Aug 9th, 9:00 AM - Aug 10th, 10:00 AM

High Impact or Open Access: Strategies for recruiting faculty to your institutional Repository

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HIGH IMPACT
AND
OPEN ACCESS

PROVEN STRATEGIES FOR ENCOURAGING FACULTY TO DEPOSIT IN YOUR INSTITUTIONAL REPOSITORY

Damecia Donahue and Joshua Neds-Fox
Wayne State University
WHY WE’RE HERE

Understand faculty hesitations, concerns, and misunderstandings about Open Access

See how Open Access education and digital repository submissions go hand-in-hand

Customize our workflow to accommodate the needs of your own institution
FACULTY MAY BE UNCLEAR ON THE CONCEPT
FACULTY MAY BE UNCLEAR ON THE CONCEPT

QUESTION #1

“Are OA journals reputable? Aren’t they just vanity publishers? Are they peer reviewed? How can I tell if an OA journal is reputable?”
FACULTY MAY BE UNCLEAR ON THE CONCEPT

QUESTION #2

“Do I need to pay high OA fees to make my work Open Access? Because I can’t afford that.”
“Citation advantage is nice and all, but OA journals tend to be no account start ups or worse. All the journals that count to my tenure review committee are Toll Access. Why should I publish my work in less prestigious journals and risk my career?”
FACULTY MAY BE UNCLEAR ON THE CONCEPT

QUESTION #3

OA or Impact Factor
COMMUNICATION

“OA or Impact Factor” arises from a confusion about Gold vs Green Open Access.
COMMUNICATION

Our job is simply to color-shift their thinking.
DEFINE TERMS

Gold
- Made open access by the publisher
- May charge article processing fees

Green
- Made open access post-publication by the copyright holder
- May not be the final version of record.
1. Explain the OA citation advantage.

**Why OA? Citation Advantage**

- Lawrence, Nature 411 (2001): Free online availability substantially increases a paper's impact

- Norris et al, J of the Am. Soc. For Info Sci & Tech 59.12 (2008): The citation advantage of open-access articles

- Gargouri et al, PLoS One 5.10 (2010): Self-Selected or Mandated, Open Access Increases Citation Impact for Higher Quality Research

- Zawacki-Richter et al, J Dist Ed 24(3) (2010): Articles in open access Distance Ed journals are cited earlier and more frequently

Summary of research at: http://reprints.auston.ac.uk/a6/q16/a/Citation_advantage_paper.pdf

**Why OA? Citation Advantage**

Open access articles are viewed and cited more frequently than non-open access articles

2. Get a list of journals. Start w/ CV or JCR/Eigenfactor.
3. Run list against SHERPA/RoMEO
(Those numbers will be high)
4. Present those numbers to faculty.

Publisher Policies re: Green OA for 104 Top Education Journals in four categories in ISIs JCR
QUESTION #3

OA or Impact Factor
FACULTY MAY BE UNCLEAR ON THE CONCEPT

QUESTION #3

OA and Impact Factor
DEMONSTRATION
CASE STUDIES

Nursing
Mathematics
Education
OUTCOMES

5/2012 to 8/2013

200 faculty deposits

112 attributable to this strategy (56%)
OUTCOMES

"S-Index: A Comprehensive Scholar Impact Index" by Shlomo S...
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by SS Sawilowsky - 2012 - Related articles
Limitations of impact indices to compare scholars across disciplines and time based only the number of publications and citations are discussed. The S-index ...

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by SS Sawilowsky - 2012 - Related articles
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OUTCOMES

First in-house journal

Journal of Modern Applied Statistical Methods

About JMASM

The Journal of Modern Applied Statistical Methods is an independent, peer-reviewed, open access journal designed to provide an outlet for the scholarly works of applied nonparametric or parametric statisticians, data analysts, researchers, classical or modern psychometricians, quantitative or qualitative evaluators, and methodologists.

See About JMASM to learn more about the Journal.

Current Issue: Volume 12, Issue 1
BENEFITS

For Scholarly Communications
Librarians: stronger internal partnerships

For Faculty: Higher article Impact;
Stronger publishing Literacy

For Liaisons: New service opportunities/roles
FURTHER ARGUMENTS

Green OA in the publishing workflow.
FURTHER RESOURCES


OASIS (Open Access Scholarly Information Sourcebook) http://www.openoasis.org

OAD (Open Access Directory) http://oad.simmons.edu

SHERPA/RoMEO Database of journal publisher OA policies http://www.sherpa.ac.uk/romeo/

SPARC (Scholarly Publishing and Academic Resources Coalition) http://www.sparc.arl.org
QUESTIONS?

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