

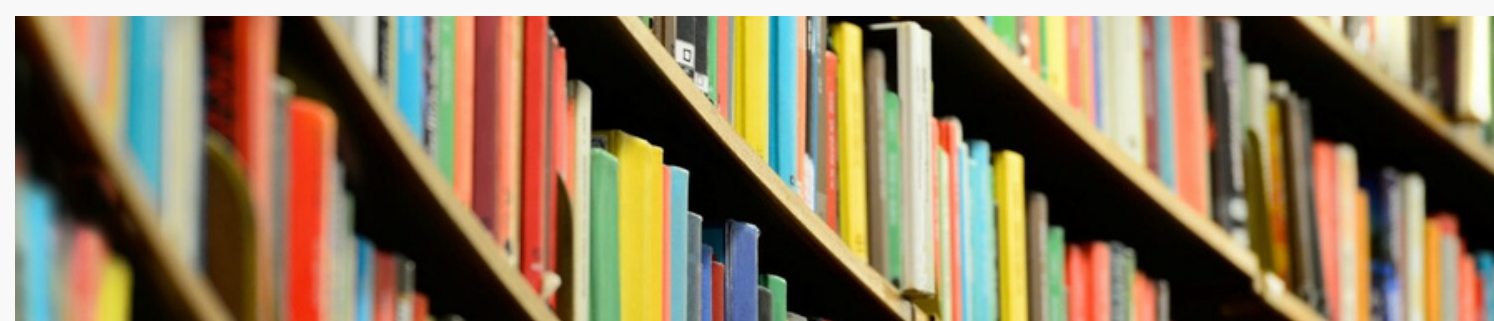
# Rethinking Resources

## Personalizing Open Access Outreach by Discipline

OPEN ACCESS IS PROVING TO BE CRUCIAL IN PROMOTING EQUITY AND DIVERSITY IN SCHOLARSHIP, AND HAS MAJOR BENEFITS TO RESEARCHERS.

HOW CAN LIBRARIES PROMOTE OPEN SCHOLARSHIP WITH CONSIDERATION FOR THE VARYING CULTURES AND ATTITUDES TOWARDS OPEN SCHOLARSHIP THAT EXIST ACROSS ACADEMIC DISCIPLINES?

1.



### OVERVIEW

Open access scholarship can increase the impact of researchers' work. However, open access policies, funding, and procedures can prove difficult to understand, and authors may face conflicting and ambiguous messages when navigating the publishing process.

Our goal is to support authors and encourage open scholarship by creating an Open Access Author Toolkit. By building a **detailed, accessible, and user-oriented resource**, we aim to promote a robust open access culture on campus.

Open scholarship aligns with key aspects of UNC Charlotte and the Atkins Library's mission:

- Increasing readership at home and around the world supports **local-to-global research impact**
- Promoting openly available research improves **accessibility and affordability** for students, researchers, and everyone
- Expanding readership improves **diversity, equity, inclusion, and accessibility (DEIA)** by including everyone—not just scholars—in the academic conversation

The OA Author Toolkit is designed to support authors in understanding OA **best practices, resources, financing options**, and other considerations for publishing scholarly research. This toolkit aims to provide a comprehensive overview of **what an author needs to know** as they consider publishing their research, and the **available support services and publishing avenues** at the library and broader university.

Developing this toolkit involved rethinking how we approach outreach. Previously OA outreach at UNC Charlotte focused on the ethos of OA and benefits to faculty generally. However, **each discipline engages with publishing differently**, creating different relationships with open access.

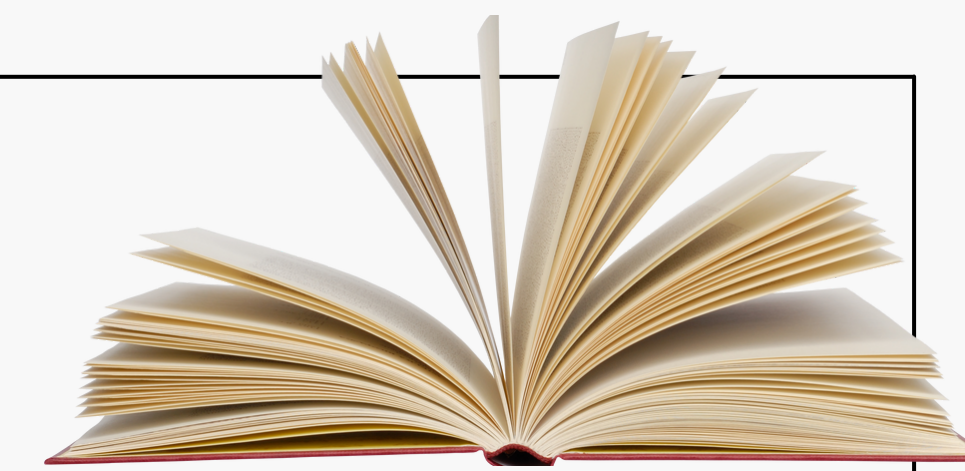
To hone our outreach approach, the toolkit development **centered author needs and concerns, with information tailored by discipline.**



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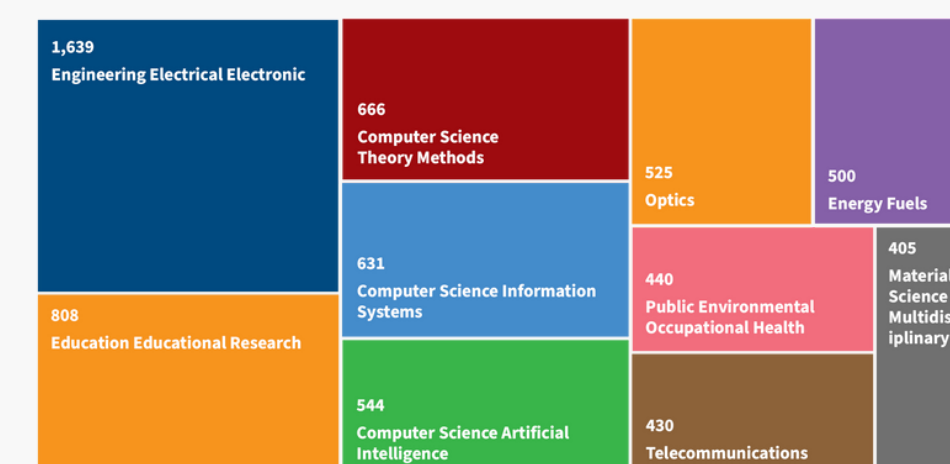
### GOALS

- Increase campus engagement with Open Access, especially as we work towards developing a university-wide OA policy
- Identify key milestones in the publishing process and what OA information is relevant to authors
- Encourage OA adoption and resource usage by centering user needs in the toolkit development—meaning no jargon, tailored content for diverse user groups, concise and navigable information, and accessible design

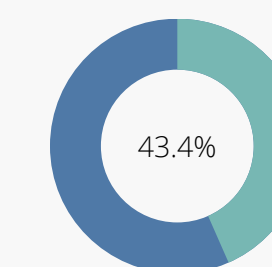


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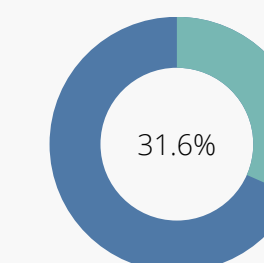
### AUDIENCE & ENVIRONMENT



Web of Science visualization of UNC Charlotte authors' research areas by number of publications ([WoS data](#))



Percentage of all Web of Science articles available open (Basson et al., 2022)



Percentage of Web of Science articles available open by authors at UNC Charlotte since 2013 (WoS)

4.

### RESOURCES

Open access scholarship can increase the impact of researchers' work. However, open access policies, funding, and procedures can prove difficult to understand, and authors may face conflicting and ambiguous messages when navigating the publishing process.

#### LEARNING OA

We provide information for anyone, including those who are totally new to open publishing.

#### DECODING OA IN THE DISCIPLINES

Web pages are made specifically for understanding OA nuances in key research areas at UNC Charlotte.

#### ADDRESSING CONCERNS

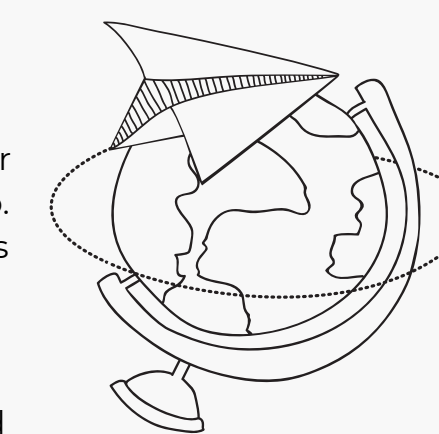
Resources are organized by what's on common questions and concerns on an author's mind, such as securing APC funding and negotiating publishing contracts.

#### FINDING NON-APC OPTIONS

Not everyone has funding for article processing charges (APCs). We include resources for other avenues to open access, such as green or diamond open access.

### OUTREACH

Developing the OA Author Toolkit is just the first step. To improve visibility of this resource and general OA principles, we created an outreach plan to engage researchers, students, and others across campus.



Like the toolkit, our outreach is centered on meeting authors where they are. We're also connecting with subject liaison librarians to understand the needs of their faculty, as well as any resources they might need themselves to promote open publishing.

### NEXT STEPS

Faculty and departmental engagement is top of mind for the future of this resource. We're working to gather and implement feedback to improve this resource and find ways to reach more authors.



### WANT TO SEE THE SITE?

Visit the OA Author Toolkit at

<https://sites.google.com/uncc.edu/openaccess-charlotte>

#### RELATED LITERATURE

- Lange, J. & Hanson, C. (2020). "You Need to Make it as Easy as Possible for Me": Creating Scholarly Communication Reports for Liaison Librarians. *Journal of Librarianship and Scholarly Communication*, 8(General Issue), eP2329. <https://doi.org/10.7710/2162-3309.2309>
- Ramirez, M.I., Miller, M.D. (2011) Approaches to Marketing an Institutional Repository to Campus. *The Institutional Repository: Benefits and Challenges*. p. 13-50.
- Basson I, Simard MA, Ouangré ZA, Sugimoto CR, Larivière V (2022) The effect of data sources on the measurement of open access: A comparison of Dimensions and the Web of Science. *PLOS ONE* 17(3): e0265545. % of WoS articles available OA: <https://doi.org/10.1371/journal.pone.0265545.g001>

