

Scholarly Communication and Academic Libraries

Increasing faculty awareness in 5 minutes or less

The objective of this handout is to inform librarians, enable us to engage faculty when opportunities arise, and to increase faculty awareness of scholarly communication issues.

Faculty have heard us talk about escalating journal prices for years, but now we want to talk about potential solutions and how faculty can be part of the solution. The library community has made great strides through ARL's Scholarly Publishing and Academic Research Coalition (SPARC), as well as coordinated lobbying efforts from ALA and ACRL.

The federal government is expanding the open access mandate, as well. The impact of publicly funded research can be maximized by policies requiring results to be openly accessible. With the 2013 White House Office of Science and Technology Policy (OSTP) memorandum, the 2013 proposal of the Fair Access to Science and Technology Research (FASTR) act, and the inclusion of open access language in the 2014 Omnibus federal appropriations bill, open access to scholarly research in the United States is gaining legislative as well as academic support.

We can engage faculty in a serious dialogue to enable them to become partners in a solution. The following are possible openings to start a planned or spontaneous conversation with faculty. Only have five-minutes of their time? Pick just one topic!

Introduce Scholarly Communication:

- ⦿ *Talk to faculty about the state of publishing in their field(s).* What are their concerns? Are they worried about access to journals we don't have? Are they concerned that fewer monographs are being published? What discussions are happening at their professional conferences? Are they concerned about escalating costs?
- ⦿ *Do tenure and promotion guidelines influence their publication decisions?*
- ⦿ *Offer to provide a list of journals with subscription prices if they don't know costs.*

Pick one or more conversation points:

- ⦿ *Ask what they have heard about open access publishing.* It's not just for scientists. It is peer-reviewed. As always, where they publish can determine the impact of their findings – it's not just prestigious titles that have the most impact on reaching the desired audience. Publishing in an open access journal or archiving in a repository like Libra increase visibility and potential impact of their scholarship.
- ⦿ *Ask if they are aware that the library has arrangements with publishers of many open access journals.* In addition to discounts for author fees to publish in those journals, the UVa Open Access Fund can support author fees in open access journals.
- ⦿ *Offer to provide a list of well-regarded open access journals in their field:* doaj.org
- ⦿ *Ask if they have heard about Libra* – our own institutional repository provides open access to UVa dissertations, theses, and faculty scholarship including open access articles, datasets, books, and conference materials.
- ⦿ *Ask if they have thought about their own rights and privileges as authors.* Are they aware of how to negotiate with publishers to retain their rights as authors? Have they heard about the "author addendum" concept, which allows retention of author's rights and privileges to preserve access for future use?
- ⦿ *Ask if they have thought about digital preservation of their scholarship.* Retention of author's rights can allow deposit of their articles in Libra, which helps in the preservation of electronic content.

- ③ *Ask if they have heard about the different types of open access.*
 - *Green Open Access:* Open access does not necessarily involve a fee or special journal, but instead can allow for deposit of any article with rights retained to an institutional or discipline-specific repository.
 - *Gold Open Access:* These journals make all of their articles immediately and freely available. Some charge a publication fee, the UVa Open Access Fund can help with these “Gold” article processing fees.
 - *Hybrid Open Access:* Publishing in “hybrid” journals cost twice: authors pay article processing fees to make a single article open, while libraries are already paying to subscribe to the same journal.

Still talking? Mention risks, rewards, and responsibilities:

- ③ *What is at risk and why it is important to teaching and research to be informed on current changes and future developments:*
 - Changes in the scholarly communication model may influence promotion, tenure, and review processes – fewer books published; new online publishing options; new web-based distribution with open access journals
 - The peer review process is not changing much yet, but is key in open access.
 - Our collections will be shaped by access, costs, and copyright issues – our collections support their curriculum needs
- ③ *Ask if they want more information, want to get involved, or if they are satisfied with the existing system.*

By being aware of the changes and knowing their rights and privileges, faculty can become part of the solution and effective change agents who ultimately can control how scholarly communication evolves in the next decade and beyond with the new technologies.

Resources

UVa Library’s Copyright and Scholarly Communication page:

<http://copyright.library.virginia.edu/news/>

SPARC: <http://www.arl.org/sparc/>

Scholar’s Copyright Addendum Engine: <http://scholars.sciencecommons.org/>

Directory of Open Access Journals: doaj.org

Publisher copyright policies and self-archiving: <http://www.sherpa.ac.uk/romeo/>

UVa’s Institutional Repository: libra.virginia.edu

Libra help: libra@virginia.edu

UVa’s Institutional Repository Librarian: Ellen Ramsey, ellen@virginia.edu 434-243-7079