

HUMANISING OPEN ACCESS

TAKING A PERSONAL APPROACH

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WHAT'S THIS ABOUT, **THEN?**

1. Our aim – and my role within it
2. Barriers
3. Solutions
4. Results so far

1. AIM

To encourage academics to engage with Open Access in a meaningful way, ultimately increasing our compliance rates whilst creating an environment that doesn't alienate authors.

2. BARRIERS

- ▶ Technology
- ▶ Terminology
- ▶ Policy
- ▶ Misunderstanding
- ▶ Fear of getting it wrong



“

It's complicated, and
I don't know what I'm
doing

3. SOLUTIONS

- ▶ 1:1 sessions
- ▶ Monthly drop ins
- ▶ Visibility
- ▶ Finding an “in”

1:1 SESSIONS

- ▶ Preparation
- ▶ Find out how much they already know
- ▶ Use their own work and their own profiles
- ▶ Action points and follow up





CASE STUDY ACADEMIC

MONTHLY **DROP IN** SESSIONS

- ▶ Informal
- ▶ Groups or 1:1
- ▶ Flexible
- ▶ In the same place every time
- ▶ Biscuits



VISIBILITY

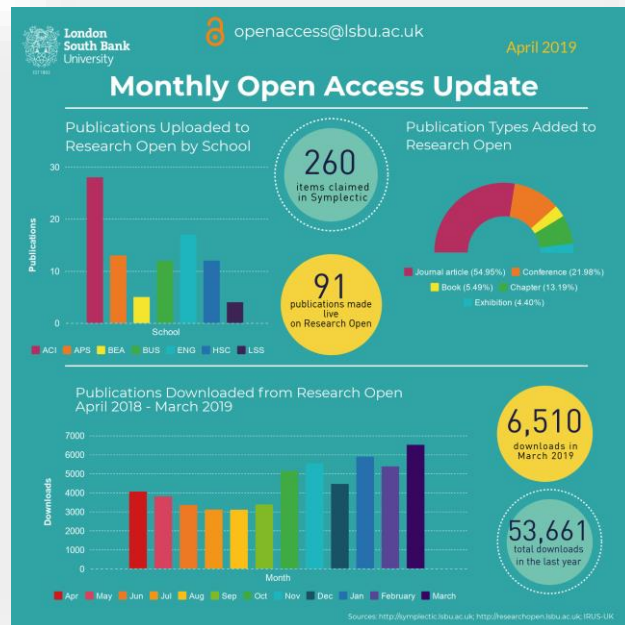


London South Bank University OPEN ACCESS AT LSBU

OPEN ACCESS DROP IN

25th April | 12 - 2pm | LR101

Email openaccess@lsbu.ac.uk for more information



FINDING AN “IN”

- ▶ Build relationships with people in different departments
- ▶ Turn up to meetings, and get involved with other related projects
- ▶ New joiner emails
- ▶ Target all kinds of people, not just academics

CASE STUDY

DEPARTMENT

INTERVENTION



Detailed breakdown
of current compliance
rates



Frequent
communication with
stakeholders



Action points
decided



Relationship built
with school
administrator

4% increase on compliance from previous month

4. RESULTS SO FAR

- ▶ Relationships built with a variety of people
- ▶ Compliance increasing month on month
- ▶ Awareness and engagement



“

I love the infographic,
much more my cup
of tea than a
spreadsheet!

THANKS!

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CREDITS

Special thanks to all the people who made and released these awesome resources for free:

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