

Communicating the open access message: a case study from Ireland.

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Communicating the open access message: a case study from Ireland

Abstract

Since 2009, Open Access (OA) Week has been celebrated worldwide in October each year. It is an opportunity for librarians to engage with the research community, and demonstrate the value that they bring to their organisations in the area of disseminating scholarly output. Although thousands of events have been held since the inception of OA Week, little research has been carried out into the impact of these events. The article presents a review of the literature on OA Week and evaluates the effectiveness of three events held during OA Week 2015 in Ireland through the use of statistics and a survey. The three events held during OA Week 2015 in Ireland that were evaluated include: a seminar run by Repository Network Ireland (RNI), a D.E.A.R. (Drop Everything And Read) campaign using OA materials organised by Dr. Steevens' Library and a collaborative OA seminar between Dr. Steevens' Library and Dublin Institute of Technology (DIT) libraries. The author concludes that a collaborative approach to planning and managing OA week between librarians from academic and other sectors can have tangible benefits both in terms of promoting OA and also promoting the role of the Librarian in the OA movement.

Introduction

The OA movement is now some 25 years old. Institutional repositories which emerged as a consequence of the OA movement are an innovative model of knowledge dissemination (Koutras & Bottis, 2013). OA has had a profound impact which has both changed and advanced scholarly communication as predicted by observers (Lynch, 2003 & Prosser, 2003). For librarians, the open access movement has led to new roles, opportunities and challenges. One of the opportunities, which may also present challenges, is collaboration. International Open Access Week, celebrated around the world in October each year since 2009, opens a window of opportunity for librarians to raise their visibility and value to key stakeholders and to their scholarly communities and to collaborate. Currently a number of countries devote a specific week to promoting all things 'library'. This is called 'National Library Week' in the US, 'Library & Information Week' in Australia, 'National Libraries Day' in the UK, New Zealand Library Week, 'Singapore Library Week', 'South Africa Library Week', 'Library Ireland Week' etc. , International Open Access Week has some similarities and aims to increase the awareness of open access in organisations alongside promoting the value of librarians to their organisations.

OA Week varies its activities and focus each year and brings together people from different disciplines in a joint effort to progress scholarly communication and access to knowledge. International Open Access Week has been celebrated by scientists, librarians, researchers and the publishing world since 2009. It came about because of a vision by the Right to Research Coalition, Public Library of Science (PLoS), Students for Free Culture and Scholarly Publishing and Academic Resources Coalition (SPARC) (Hannaford, 2011) who saw early on

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3 the value of marking this shift in scholarship by dedicating a week to the promotion of open
4 access.

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6 Since 2012 a theme has been assigned to the week which has evolved over the years
7 reflecting the maturation of the OA movement. (See Table 1).
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10 **Table 1: Theme for Open Access Week 2012-2015**

11 The 2015 theme was 'Open for Collaboration'. Collaboration is critical to the OA movement
12 and to librarians in particular in promoting their value.
13

14 The freely available OA Directory which is maintained by the OA community at large
15 contains a list of events celebrating OA Week
16 (http://oad.simmons.edu/oadwiki/Events_celebrating_Open_Access_Week). These events
17 were aggregated by year by this author and findings show that over the 8 years that the OA
18 Directory has been tracking events, there has been between 200 and 500 events recorded per
19 annum. See Figure 1. Despite the number of events, there is little research which examines
20 their impact. This article aims to address this deficit using an Irish case study.
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24 **Figure 1: No. of Events during OA Week 2008-2015 based on OA Directory Data**
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28 **Background/Context**

29 The Irish government launched a statement on OA in 2012 (Irish Universities Association,
30 2012), which, like many other European countries, championed the Green route to OA.
31 Though not a formal mandate, the statement encourages authors to self-archive their
32 published work in a repository immediately upon acceptance for publication. The statement
33 was produced by the National Steering Group for OA in Ireland which is made up of
34 research organisations and the main funding bodies. The OA landscape varies considerably
35 from that in the UK where the Gold OA route has been mandated.
36

37 In Ireland, university libraries were at the forefront in establishing repositories. Special
38 libraries were the next adopters, particularly in the health sciences. There are seven
39 universities in Ireland and 14 Institutes of Technology, including the Dublin Institute of
40 Technology (DIT) and seven Colleges of Education. The majority of repositories in Ireland
41 are in the academic sector (14) with five repositories based in special libraries according to
42 the OpenDOAR directory. The Health Service Executive (HSE) set up an open repository
43 named 'Lenus' in 2009 (Lawton and Manning, 2014) and the Institute of Public Health in
44 Ireland has created a portal 'The Health Well' for health data and research: this has been
45 available since 2010. The Health Research Board operates a National Documentation Centre
46 on Drug Use (NDC) using the ePrints platform. The Institute of Marine Science set up its
47 DSpace repository 'OAR' in 2011 and the National Agriculture & Food Development
48 Authority (Teagasc) set up a DSpace repository 'T-Stór' in 2012. There is a national
49 infrastructure for OA in Ireland, with one main central portal, which was launched by the
50 Irish Universities Association Librarians' Group (IUALG), with government funding, in
51 2010. This is called 'RIAN' (the Irish word for 'Path' <http://rian.ie>). RIAN was initially
52 restricted to harvesting the output of Irish university repositories. Since 2013 it has expanded
53 to include other repositories including those from Institutes of Technology and special
54 libraries in the area of Marine Biology, Health and Agricultural Sciences. According to the
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3 Directory of Open Access Repositories (OPENDOAR www.opendoar.org/) there are 19
4 repositories in Ireland, 16 of these are harvested by RIAN.

5
6 Collaboration between university and special libraries has been strong in the Republic of
7 Ireland (RoI) particularly in the area of open access. A listing of some Irish collaborative OA
8 events held between 2009-2015, that this author was involved in, is presented in Table 2.
9

10 **Table 2: Collaborative events held during OA Week 2009-2015**

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12 Similar to other European countries, Ireland has a role in communicating the OA message
13 both at domestic and European level. The European Commission (EC) as a major funder of
14 research has a long term commitment to OA. Since 2008 the EC has required that all funded
15 research be made OA (European Commission, 2013). This was extended to include all EU
16 funded projects under its latest research and innovation programme, Horizon 2020 which is
17 making €80 billion of funding available over 7 years (2014 to 2020) (ec.europa.eu). The
18 supporting infrastructure is known as 'OpenAIRE' (Open Access Infrastructure for Research
19 in Europe) which aims to capture all EC funded research (Rettberg and Schmidt, 2012).
20 Through the European network of National Open Access Desks (NOADs), librarians have
21 played a key role in the advocacy of OA at local and national level. In Ireland the NOAD is
22 run by Trinity College Dublin Library.
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26 Having an institutional or funder mandate in place for OA has been proven to have a positive
27 effect on the growth of repositories by ensuring that repositories are populated with content
28 by authors (Carr et al., 2006 & Gargouri et al., 2012). However mandates alone do not
29 guarantee success (Xia et al., 2012). Mandates need to be carefully worded, monitored for
30 compliance and accompanied by incentives. (Pinfield et al. 29). Compliance with mandates
31 takes time and compliance rates vary depending on the enforcement and approach taken to
32 monitoring. For example Poynder (2008) reports that the Wellcome Trust has achieved 55%
33 compliance while the NIH has a 75% compliance rate over four years.
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36 While the majority of funders of research in Ireland have OA mandates according to the
37 Sherpa Juliet directory (<http://www.sherpa.ac.uk/juliet>), not all Irish universities have
38 mandates in place. Irish universities with a mandate in place are in the minority, with only
39 two listed in the Registry of Open Access Repository Material Archiving Policies
40 (ROARMAP <http://roarmap.eprints.org/>) – these are the Dublin Institute of Technology and
41 Trinity College Dublin. Organising an event or several events during OA Week becomes
42 even more important for those libraries with no institutional mandate in place. OA week
43 gives libraries an opportunity to raise awareness, educate users about OA, explain the benefits
44 of self-archiving and how to navigate copyright issues with publishers and co-authors.
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48 There is scope to increase OA deposit into repositories through the inclusion of OA clauses in
49 licences between libraries and publishers. A recent review found that some progress has been
50 made in this area, notably in Germany, Sweden and Finland through consortia based licensing
51 or national licences (Open Access Agreements and Licences Task Force, 2013). In Ireland
52 this is an area where little progress has been made. This is partly due to the lack of national
53 licences in the country to electronic resources and also due to a disconnect between advocates
54 of OA and those responsible for consortia purchasing.
55

56 Three repository managers from the special library sector set up a new network in 2013 to
57 bridge the communication gap between special and academic library repositories in Ireland.
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3 The three special libraries are Dr. Steevens' Library which is part of the HSE, the Marine
4 Institute in Ireland and Teagasc the National Agriculture and Food Authority in Ireland. The
5 network was named 'Repository Network Ireland' (RNI). The RNI was set up by repository
6 managers who found themselves somewhat outside of the loop of academic libraries with less
7 access to expertise and resources than available in academic libraries. It aims to bring
8 repository managers, librarians and others together with a common goal: to progress OA in
9 Ireland.
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11
12 The founders of RNI recognised the need to bring librarians, students of library and
13 information studies and other professions from different organisations together to share
14 expertise, exchange knowledge and build alliances. RNI is a voluntary organisation and
15 despite having no funding, has held several successful events since its inception. In keeping
16 with the spirit of OA, RNI is managed using open platforms such as Wikispace, LinkedIn,
17 Twitter, Gmail, Google Forms and Eventbrite software. The communication approach has
18 been to advertise events using Library Discussion lists, Twitter, LinkedIn and broadcast
19 emails in organisations as well as specific websites, including Open Access Ireland
20 (<http://openaccess.thehealthwell.info/>). The latter is a website set up for the National Steering
21 Group for Open Access in Ireland, hosted by the Institute of Public Health in Ireland and
22 Northern Ireland. Speakers for events are sourced through informal connections or by direct
23 approach to key individuals with expertise in an area of interest to the research community.
24 To date the RNI has run two teachmeets, a seminar on copyright and collaborated with
25 University College Cork and Teagasc in Ireland to run a European funded 'FOSTER' training
26 event. It is a network that is independent of the Library Association of Ireland and has grown
27 organically. RNI was started because there was an identified need for such a network that
28 was organisation-neutral, which freed it from burdens of organisational politics and
29 hierarchies. Attendance at all events has been strong with people travelling from many parts
30 of Ireland and Northern Ireland.
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35 **Literature Review**

36 This section gives a brief overview of literature relating to Open Access Week generally and
37 specifically literature relating to collaboration on Open Access Week.
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40 Miller et al & Hannaford (2013) suggest that OA week is used by libraries as a way to raise
41 awareness of OA in general and promote added-value services provided by the library e.g.
42 access to digital scholarship, preservation and research. At a global level, the week promotes
43 the principles of open access and has several goals according to Rygelova, raising awareness,
44 celebrating progress, sharing experiences and Inspiring wider participation. (Rygelova, 2012).
45 Johnson (2014) surveyed small to medium academic libraries in the US about their
46 participation in OA week. The survey revealed that the main reason for participation was to
47 support the library's educational outreach activities. In Canada OA week has been used to
48 increase awareness of OA and as an opportunity to forge new partnerships, between
49 university presses and libraries and between research offices and libraries (Argaez, 2011).
50 Wirth (2011) found that OA week was an opportune time for Oregon State University
51 Libraries to reach non-library members among faculty and students to inform them about OA,
52 local initiatives, resources open to them and to highlight the contribution of the library in
53 progressing scholarly publishing.
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57 For some, organizing an event during OA week had the objective of dispelling any myths
58 surrounding open access publishing and to provide accurate information from reliable sources
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3 including decision makers from the publishing world (Gurman and Brunner, 2015). Gauging
4 the level of awareness about OA at the University of Wisconsin-Eau Claire prior to OA week
5 was found by Kocken and Wical (2013) to be an effective way to plan a marketing strategy
6 around scholarly communication and promotion of the institutional repository. OA week
7 presents librarians with an opportunity to advance OA beyond raising awareness, as Jennifer
8 McLennan noted in 2010 “librarians have made Open Access Week a platform for advancing
9 specific policy changes on research and dissemination, including institution-wide
10 commitments to open access” (Jones, Waller & McLennan, 2010).
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13 The literature relating to collaboration for OA week indicates that forming a collaborative
14 partnership is a critical success factor for holding events during OA week, particularly for
15 libraries with limited resources (Wirth, 2011 & Miller et al, 2013). The benefits of
16 collaboration at Oregon State University libraries included co-sponsorship, sourcing of
17 keynote speakers, sharing resources, provision of venues and catering (Wirth, 2011).
18 University libraries at Virginia Tech found that partnership between different libraries led to
19 the co-creation of content including websites and promotional materials and the joint delivery
20 of workshops on common interests including copyright and an introduction to open access.
21 (Miller et al, 2013).
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24 A Canadian consortium of 22 libraries, the Council of Prairie and Pacific University Libraries
25 (COPPUL) outlined the benefits of their collaborative approach to OA Week. Benefits
26 included the collective generation of multimedia content about OA, the ‘unconference’
27 approach which kept with the theme of OA, the sharing of resources which in turn , generated
28 interest at local institutions and the positive results in securing renowned speakers for their
29 events by working together (Hohner, Vanderjagt & Kirchner, 2011).
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32 In the Czech Republic a consortium of 12 university libraries worked with 2 special libraries
33 - the National Technical Library and the Library of the Academy of Sciences - to organize
34 events for OA week in 2011. They adopted a highly organized, professional and united
35 approach to OA week. Their collaboration produced a website ‘Open Access in the CR’ as a
36 national focal point for all things OA; a Facebook page Open Access CR; promotional
37 materials; engagement with media including a TV episode on OA and joint lectures and
38 seminars (Rygelova, 2012). They implemented a “bottom-up” coordinated approach which
39 proved to be an effective strategy.
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42 University of Toronto Libraries adopted a tri-campus collaborative approach to OA awareness
43 and outreach. . Hannaford (2011) describes how a Tri-Campus Scholarly Communication
44 Group made up of librarians from three different campuses met bi-monthly initially to focus
45 on planning for OA week. The group shared knowledge and experience and collaborated on
46 solutions and other outreach activities that went beyond OA week. Subsequent efforts of the
47 group centred around establishing a robust web presence with a devoted Libguide to scholarly
48 communication.
49
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51 Key to the assessment of OA week activities is to incorporate a quality improvement process.
52 Virginia Libraries reported that they held debriefings post OA week events. Miller et al.
53 (2013) describe the events held during OA week in 2012-13 at Virginia Tech University
54 Libraries. Areas marked for improvement included better documentation of events, in
55 particular photographic documentation to be used to market future events. They decided to
56 use other events to promote OA beyond OA Week including the Banned Books Week. For
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3 future OA week activities they will seek stronger partnerships within and beyond the
4 university.

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6 Effective communication is vital during OA week. The key communicators of the OA
7 message are librarians, students, faculty, researchers and editors, publishers. There are
8 different permutations of these communicators, but all are generally important to an effective
9 knowledge exchange. Librarians may act as knowledge intermediaries or knowledge brokers
10 in this scenario. Meyer (2010) defines knowledge brokers as “people or organizations that
11 move knowledge around and create connections between researchers and their various
12 audiences”. Librarians facilitate the exchange of knowledge between for example students
13 and publishers as was seen at UCLA library. For OA week, the UCLA Library’s Scholarly
14 Communication Steering Committee brought together graduate students ready to archive their
15 electronic theses and academic and trade editors looking to publish books (Gurman et al.,
16 2015). Other intermediaries act as knowledge brokers in university settings. The University
17 of Sussex the use of doctoral students as intermediaries during Open Access week providing
18 librarians with a valuable insight into the needs of researchers and enabling librarians to better
19 align training programs to their needs (Ball, 2012).

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23 Libraries of all types have reconfigured space to match the evolving needs of their
24 communities. In the UK many libraries have created dedicated areas for researchers. Such
25 spaces have effectively been used to promote awareness of OA and to host events during OA
26 week. The University of Sussex has created such a space called the “Research Hive” which
27 acts as a focal point during OA week and is reported to be highly successful and “a well-loved
28 space” (Harvell and Ball, 2014).

33 **Events to promote Open Access**

34
35 There were three events in this Irish endeavour. Each is described in turn. The first event is
36 the RNI seminar. The aim of this seminar was captured by its title “Let’s talk about data,
37 developments and collaboration”. This was aligned to the theme of the 2015 OA week “Open
38 for collaboration”. The seminar created a dedicated time and place for an interested audience
39 to discuss these three issues in the context of OA week. RNI members sourced speakers
40 through electronic library discussion lists, LinkedIn group messages, Twitter and personal
41 contacts. RNI members held just one teleconference and successfully organized the seminar
42 in a matter of weeks. The venue and catering was sponsored by the Health Research Board,
43 the main funder of health research in Ireland. The programme for the seminar was made
44 available on the RNI communications platform Wikispace. There were ten speakers, five
45 from academic libraries and 5 from special libraries. The event was opened by the CEO of
46 the Health Research Board. The editor of the LAI journal ‘An Leabharlann’ which became
47 OA in 2014 presented. One external speaker from Figshare in the UK also gave a
48 presentation.

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52 The next event is the DEAR OA campaign - a one day event held during OA Week - was
53 organized by the Library Services manager of Dr. Steevens’ Library who has successfully run
54 several DEAR campaigns in 2014/15. One of these event attracted media attention from a
55 national newspaper (Ní Bhriain, 2015).

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3 Dr. Steevens' Library is located in the corporate headquarters of the National Health Service
4 in Ireland. The building houses the Health Board senior management and the offices of the
5 various areas in the health service including public health, primary care, social care, acute
6 hospitals, quality improvement and health and well-being. The aim of the DEAR campaign
7 was to raise the visibility of the library and open access materials to key stakeholders in the
8 building and to others located elsewhere in the service through the availability of reading
9 material on the Library Blog. Material was categorized into material that could be read
10 between 5-10 minutes and 15-20 minutes. Fifteen articles were selected for each category.
11 The material chosen was all open access and was selected based on popular or hot topics in
12 healthcare. Two of the articles included were made available on the library Blog and linked
13 directly to items in the Irish health repository Lensus which is managed by Dr. Steevens'
14 Library. This had the additional objective of directing traffic to the repository and boosting
15 the use of OA material.
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19 The DEAR campaign was advertised on Twitter, the Library Blog and via a broadcast email
20 to all staff. Library staff set up a table in the staff canteen with several copies of printed open
21 access articles with a pop-up banner for the Library and posters advertising the repository and
22 open access. During a morning break and lunchtime, library staff were available to engage
23 with people in the building and talk to them about open access, the repository and the DEAR
24 campaign.
25
26

27 The third event was a collaborative seminar between DIT libraries and Dr. Steevens' Library.
28 Both organisations have a joint connection. The DIT is made up of several campuses
29 currently housed at different locations in Dublin city and its surrounds. The first phase of a
30 new campus – on the grounds of a former psychiatric hospital – was completed in September
31 2015. Dr. Steevens' Library had a branch in the psychiatric hospital located on the site. The
32 library closed in 2003 but library staff from Dr. Steevens continued outreach activities and
33 training. In 2013 a new purpose built psychiatric centre was opened on the site of the new
34 campus. Early in 2015 the head of DIT library services and senior staff from Dr. Steevens'
35 Library agreed to organize a joint event during open access week. Both libraries plan to work
36 collaboratively in the future and this event served as a starting point. As the new campus was
37 scheduled to welcome its first students in September 2015 the venue needed to be ready and
38 fully equipped with state of the art technology by October. A date was booked for 23rd
39 October during OA week. The venue chosen was a Church called St. Laurence's on DIT's
40 new campus. Five speakers were secured from different areas of the health and academic
41 sector in Ireland, including representatives from both the HSE and DIT. The keynote speaker
42 was Dr. Gabel Fitzpatrick, chair of Medicins sans Frontiers in Ireland and a prominent public
43 health specialist who has published several OA articles on his findings about Ebola during his
44 time in Sierra Leone. The seminar was advertised via Broadcast email and posted on several
45 library discussion lists. For the event, Dr. Steevens' Library developed a pop up Libguide on
46 OA. Email invitations were issued to HSE staff working in the area close to the campus.
47 Conference packs included promotional literature from both DIT and HSE libraries. Pop up
48 banners for both libraries were displayed in the seminar venue. Eye catching helium balloons
49 using the OA logo and the repository logo were displayed in an arch at the entrance to the
50 venue. They had a big visual impact and were an attractive display on campus.
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58 Methodology

There is a lack of literature that deals specifically with the assessment of OA outreach activities. A starting point for assessment of activities is to note the number of people attending OA events, to track repository hits and and monitor visits to library webpages containing information about OA.. (Miller et al, 2013) For both seminars a short evaluation form was included in a welcome pack for attendees. The form asked respondents to identify their profession with available choices provided as shown below:

Please choose your profession:

Librarian/Information Specialist Academic/Researcher
 Manager Health Professional
 Other (Please specify) _____

The evaluation form contained 5 questions. These were:

1. What was the most useful part of today's seminar?
2. What was the least useful part of today's seminar?
3. Please respond to the following statement:

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Today's seminar increased my awareness of open access	1	2	3	4	5

4. Do you think today's seminar was effective in facilitating collaboration between different sectors of the Irish research community?
 Yes No I'm not sure
5. Is there anything that you will do differently as a result of attending this seminar today?

Questions were deliberately kept to a minimum. It was felt this would make the process short and easy and might boost response rate. No personal information was gathered from respondents. Prior to the events, the author tested the survey with a number of librarians and sent the survey to two subject experts to review.

The same form was used for both seminars to facilitate data analysis and comparison between results. During the welcome speech at both seminars the importance of returning completed feedback forms was highlighted, both to assist with the planning of future events and to inform research into events held during Open Access Week. The author explained to all attendees that she were available after the event for any questions that participants might have.

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3 For the DEAR campaign, a tally was recorded of the number of articles distributed during the
4 one day campaign. Metrics were gathered from Twitter and repository hits and downloads
5 after the event were analysed.
6

7 **Results and Discussion**

8 **RNI Seminar**

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10 There were 31 attendees at the RNI seminar. 15 responses to the evaluation were collected,
11 representing a 48% response rate. Of these 13 were librarians or information specialists and
12 two were researchers. This is not surprising as the target audience for the seminar was
13 librarians.
14

15
16 Responses to the first question which asked “What was the most useful part of today’s
17 seminar?” were overwhelmingly positive towards the entire programme. Responses included:
18 the range of speakers, the practical tips shared, the knowledge (particularly around
19 Altmetrics) gained, Google Analytics, Figshare and engaging with researchers were all
20 mentioned by the majority of respondents as being very useful.
21

22
23 The second question “What was the least useful part of today’s seminar?” was answered with
24 three comments. One was about the lack of a microphone making it difficult to hear speakers
25 from the back of the room; another was a request for increased time in the schedule for
26 networking and one respondent did not find the ‘Figshare sales pitch’ useful. A further three
27 comments declared that every presentation was useful and informative.
28

29
30 The aim of the seminar which was to increase awareness about OA was achieved as the
31 majority of respondents (14) to question three either agreed (10) or strongly agreed (4) that the
32 seminar increased their awareness of open access.
33

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35 Question four asked attendees whether they thought that the seminar was effective in
36 facilitating collaboration between different sectors of the Irish research community. The
37 additional aim of collaboration was met with the majority of respondents reporting that they
38 felt that the seminar was effective in facilitating collaboration between different sectors of the
39 Irish research community (9), while five were undecided and one person felt it was not
40 effective.
41

42
43 Question five asked if attendees would do anything differently as a result of attending the
44 seminar. This question elicited a total of 11 responses. The majority claimed that they
45 intended to make some changes in their repository workflows by using tools demonstrated
46 such as Google Analytics and Altmetrics. Other comments included the intention to
47 introduce changes to individual workflows such as research data management and at the
48 organizational level by collaborating more with other researchers through OA workflows.
49 Three respondents said they would contact individual speakers afterwards for their expertise.
50 One librarian commented that they intended to use Library Ireland Week, a designated week
51 in November 2015 to promote OA in their organization.
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53
54 There was good interaction on social media during the seminar, with a total of 33 unique
55 tweets.
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OA DEAR Campaign

Statistics were noted by the Library Services manager from the one day OA DEAR campaign. A total of 173 articles were distributed during two breaks in Dr. Steevens' canteen. A breakdown of items distributed by topic is shown in Table 3. The most popular category was human resources, followed by quality care.

Table 3: Total number of articles distributed by Topic during DEAR OA Campaign

The DEAR OA campaign was advertised on the HSE Library Blog and on the international open access week website. The campaign consisted of a list of all of the links to the 5-10 minute reads and the 15+ minute reads. Details of the quantity and length of reads is outlined in Table 4.

Table 4: DEAR OA Campaign Reads Listed on Library Blog

Besides journal articles, the reads included media items such as videos, podcasts and newspaper items. It was not possible to get accurate information about the number of downloads and hits to the Blog as Google Analytics is not set up for the Blog. However two of the reads in the Blog pointed to items in the HSE repository Lenus. Of the two OA items drawn from the repository, one received 14 downloads and the other 18 downloads. The data is represented in Figure 2.

Figure 2: Downloads and Views from the repository due to DEAR Campaign

These statistics were obtained from Google Analytics which is embedded in the Open Repository platform. The statistics represent the month of October 2015 however they were checked two working days after they were advertised on the Blog making most hits and downloads attributable to the DEAR campaign.

A broadcast email was sent twice during the day of the campaign to all HSE staff. A tweet was sent to advertise the DEAR campaign which received 4 retweets and 2 favourites as is shown in Figure 3.

Figure 3: Tweet advertising DEAR OA Campaign

Joint Seminar DIT and Dr. Steevens' Library

There were 35 attendees at the collaborative seminar between DIT Libraries and Dr. Steevens' Library. Thirteen responses were received on the day of the seminar. The evaluation form was translated into an online form using the tool SurveyMonkey and sent to attendees post event which generated a further five responses. The overall response rate was 51%. The majority of responses collected were from librarians or information specialists (11), with three from researchers, one health professional and three from managers.

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3 The most useful part of the seminar based on the feedback to question one was the range of
4 speakers and the practical application of OA research in healthcare. In addition the sole
5 librarian who presented during the seminar was found by four respondents to be the most
6 useful part of the seminar and her talk 'inspirational'.
7

8 Responses to question two indicated that there all parts of the seminar were useful.
9

10 Similar to the RNI event, one of the main aims of the seminar was to raise awareness about
11 open access. This aim was fulfilled as all respondents to question three either agreed (9) or
12 strongly agreed (9) that the seminar increased their awareness of open access. A secondary
13 aim was to create an effective environment for collaboration which was also achieved
14 according to the feedback. All respondents - except two -to question four thought that the
15 seminar was effective in facilitating collaboration between different sectors of the Irish
16 research community. Two responded that they were unsure if this was the case.
17
18

19 Answers to question five which asked attendees if they would do anything differently having
20 attended the seminar revealed some interesting responses including ideas for future OA
21 developments. For example, one respondent suggested that OA week in Ireland required a
22 coordinated approach and that the OA community in Ireland should come together and
23 collaborate on a collective week long programme of events which should be supported by all.
24 Three respondents said they would use the HSE and DIT repositories for their research. One
25 person said they would look into the feasibility of hosting an OA health journal. Four
26 respondents indicated that they would promote OA more in their respective organisations.
27
28

29 Library staff held a debriefing session a day post seminar. Unforeseen events hampered the
30 attendance including a national rail strike y. Forty six people registered and 35 attended.
31

32 It was agreed that overall the event was a success and that the venue provided high tech
33 equipment including 5 TV screens with a surround sound system. This worked well for the
34 Youtube playlist of OA videos that was collated by the organizers and aired at the opening of
35 the seminar and during the lunch break.
36
37

38 It was agreed that there was good teamwork and good collaboration between both academic
39 and special librarians which contributed to a positive event. The addition of balloons
40 sponsored by BioMed Central added to the celebration of OA. The overhead for the catering
41 was approximately €400 and funded from Dr. Steevens' Library's operational budget. The
42 repository content needed a fresh update prior to the event and that was something that would
43 be taken into account prior to any future events. More activity on Twitter was desirable
44 although engagement with social media at any seminar is dependent on audience participation
45 and not all librarians, researchers and managers present at the event use Twitter. There was
46 no funding available to record the seminar which was unfortunate as livestreaming or a
47 recording of the presentations could have generated further interest. It was also agreed that
48 more thought needed to be put into a target audience. More targeted marketing towards
49 researchers and health professionals will form the basis of future events as it was agreed that
50 promoting open access amongst a predominately librarian filled audience was partly an
51 exercise in preaching to the converted. It is hoped to secure a speaker from mainstream OA
52 advocates such as SPARC or OpenAIRE for 2016 events.
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Conclusion

The stated aims of each OA event to increase awareness of OA and facilitate collaboration were attained and all events were deemed successful. Aims that drew upon the theme of OA week worked well. It would be of interest to follow up with those attending seminars who reported intended actions as a result of their attendance, such as the development of an OA journal for health and using Library Ireland Week to promote OA. Long term goals of OA outreach activities will be to measure event attendance over time, to share findings with others, to measure the effect of activities on open access publication within the university or organization, to see an increase in the quantity of items being populated into the repository. Ludwig (2010) has pointed out that the challenge is to move beyond policy adoption and into new areas. These areas include a scenario where the library and repository are fully integrated into the wider research management role of the university or organization. As OA gains momentum and moves into broader areas including open learning objects and as MOOCs become more widespread so too will the OA workflows of academics. This paves the way for embedded OA workflows as part of everyday academic practice.

There is a lack of engagement with the professional library associations in the area of Open Access. While the Library Association of Ireland (LAI) has an area of its website dedicated to 'Library Ireland Week' as do other similar associations including CILIP in their celebration of 'National Libraries Day', there is no equivalent for OA week. This made it difficult to highlight planned events for OA week on the LAI's website. There needs to be better engagement with professional library associations in this area.

OA week would benefit from a national approach to capitalize on maximum participation as was successfully achieved in the Czech Republic (Rygelová, 2012). Each institution, university or specialized organization needs an OA champion to drive the OA agenda. Planning for OA week outreach activities requires advance preparation and a clearly defined goal. Evaluating events and using feedback as part of a quality improvement process for future events will lead to better outcomes for communicating the OA message.

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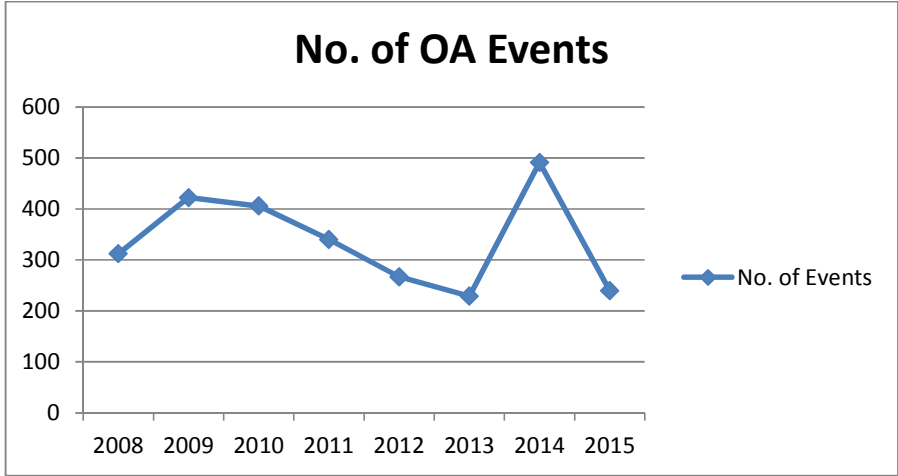
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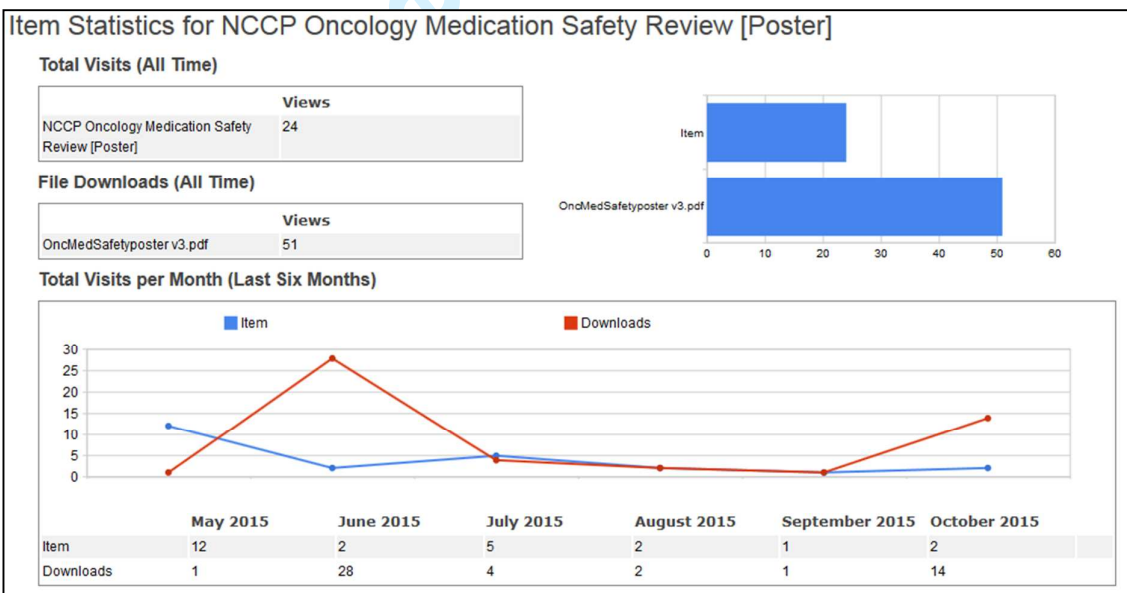
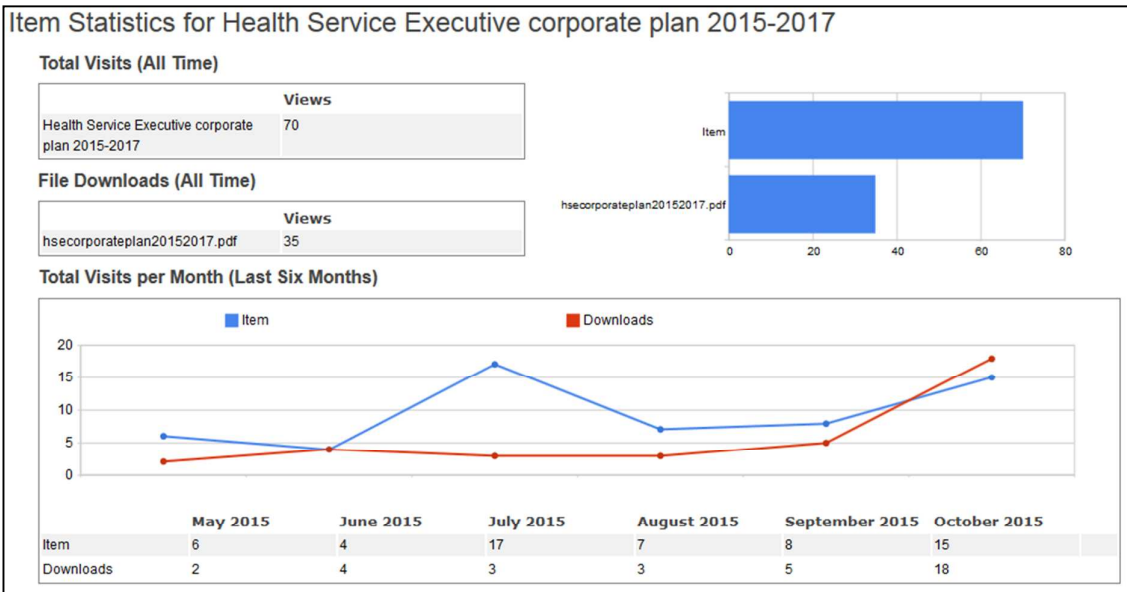
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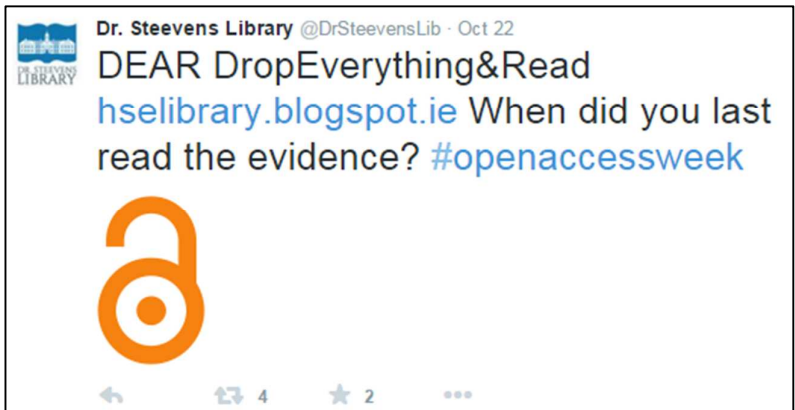
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Year	Open Access Week Theme
2012	Set the Default to Open Access
2013	Redefining Impact
2014	Generation Open
2015	Open for Collaboration

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Year	Event Type	Title of Event	Partners/Collaborators
2009	OA Seminar	Institutional Repository Day	Hosted by Dublin Institute of Technology Libraries
2010	OA Seminar	“Open Access Publishing in Health”	Dr. Steevens’ Library & HSE Public Health Department
2011	OA Seminar	“Irish Health Research: Collaboration and Partnership for Progress”	Dr. Steevens’ Library & Department of Health
2012	Webinar	“Open Access Research to inform patient outcomes”	Dr. Steevens’ Library & BioMed Central
2013	OA Seminar	“Getting the information you need; the role of Open Access in supporting health and wellbeing on the island of Ireland”	Dr. Steevens’ Library , Institute of Public Health & St. Patrick’s University Hospital
2014	OA Seminar Teachmeet Teachmeet	“Open Access can help deliver a Healthy Ireland”	Dr. Steevens’ Library & Institute of Public Health Repository Network Ireland & Trinity College Dublin Repository Network Ireland & Trinity College Dublin
2015	OA Seminar OA Seminar	“Open Access – Opportunities to Work Together” “Let’s Talk About Data, Developments and Collaboration”	Dr. Steevens’ Library & Dublin Institute of Technology Libraries Repository Network Ireland & Health Research Board

TOPIC	No. of Print Articles Distributed
Quality Care	22
Human Resources	88
Leadership	5
Nursing	14
Health & Social Care	3
Mental Health	15
Allied Health	5
Patient Safety	11
Hospital	10
Total No. of articles distributed	173

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URL 5 -10 minute reads	15 URLs distributed via email
URL 10 + minute reads	15 URLs distributed via email

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