

## **I. Introduction**

William Paterson University is a New Jersey public university located in Wayne, NJ with an enrollment of approximately 11,000 students. There are approximately 74,000 alumni from both undergraduate and graduate programs. The Carnegie Classification for this school is Master's Colleges & Universities: Larger Programs. William Paterson has a large number of undergraduate students, many of whom are transfer students, and do not reside on campus. There are 2,600 residential students. Nearly thirty percent of students at William Paterson are first generation college students.

William Paterson has approximately 410 full-time faculty members, who have produced approximately 550 publications. The faculty at William Paterson includes 41 Fulbright scholars and two Guggenheim Fellows. The university offers 2 doctoral programs, 24 master's degree programs, and 53 undergraduate programs offered through five colleges. There are pre-professional programs for medicine, law, physical therapy, and physician assistant. The five colleges are Arts and Communication, Cotsakos College of Business, Education, Humanities and Social Sciences, and Science and Health. In addition to these degree programs, William Paterson offers early childhood, elementary, secondary, and special education certification. In the university's mission statement, they have identified five values as the core of all of the programs and services that they provide. These values are Academic Excellence, Creating Knowledge, Student Success, Diversity, and Citizenship. Many of the statements in support of these goals point to the university's commitment to teaching.

The largest programs at William Paterson are Education, Nursing, Business, and Communications. The university began in 1855 as a Normal School for teacher training, and only began to offer programs unrelated to teaching in 1936. In 1997, the New Jersey Commission on Higher Education granted William Paterson university status. Some of the accreditation credentials awarded to the university include Middle States Commission on Higher Education, Association to Advance Collegiate Schools of Business, Commission on the Accreditation of Allied Health Education Programs, Commission on Collegiate Nursing Education, National Association of Schools of Art and Design, National Association of Schools of Music, and National Council for Accreditation of Teacher Education, among others.

The students, faculty, staff, and administration of the university are supported by the David and Lorraine Cheng Library. The library has a mission that includes contributing to the success of the university's educational programs, championing the benefits of information technology, supporting progressive models of information exchange while resisting censorship and promoting the ethical use of information. In addition to holding the library's physical collections, the library also has many research or LibGuides, librarians who serve as liaisons to the university's academic departments, instructional assistance, and many types of workshops.

Of significance to this project, the library also works in collaboration with the Provost and Senior Vice President of Academic Affairs to provide assistance for faculty members to publish their research in Open Access journals. In the library's strategic plan, they have identified Open Access as an area to expand upon, creating educational materials for faculty and researchers to increase awareness, as well as creating and expanding upon programs to incentivize Open Access publishing.

William Paterson University has implemented initiatives to support both Green and Gold models of open access. The challenges with open access advocacy include providing information and outreach to faculty members and other stakeholders who may not be aware of the university's initiatives. The open access advocacy plan includes facilitating communication between librarians and faculty, department chairs, deans, and others interested in open access publishing with the library at the center of the efforts.

The library's efforts to become the center of open access advocacy on campus has commenced with efforts to educate faculty and other stakeholders about what open access is, and why it is important. One of the goals of the library has been to remove barriers that may be preventing faculty from providing open access to their research. Among these barriers may be lack of information about open access, lack of resources about how to self-archive or search for open access publications, and lack of funding to pay for author fees that some gold open access and hybrid journals may charge.

In addition to reaching out to the faculty, it is also important to inform other campus groups and administrators about the benefits of open access. These benefits include increased accessibility and findability for publications, and economic advantages for students, faculty, and researchers. Providing open access to research has potential benefits on the individual, departmental, and college division level. The challenge for the library then becomes to identify which advantages are of the most importance to which stakeholders, and then attempt to educate and inform those stakeholders about the advantages that are most applicable to them.

There are several ways for librarians to provide education and outreach to increase awareness of open access. In this paper, the solutions range from hosting workshops and webinars to forming focus groups and a campus wide committee to help advocate and increase the awareness of open access initiatives on campus.

## **II. Policies**

Currently, there are no statewide policies that affect open access in New Jersey; however, SPARC's OER State Policy Tracker indicates that there are three pieces of legislation that are listed as being "active" status. All three of these pertain to the development of offering open textbooks or commercial digital learning materials to help reduce student expenses. While this may not seem to directly impact open access publishing, by requiring institutions of higher learning to develop a plan to use free or reduced cost resources in their teaching, it can be

assumed that more faculty members will look for ways to make their own materials open access, so that they can be used as materials in their classes.

While William Paterson does not have direct policies that influence open access, they have put several policies in place in support of open access. The David and Lorraine Cheng library has appointed a librarian in charge of open access, and the library also hosts a LibGuide with information to help authors who wish to provide open access to their research. The library has also worked in collaboration with the Office of the Provost and Senior Vice President for Academic Affairs to offer an \$800 award to faculty members to help offset the costs of publishing in an open access format.

### III. Stakeholder Analysis

| Stakeholder Group                  | Level of Engagement & Characteristics | Priority    | Information Required                                                                                                                                                                                                                                                                         |
|------------------------------------|---------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Librarians                         | Active Supporters                     | High        | This group is already well informed, maintaining a LibGuide on OA for the university. Librarians will need to continue to stay informed of changes and developments to OA policies and continue to advocate for the expansion and development of OA policies at the university campus level. |
| Faculty                            | Potential Supporters                  | High        | Guidance and instruction about the benefits of OA publishing, and methods of providing OA access to publications. Education dispelling myths about OA – targeted messages.                                                                                                                   |
| Provost/Office of Academic Affairs | Interested/Active Supporters          | Highest     | Continued updates about the OA initiative on campus, including the benefits and faculty participation. Updates about OA policy that impact the university.                                                                                                                                   |
| Department Chairs                  | Potential Supporters                  | Medium      | Guidance and instruction about the benefits of OA publishing, and methods of providing OA access to publications. Education dispelling myths about OA – targeted messages as well as marketing and outreach.                                                                                 |
| Deans                              | Disengaged                            | High/Medium | Marketing and outreach. Education and information about the benefits of providing OA access to publications, and methods of providing OA to research.                                                                                                                                        |

#### **IV. Tools for Creating Stakeholder Profiles**

##### ***Tool #1:***

Workshop Agenda – This is an agenda created for a half-day workshop on the topic of Open Access. This workshop will target faculty, Department Chairs, and Deans of the five academic colleges. Prior to the workshop, the library will need to seek out a faculty member with OA publishing experience who is willing to act as a presenter for the workshop.

##### **Workshop Agenda:**

Title: “Understanding the Benefits of Open Access”

Details: A half-day workshop to advocate for open access will be hosted by the David and Lorraine Cheng library and will target college faculty, Department Chairs, and Deans.

##### Presenters:

Dr. Edward Owusu-Ansah, Dean of Libraries

Richard Kearney, Open Access Librarian

Warren G. Sandmann, Provost (or other representative for the Office of Academic Affairs)

Faculty member currently taking advantage of Open Access

##### **Topics and Sessions**

***15-25 minutes.*** General Welcome (Presented by Dr. Edward Owusu-Ansah, Dean of Libraries)

- Overview of the workshop, OA, and the benefits of OA publishing for the university
- Definition of open access and an overview of the impact of open access on academic publishing

***60-90 minutes.*** OA in Detail (Presented by Richard Kearney, Open Access Librarian)

- Description of Gold and Green open access and the differences and benefits of each type of access
- A brief discussion of open access journals and their importance, along with information about how to search for open access publications, and how to spot predatory journals
- Discuss Green Open Access and how to search for repositories that are appropriate for faculty’s research topics
- Present the library’s LibGuide for open access and scholarly publishing

*15 minute break in which light snacks and beverages will be served.*

***30-45 minutes.*** Benefits of Open Access (Presented by Faculty Member who has used Green or Gold OA)

- Discuss his or her experience with open access and will provide insights into the process for those who are interested, but are not sure what open access entails
- Will debunk several myths about open access

***15-20 minutes.*** Campus Support for Open Access (Presented by Warren Sandmann, Provost/Representative from Office of Academic Affairs)

- Description of the university's efforts to make open access publishing more economical for the faculty
- A description of how faculty can apply for \$800 award to help cover OA costs
- A description of the university's strategic plan as it regards open access publishing, and support for faculty who wish to provide OA to their research

***10-15 minutes.*** Concluding Remarks (Presented by Dr. Edward Owusu-Ansah, Dean of Libraries)

- Reinforce the university's commitment to affordable education
- Will remind Deans and Department Chairs that they can be powerful advocates for open access and review ways that they can facilitate conversations about open access with faculty

***10-15 minutes.*** Question and Answer Session (Moderated by Dr. Edward Owusu-Ansah, Dean of Libraries)

### **Evaluation**

Participants will be given a survey upon leaving, and will be asked to complete and return the survey to Richard Kearney. A follow-up survey will be emailed to participants in case any of the attendees left the presentation early. The survey will include questions about the usefulness of the workshop along with the applicability of the information presented. The survey includes an area for participants to suggest topics for future workshops.

#### **IV. Tools for Creating Stakeholder Profiles**

##### ***Tool #2:***

Meeting Agenda – The proposed meeting would take place between library stakeholders (Dean of Libraries and Open Access Librarian) and the Provost and Senior Vice President of Academic Affairs. This meeting is targeted at the Provost and the Office of Academic Affairs.

##### **Meeting Agenda:**

Meeting title: “Open Access Policy Evaluation”

William Paterson University

Location: Library Conference Room

##### Attendees:

Dr. Edward Owusu-Ansah - Dean of Libraries

Richard Kearney - Open Access Librarian.

Warren G. Sandmann – University Provost and Senior Vice President for Academic Affairs

Sandra Hill – Associate Provost for Academic Affairs

Danielle Liautaud-Watkins – Associate Provost for Academic Development

Jonathan Lincoln – Associate Provost for Curriculum and International Education

##### Objectives:

- Review the number of faculty applications for OA monetary support.
- Discuss an increase in the amount offered, and what (if any) obstacles there are to raising this amount.
- Discuss the formulation of an Open Access Committee.

##### Summary:

This meeting will be 60-90 minutes in length. Mr. Kearney will provide us with an overview of faculty interest in our Open Access policies and will review faculty participation. He will present a proposal for establishing the first campus-wide Open Access committee and how to garner interest in this program throughout the various academic divisions by providing incentives for participating.

## **V. Open Access Advocacy Video**

<https://www.screencast.com/t/obAI3AqmGH8J>

This video targets faculty members at William Paterson University. William Paterson is not a large research institution; therefore, it is reasonable to believe that many faculty members who publish their research are not familiar with open access, or the ways that the University supports open access. This video is meant to inform the faculty members about open access, as well as where to go for more information or for support.



## VI. Communications Planner

| Objective                                                                                                                                                       | Stakeholder Group                  | Their Needs                                                                                                                   | Key Messages                                                                                                            | Frequency | Channels                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-----------|------------------------------------------------------|
| The library will host 1-2 events per semester designed to educate and inform faculty, department chairs, deans, and other interested parties about open access. | Librarians                         | Keep up-to-date with developments and changes to OA policies as well as trends.                                               | Library should continue to advocate for open access including the use of workshops, LibGuides, and other resources.     | Monthly   | Email, meetings, phone conversations                 |
| Faculty will understand how the university supports open access publishing.                                                                                     | Faculty                            | Guidance and instruction about the benefits of OA publishing, and methods of providing OA access to publications.             | Understand Green and Gold OA models, and how each type works.                                                           | Monthly   | Workshops, webinars, blog posts, tutorials, LibGuide |
| Provost/Academic Affairs will measure the impact of OA initiatives on campus.                                                                                   | Provost/Office of Academic Affairs | Continued updates about the OA initiative on campus, including the benefits and faculty participation.                        | Number of faculty members taking advantage of the campus OA initiatives, as well as the amount of money being rewarded. | Biannual  | Meetings, emails                                     |
| Department chairs will identify the benefits of open access for reaching wider audiences with their scholarship.                                                | Department Chairs                  | Guidance and instruction about the benefits of OA publishing, and methods of providing OA access to publications.             | Open Access increases findability and citations of articles, reaching a broader audience.                               | Biannual  | Workshops, meetings, webinar, newsletter             |
| Deans will be able to identify the economic impact of open access publications.                                                                                 | College Deans                      | Education and information about the benefits of providing OA access to publications, and methods of providing OA to research. | Open Access results in cost savings for students, researchers, and faculty using open access publications.              | Biannual  | Newsletter, meetings, workshops                      |

## VII. Measure and Evaluate Success

| Objective                                                                                                                                                       | Stakeholder Group                  | Success Metric                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| The library will host 1-2 events per semester designed to educate and inform faculty, department chairs, deans, and other interested parties about open access. | Librarians                         | <p>Success will be measured by evaluating the attendance of library programs designed to educate/inform about open access.</p> <p>Librarians will use surveys to be completed by workshop/webinar attendees to find out the usefulness of the information provided, and whether the library's outreach efforts are having an effect on OA awareness. (See workshop agenda for more details.)</p> <p>At least 25% of workshop attendees should acknowledge that they learned new information by attending the program.</p>                         |
| Faculty will understand how the university supports open access publishing.                                                                                     | Faculty                            | <p>After workshop or webinar attendance, faculty will be able to identify who on the campus to contact for questions about open access and where to find more information.</p> <p>Success will be measured by the number of faculty submitting applications for open access funding, contacting the Open Access Librarian, and increased web traffic to the open access LibGuide.</p> <p>The Open Access Librarian will keep track of the number of OA inquiries, as well as the number of applications for funding. (To be tracked annually)</p> |
| Provost/Academic Affairs will measure the impact of OA initiatives on campus.                                                                                   | Provost/Office of Academic Affairs | Representatives from the Provost's office will attend biannual meetings to receive                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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|                                                                                                                  |                   | <p>updates about OA campus initiatives.</p> <p>Success will be measured by records kept regarding the number of applications for OA funding and the amount of money awarded to faculty members for OA publishing.</p> <p>A campus wide committee will be formed with a library representative and a representative from the Office of Academic Affairs. The impact of webinars and workshops on open access awareness for faculty, department chairs, and other stakeholders on campus by the use of surveys and focus groups.</p>                                                                   |
| Department chairs will identify the benefits of open access for reaching wider audiences with their scholarship. | Department Chairs | <p>Questionnaires regarding departmental publishing records will be sent to the department chairs following targeted marketing and outreach messages. The questionnaire will include questions about faculty publications including the barriers for providing OA access, and about how faculty members seek out articles for their own research.</p> <p>After attending the meeting, workshop, or webinar, at least 50% of department chairs should be able to identify at least three barriers to open access, and at least three ways that OA can significantly benefit faculty and students.</p> |
| Deans will be able to identify the economic impact of open access publications.                                  | College Deans     | <p>After attending a meeting or workshop, college deans should be able to identify the major economic advantages to</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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|  |  | <p>implementing an open access strategy.</p> <p>Deans will be given a questionnaire and asked to identify economic impacts of open access publishing as they apply to the campus. Deans will be asked to join campus wide committee for open access and to join in efforts to advocate for OA in meetings with stakeholders from their colleges.</p> |
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## References

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