IR ADVOCACY CRASH COURSE

CHEALSYE BOWLEY | SMIRC 2019

WORKSHOP KIT: bit.ly/smirc19iracc

#SMIRC19 MATERIALS: bit.ly/smirc19iracc
ADVOCATE FOR YOUR IR

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My advocacy background

- Amnesty International USA
- Scholarly Communication Librarian
- Community Manager, Ubiquity

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Identify Community Partners (5 minutes)

- Who are you currently working with?
- Who would you like to work with?

- Start thinking about:
  - What are the goals of these partners?
Who are your partners?
Who are your partners?

- Graduate school
- Librarians
- Journal Editors
- Success Center
- Faculty
- Repository Manager
- Office of Research
- Honors Director

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Messaging

- Proactive vs. Reactive Communications
- Positive Framing
- Avoid Open jargon
- Keep it simple!

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Negative / Reaction

Paywalls are ...

Academic publishers are evil ...

The way you publish prevents ....
Positive

Do you want more readers and higher citation counts?

Using the IR enables you to ...

Open helps you achieve ...

What does your IR and open access do?
Your Goals (2 minutes)

- What is your goal for your IR?
- What does your IR enable for users / researchers?
Audience (2 minutes)

● What influences your target audience?

● What are the lines of power in your community?
Examples of Open advocacy campaigns

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Got a digital research project? We’ll help connect the dots.
Students have to work
28 hours to buy one
$200 textbook.

Together we can make a difference.

Learn more about how Rutgers is
supporting textbook affordability:
libraries.rutgers.edu/open-textbooks
How can you help students with the cost of education?

- Watch this video about open educational resources: http://bit.ly/2nuo4vZ
- Visit the SGA Exhibit from March 27 to April 7 at Newman Library 2nd floor
- Pilot an open educational resource or open textbook in your class

Learn more at www.openeducationweek.org

#OPENEDUCATIONWK

Dear

I care about Open Education because...

- for a few semesters
  - I have dropped
    - classes because of
      - textbook price

Sincerely,

[Signature]

Major: [ ]

Year: [Junior]

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Over-the-counter cough medicines: new approaches

Awaiting moderation

I am currently writing a research project on the effects of over the counter medicine in comparison to traditional Chinese treatments for cough (usually in the form of herbs). Many of the research articles I've found so far are more focused on the effects of cough medicine in the general population and your research introduces a different approach to treatment. I would love to learn more about the findings of herbal cough treatments.

Requested by Navaira, a student at Bard College, 1 week ago

Meta-analysis and computer-mediated communication

In progress - join and share the request

Reading this article will aid in the understanding of computer technology and communication for an academic college paper.
What is DASH?

A central, open-access repository of research by members of the Harvard community.
KEEP YOUR WORK REF ELIGIBLE

1) When your draft is complete and ready for submission

2) When your article is accepted for publication

3) When your paper is published

Make journal articles and conference proceedings Open Access on acceptance

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CULTIVATING YOUR DIGITAL IDENTITY
GET YOUR RESUME READY!
FGCU Library Workshop

COPYRIGHT & YOUR THESIS
FGCU Library

WHAT ARE MY RIGHTS AS AN AUTHOR?
HOW DO I SUBMIT MY THESIS TO PROQUEST?

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http://bit.ly/2x6GGGb4
http://bit.ly/2Q1LcLr
But also every conversation you have advocating for your repository and open access is advocacy.
Messaging

- Who is the right messenger?
- What is the right message?
- What is the right venue to communicate it?
- When is the right time to do it?
Life is sharing

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Find champions

- Powerful voices and stories
- Impactful experiences / success stories
- Don’t have one yet?
  Use examples from similar universities!

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Timing

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Tell a story.

Design campaigns based on interpersonal communication.

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Messaging Exercise
(5 minutes)

- Hook your target audience
- Use positive framing
- Provide the IR as a solution to enable
- Action-oriented
- Tell a story!
Group Breakout (20 minutes)

- Brainstorm a campaign, event, or action to promote an/your institutional repository.
  - What will be advocating for?
  - Who is your audience?
  - What is your message?
  - Outline an advocacy activity or material

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Group Discussion
Individual Action Plan
(8 minutes)
Final share out
YOU’LL BE A GREAT ADVOCATE

@chealsye MATERIALS: bit.ly/smirc19iracc