularly shaped rocks or stones, one slightly larger than the other, set against a dark background.

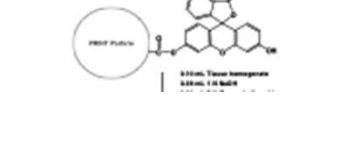


Figure 14: A chemical structure diagram of a molecule, showing a central ring system with various substituents and a label '1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42,43,44,45,46,47,48,49,50,51,52,53,54,55,56,57,58,59,60,61,62,63,64,65,66,67,68,69,70,71,72,73,74,75,76,77,78,79,80,81,82,83,84,85,86,87,88,89,90,91,92,93,94,95,96,97,98,99,100'.



Figure 15: A diagram showing a DNA double helix structure with a label 'DNA' and a scale bar. The structure is shown in a perspective view.



Figure 16: A map of a region with several red dots indicating specific locations. The map includes a scale bar and a north arrow.



Figure 17: A photograph of a person playing a violin. The person is wearing a dark shirt and a cap, and is looking towards the camera.



Figure 18: A diagram of a DNA double helix structure with a label 'DNA' and a scale bar. The structure is shown in a perspective view.

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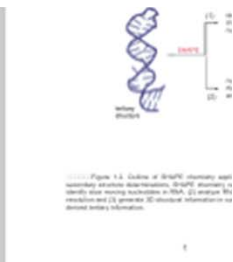


Figure 19: A diagram showing a DNA double helix structure with a label 'DNA' and a scale bar. The structure is shown in a perspective view.



Figure 20: A map of a region with several red dots indicating specific locations. The map includes a scale bar and a north arrow.



Figure 21: A photograph of a person playing a violin. The person is wearing a dark shirt and a cap, and is looking towards the camera.

...of the ...
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Figure 22: A diagram showing a DNA double helix structure with a label 'DNA' and a scale bar. The structure is shown in a perspective view.

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Articles

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Encephalomyocarditis virus in orangutans

An investigation into orangutan deaths in Singapore identified a highly divergent strain of a picornavirus, encephalomyocarditis virus, the first report of this disease in South-East Asia.

Virology Journal 2013, **10**:248



Prehypertension increases CVD risk

A meta-analysis indicates that even low range prehypertension increases the risk of cardiovascular disease (CVD), suggesting that it may be appropriate to subdivide prehypertension in order to identify those most at risk of CVD.

BMC Medicine 2013, **11**:177



Will one drug fit many in pulmonary fibrosis?

Bruno Crestani and colleagues discuss the importance of lung fibroblasts as a potential therapeutic target for fibrotic lung diseases of different etiologies in light of the microarray study from Lindahl et al.

Respiratory Research 2013, **14**:81



Gene profile sheds light on pulmonary fibrosis

Gene expression profiles of fibroblasts from interstitial

What Does RCUK's Open Access Policy Mean for UK Researchers?



From the blog

02 August 2013

Reducing cardiovascular disease risk: the importance of early identification and physical activity

01 August 2013

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Q&A with Rich Roberts



Research Laboratories of Archaeology

Creator: University of North Carolina at Chapel Hill

Founded in 1939, the Research Laboratories of Archaeology (RLA) was the first center for the study of North Carolina archaeology. Serving the interests of students, scholars, and the general public, it is currently one of the leading institutes for archaeological teaching and research in the South. Located within the University of North Carolina at Chapel Hill's College of Arts and Sciences, it provides support for faculty and students working not only in North Carolina, but also throughout the Americas and overseas. With one of the nation's finest collections of archaeological materials from the South, the RLA curates more than five million artifacts along with more than 50,000 photographic negatives, photographs, and slides. Over the past 60 years, virtually all of the major discoveries in the understanding of North Carolina's ancient past can be attributed to the RLA or to researchers trained there. As a leader in uncovering and interpreting North Carolina's past, the RLA is committed to serving the public. The program has developed research programs where school students learn about Indian life that preceded the present. The RLA once maintained exhibits on North Carolina archaeology that were regularly visited by school groups; however, in 1973 they were replaced.

[Browse \(35895 items\)](#) or [View collection structure](#)



Chipped Stone Drill, photo Tom Mayer. RLA Catalog #298a6

Contents

▼ Folders

[Slides \(24012\)](#)

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\[Digital files\] \(253\)](#)

[Publications \(52\)](#)

[Show more...](#)

▼ Format

[Image \(35502\)](#)

[Text \(305\)](#)

Folders	Collections > Research Laborat
Parent Collection	
Creator	University of North Carolina at
Title	Research Laboratories of Archa
Subject	archaeology
Language	English

Curator's Workbench

File Project

Navigator

- Captured Lectures
 - Original Folders
 - TUCASI captured
 - Arrangement
 - TUCASI captured
 - Academic Word List captured
 - Corpus searching part 2_Advanced tools captured
 - Paraphrasing and Plagiarism captured
 - Proofreading captured
 - Proofreading (default).zip staged
 - Podcast.ashx.txt staged
 - 185f3525-4da0-435b-a4d2-61b6cdc25559-1f2711d0-c1...
 - Vocabulary Development captured
- Crosswalks

Description of 'TUCASI'

METS Inline XML Metadata

- <mods> MODS Record uuid_dadfa3b5-73c6-4cc1-81e7-3db28f26a6e0
 - <titleInfo> Title Info
 - <title> TUCASI Lecture Capture Project
 - <abstract> Abstract
 - <name> Name
 - <namePart> Name Part University of North Carolina at Chapel Hill

Properties

Property	Value
Role1	Creator
Script	
Show	new
Title	
Transliteration	
Type	corporate
Type1	simple
Usage	primary

Selected Object: <name> Name

github.com/UNC-Libraries

ETD Projects

- Graduate School > ProQuest > CDR
- School of Public Health
 - Student submission form
- MFA Studio Art
 - Multi-object submission form
- School of Pharmacy
 - Student upload of research posters
- School of Medicine
 - OB/GYN faculty research poster archive

For more information

Jill Sexton

Head of Digital Repository Services

UNC Chapel Hill Libraries

Chapel Hill, NC

<https://cdr.lib.unc.edu/>

<https://github.com/UNC-Libraries/>



Open Access Marketing

Overview:

- Focus open access marketing on individual academic units with the help of Subject Liaisons
- Open access is a service or experience, not a thing
- Emphasize the scholarly legitimacy of open access
- Highlight personal benefits
- Address personal concerns
- Use examples, not abstractions

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What is Open Access?

According to the *Budapest Open Access Initiative*, open access scholarship is characterized by:

"...free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself."

Open access has as its goal the democratization of information access, but is also fully compatible with scholarly practices such as peer review, citation, and intellectual property.

Budapest Open Access Initiative. (February 14, 2002). Retrieved February 10, 2013 from:
<http://www.opensocietyfoundations.org/openaccess/read>

Why Open Access?

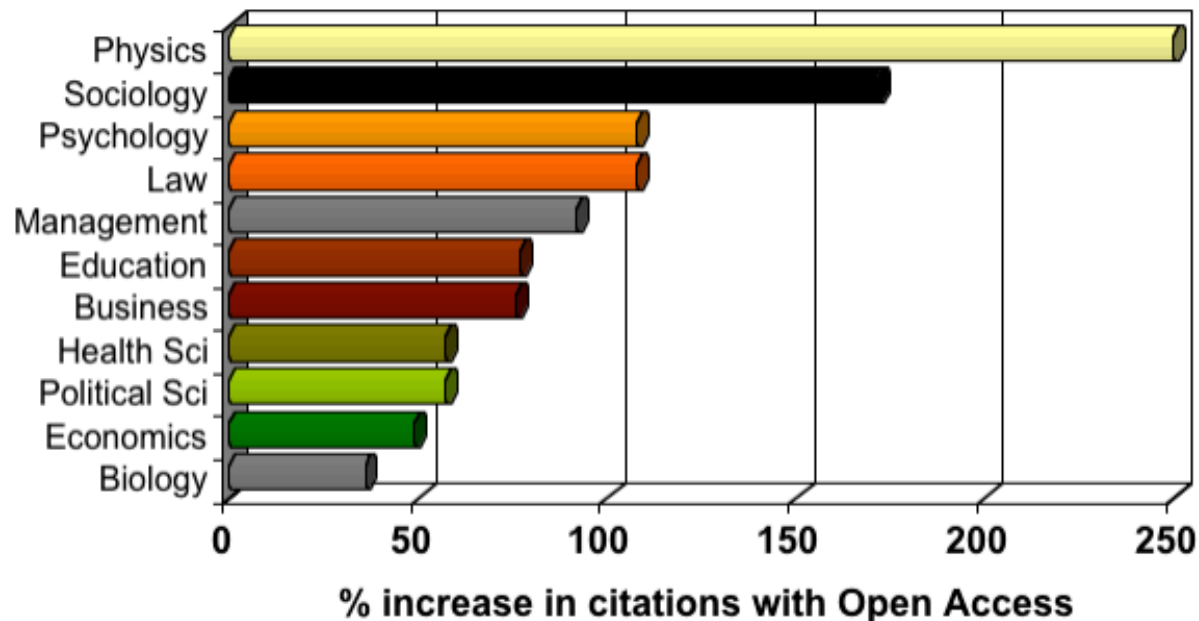


Figure 1. Average citation ratios for articles in the same journal and year that were and were not made OA by author self-archiving. Date span:1992-2003 Source: , [Harnad & Brody 2004](#), [Hajjem et al 2005](#)

Harnad, S., Brody, T., Vallieres, F., Carr, L., Hitchcock, S., Gingras, Y, Oppenheim, C., Hajjem, C., & Hilf, E. (2004). The Access/Impact Problem and the Green and Gold Roads to Open Access: An Update. *Serials Review* 34: 36-40. Retrieved from: <http://eprints.soton.ac.uk/265852/2/serev-revised.pdf>

The Range of Open Access

BMJ

 **PLOS** | Open for Discovery

 **BioMed Central**
The Open Access Publisher

open.michigan



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SciELO

Scientific Electronic Library Online

DSpace@MIT



eScholarship
University of California
10 years of Open Access publishing

PeerJ

JOURNAL OF URBAN MATHEMATICS EDUCATION

JUNE • JUNE • JUNE • JUNE • JUNE • JUNE • JUNE • JUNE



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JOURNALS

Why Open Access?

From the Executive Office of the President of the United States:

"...wider availability of peer-reviewed publications and scientific data in digital formats will create innovative economic markets for services related to curation, preservation, analysis, and visualization. Policies that mobilize these publications and data for re-use through preservation and broader public access also maximize the impact and accountability of the Federal research investment. These policies will accelerate scientific breakthroughs and innovation, promote entrepreneurship, and enhance economic growth and job creation."

Holdren, J. "Increasing Access to the Results of Federally Funded Scientific Research." (2013). *White House Memorandum for the Heads of Executive Departments and Agencies*. Retrieved from:
http://www.whitehouse.gov/sites/default/files/microsites/ostp/ostp_public_access_memo_2013.pdf

Why Open Access @ GSU?

From Provost Palm's 2011 Open Access Week Letter:

"This is in keeping with GSU's goal of developing, transmitting and utilizing knowledge to provide access to quality education for diverse groups of students, to educate leaders for the State of Georgia and the nation, and to prepare citizens for lifelong learning in a global society."

SSW Faculty Pubs in the Institutional Repository

55 Social Work Faculty Publications

11,697 total downloads

Most-downloaded SSW faculty publications:

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2. [Knowledge of and Attitudes toward Aging among Non-elders: Gender and Race Differences](#) - 1,225 downloads
3. [Life Review with Families Who Care for Developmentally Disabled Members: A Model](#) - 1,144 downloads

English Dissertations in the Institutional Repository

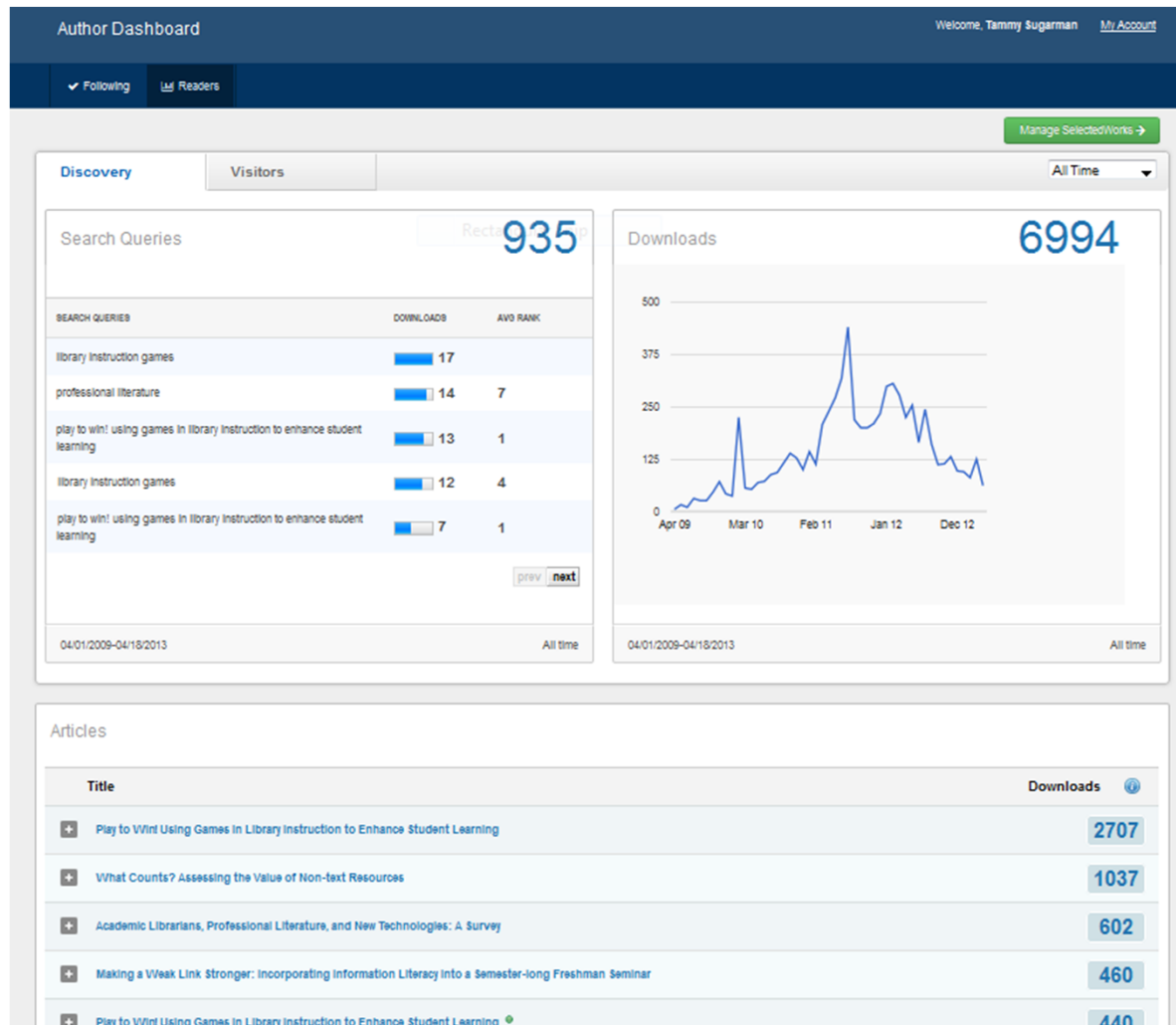
111 English Dept. dissertations

101,604 Total English Dept. dissertation downloads

Most-downloaded English Dept. dissertations:

1. Kadidia Sy, [Women's Relationships: Female Friendship in Toni Morrison's Sula and Love, Mariama Ba's So Long a Letter and Sefi Atta's Everything Good Will Come](#) – 12,919 downloads
2. Paul Wise, [Cotton Mathers's Wonders of the Invisible World: An Authoritative Edition](#) – 5,314 downloads
3. Emmeline Gros, [The Southern Gentleman and the Idea of Masculinity: Figures and Aspects of the Southern Beau in the Literary Tradition of the American South](#) – 5,043 downloads

Why Open Access?



Why Open Access?

Scholarly Communities

Publishing in an open access institutional repository allows you to associate with scholars that are interested in exploring the same ideas, ***and are interested in disseminating them in the same way.***

GSU Open Access Journals

The screenshot shows the homepage of the Georgia State University College of Law Review. The header includes the university logo and the text "GSU LAW REVIEW". A navigation menu contains links for Home, About, FAQ, and My Account. The main content area features a breadcrumb trail: Home > Law > College of Law Publications > GSULR. Below this, there is a "Follow" button and a section for the "Current Issue: Volume 29, Issue 2 (2013) Winter 2013". An "Articles" section lists several papers with PDF icons, including "Table of Contents" and "Smithers, What's The Name of this Gastropod? King-Size Homer and The Social Security Administration's Subjective Evaluation of Fatness". A sidebar on the left contains links for "Submit Article", "Most Popular Papers", and "Receive Email Notices or RSS". At the bottom of the sidebar, there is a search box and a "Select an issue" dropdown menu.

The screenshot displays the homepage of the Colonial Academic Alliance Undergraduate Research Journal. The header features the CAA logo and the journal title. A navigation menu includes Home, About, FAQ, and My Account. The main content area has a breadcrumb trail: Home > CAAURJ. It includes a "Follow" button and a section for the "CAA Undergraduate Research Journal". A paragraph describes the journal's mission: "The Colonial Academic Alliance develops, promotes and facilitates collaborative programs and resource sharing to enhance academic quality and institutional effectiveness throughout our member institutions." Below this, it states: "The Colonial Academic Alliance Undergraduate Research Journal is an open access journal, and publishes undergraduate research in all fields by students at CAA institutions." A section for "Current Volume: Volume 3 (2012)" lists a PDF article: "A Near-Neighbor Statistical Survey of the Environments of Galaxies with Water Mappers" by Thomas Beardsley, Anja Christlein, Nathan DiCesca, and others. A sidebar on the right contains links for "Journal Home", "About this Journal", "Aims & Scope", "Editorial Board", "Policies", "Submit Article", "Most Popular Papers", and "Receive Custom Email Notices or RSS". It also features a search box and a "Select an issue" dropdown menu.

The screenshot shows the homepage of the DISCOVERY - Georgia State University Honors College Undergraduate Research Journal. The header includes the journal title and a logo. A navigation menu contains links for My Account, FAQ, About, and Home. The main content area features a breadcrumb trail: Home > Discovery. It includes a "Follow" button and a section for the "Current Issue: Volume 1, Issue 1 (2012) DISCOVERY - Georgia State University Honors College Undergraduate Research Journal". An "Articles" section lists several papers with PDF icons, including "Time Varying Predictor Model of Socialization Behavior in Children Diagnosed with Pediatric Brain Tumors" and "College Students' Knowledge, Attitudes, and Beliefs About Older Adults". A sidebar on the left contains links for "Journal Home", "About this Journal", "Aims & Scope", "Editorial Board", "Policies", "Submit Article", "Most Popular Papers", and "Receive Custom Email Notices or RSS". It also features a search box and a "Select an issue" dropdown menu.

GSU Open Access Conference Publications



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Jan. 2013:

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362 faculty publications

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551 faculty publications (+ 52%)

Takeaways

- Subject liaisons can open doors
- Open access is a valuable service
- Open access should be personally important to faculty
- Use statistics to praise good work and highlight potential areas for improvement
- Make it easy for faculty to understand and participate

Additional Reading

Ramirez & Miller (2011). Approaches to marketing an institutional repository to campus. In: P. Bluh & C. Hepfer (Eds.), *The Institutional Repository: Benefits and Challenges* (pp. 13-50). Chicago: ALCTS. Also available at: http://digitalcommons.calpoly.edu/lib_fac/64/

Waller, Reville, & Shrimplin. (2013). [Keep the change: Clusters of faculty opinion on open access.](#) *ACRL Conference Papers, 2013*. Chicago: ALA.

Suber, P. (2012). [Open access](#). Boston: MIT Press.

Crow, R. (2002). [The case for institutional repositories: A SPARC position paper.](#) *ARL Bimonthly Report*, 223, 1-4.

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