



The Open Access (OA) Suite at the University of Calgary: Analysis and Evaluation

Library Association of Alberta Conference
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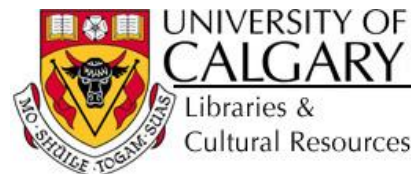
What We're Going To Be Talking About

- Some methods of evaluating (Mary)
- Evaluation and the University of Calgary Open Access Suite (Andrew)
- Next steps (Mary and Andrew)
- Q & A/Discussion (everyone!)



Centre for Scholarly Communication Business Plan

- Successful completion of projects within budget/deadlines
- Continued support of existing collections
- Increased revenues
- Grants
- Successful OA Week 2010
- Meeting Synergies project milestones



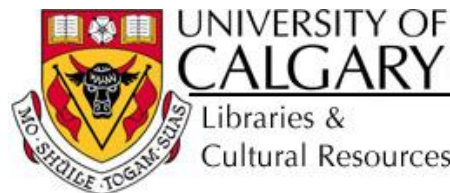
Measuring Advocacy and Policy



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“A framework for naming outcomes associated with advocacy and policy work as well as directions for evaluation design”

“specific outcome areas that describe the types of changes . . . likely to occur as a result of advocacy and policy change efforts”

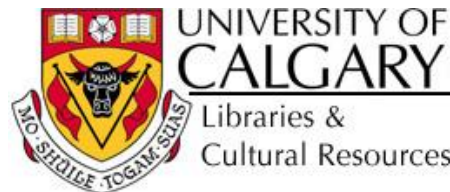




The Challenges of Assessing Policy and Advocacy Activities California Endowment Fund

Can we measure outcomes?

“outcomes indicators” vs “process indicators”



Measuring Advocacy and Policy Roadmap



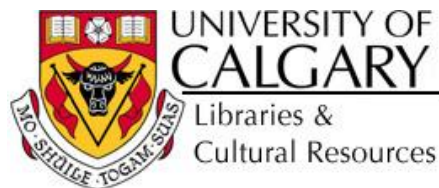
Annie E. Casey foundation

“Realistic, meaningful outcomes?”

Tools to identify short and intermediate term outcomes

Meaningful and appropriate expectations with regard to advocacy and policy work

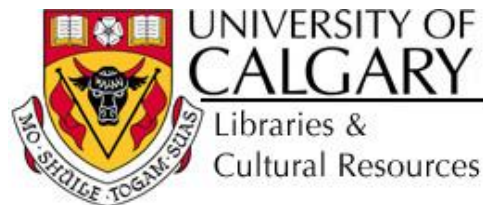
Strategies to achieve desired goals”





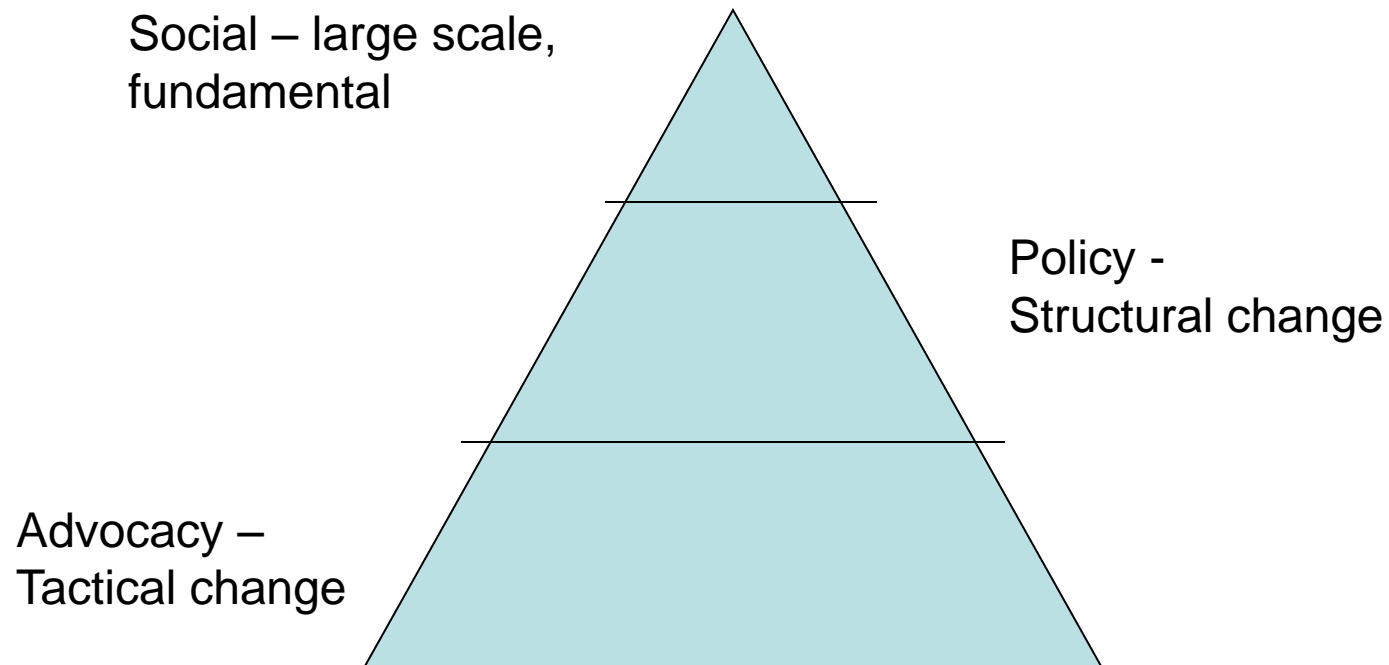
Roadmap Components

$$\frac{\text{Conceptual Model} + \text{Theory of Change}}{\text{Benchmarks}} = \text{Overall Impact}$$





Level of change?





Conceptual Model

High level outcomes defined through a group process:

“Through advocacy, programs, development of tools, and policy creation, contribute to a changed social model of scholarly communication in the academy, focusing on open access to publicly funded research”



Theory of Change

Develop and present programs that promote and support open access

So that

Awareness of the benefits of OA increases

So that

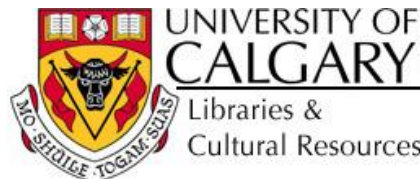
Individual researchers adopt OA practices

So that

Policy makers understand and implement OA policies

So that

Research results (scholarship) is openly available





Benchmarks

(Women's Funding Network)

- Change of a basic definition/reframing
- Changing of individual or communal behaviour
- Gaining a critical mass
- Development of an institutional policy
- Holding the line



Practical Measures

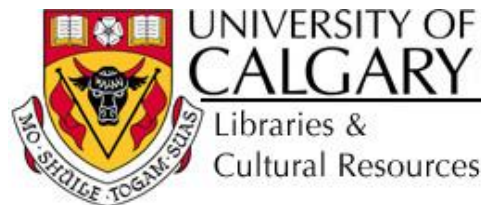
- Process indicators (what we did)
- Measurements (use statistics)
- Outcomes indicators (outcomes observed/reported)
- Actual changes



Outcomes

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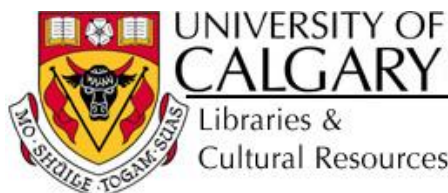
- Shifts in social norms
- Strengthened organizational capacity
- Strengthened alliances
- Strengthened base of support
- Improved policies
- Changes in impact



The University of Calgary Open Access Suite



- Open Access Authors Fund
<http://library.ucalgary.ca/services/-faculty/open-access/open-access-authors-fund-0>
- Institutional Repository (<http://dspace.ucalgary.ca/>)
- University of Calgary Press (<http://www.uofcpress.com/>)
- Digitization(<http://www.ucalgary.ca/digitalinitiatives/>)
- Synergies (<http://synergiesprairies.ca/>)
- All part of the Centre for Scholarly Communication
(<http://www.ucalgary.ca/scholarlycommunication/>)





OA at U of C:Timeline

- Institutional repository 2005
- Open Access Authors Fund 2008
- LCR Academic Council passed OA mandate 2009
(<http://www.earlham.edu/~peters/fos/2009/05/oa-mandate-for-calgary-lcr-division.html>)
- Student Academic Assembly passed resolution in support of OA 2010
(<http://oalibrarian.blogspot.com/2010/01/university-of-calgary-students-union.html>)



OA at U of C:Timeline (cont.)

- Centre for Scholarly Communication created 2010
- U of C Press published first OA monograph 2010
(<http://www.uofcpress.com/books/9781552382516>)
- LCR signed the Compact for Open Access Publishing Equity 2010
(<http://www.oacom pact.org/>)
- Open Access Week 2008, 2009, 2010, 2011

Evaluating the Open Access Authors Fund



- Spent \$300,000
- Paid for 181 articles from 146 different submitting authors in 94 different journals from 11 different publishers (officially)
- Comments are very positive

Evaluating the Open Access Authors Fund (cont.)

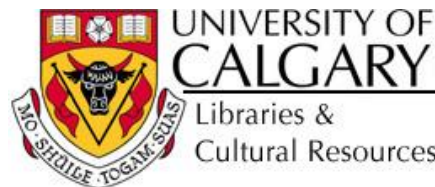


- Comparing against OA movement drivers:
 - Makes lots of content openly accessible
 - Changing the scholarly publishing landscape
 - Making content cheaper

Evaluating the Institutional Repository



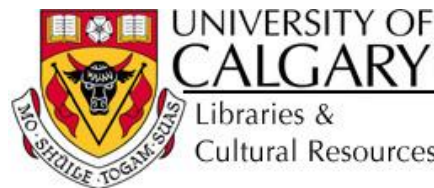
- 17,735 records (8,198 full text, with 9,537 metadata only, all theses)
- 375 faculty members represented
- 31 department/faculty collections and 5 research institutes
- 9 graduate student collections
- 3 undergraduate collections



Evaluating the Institutional Repository (cont.)



- One of the larger university repositories in Canada
- There is still much content that could be in the repository
- Doesn't work operate as originally thought – staff-run, not user-deposited – but it still works





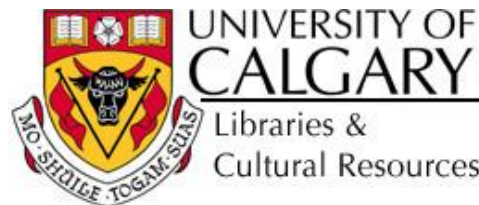
Evaluating the LCR OA Mandate and OA Week at U of C

- Mandate
 - 2nd anniversary
 - Could be more material deposited
 - Hard or soft evaluation?
- OA Week
 - Don't want to tread water
 - What worked, was lasting in 2009 and 2010?
 - OA Week 2011: what to add, drop, change?



Observed Outcomes

- Better understanding of copyright issues
- Increased interest in the Institutional Repository (without significant promotion)
- Attendance at OA Week events
- Support from undergraduate students
- Better understanding of granting agency requirements
- Increased requests about OA publishing from the Press
- Community interest in open collections





Observed Outcomes (cont.)

- Increased amount of available OA content
- Increased conversations about OA and scholarly communication issues at local, national, and international levels



Theory of Change Again

Develop and present programs that promote and support open access
(yes, but could do more)

So that

Awareness of the benefits of OA increases (ongoing)

So that

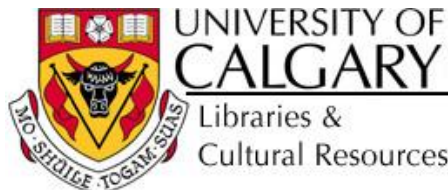
Individual researchers adopt OA practices (happening with some researchers)

So that

Policy makers understand and implement OA policies (still have a long way to go)

So that

Research results (scholarship) is openly available (ongoing)





Next Steps

- Work to broaden responsibility on campus for Scholarly Communication
- Develop a direct advocacy program, targeting population segments (administration, faculty, graduate students, undergrads)
- Systematic communication with faculties/depts
- Promotion of the online thesis program
- Through a grant, the UofC Press is working with a consulting firm to employ some of the methodologies described earlier to support the development of an Evaluation Framework for Open Access publishing (go to session H3 this afternoon!)





Questions? Discussion?





Your Speakers

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