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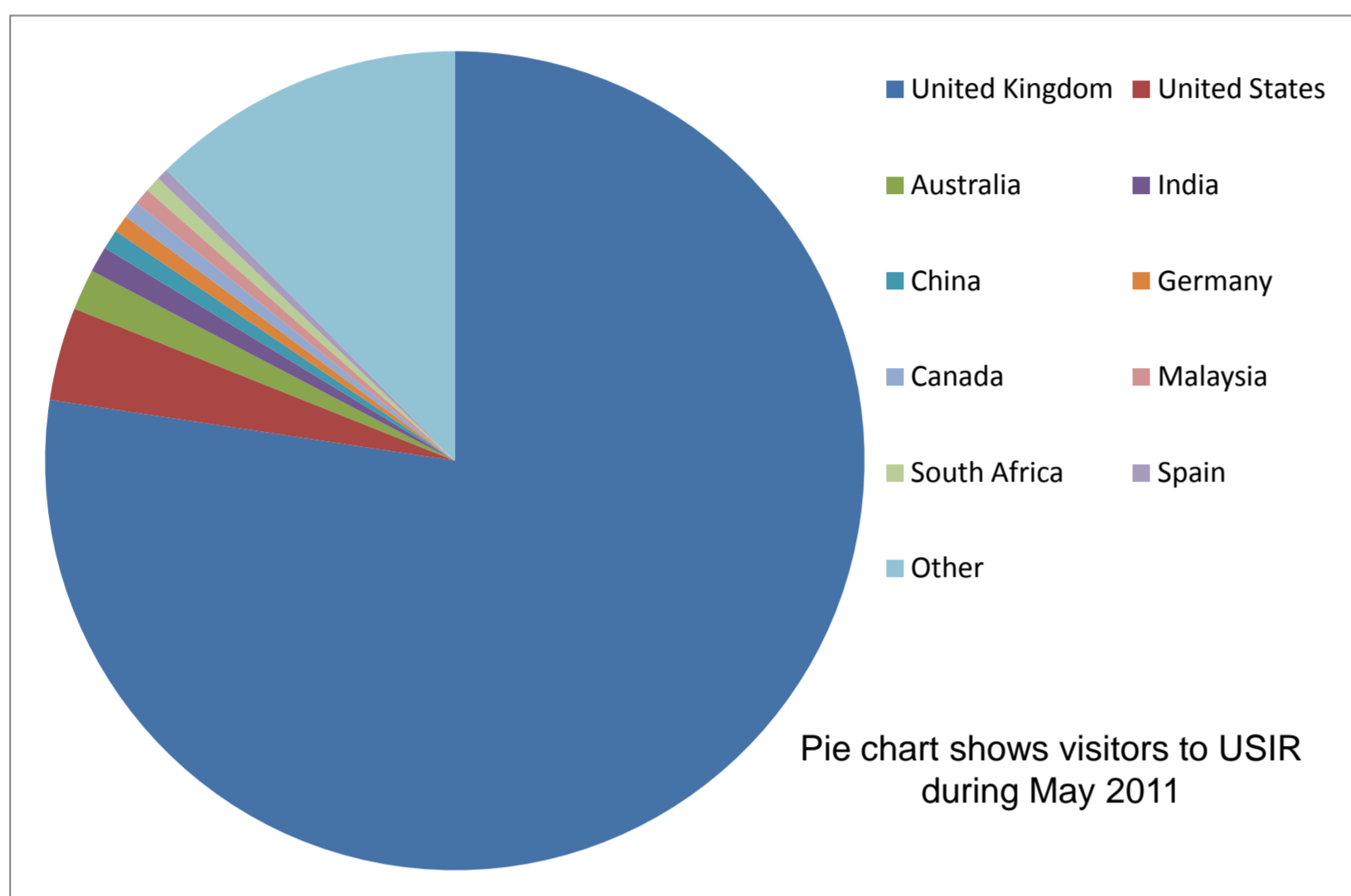
Carrot or stick? : Persuading academic staff of the benefits of using an Open Access Institutional Repository

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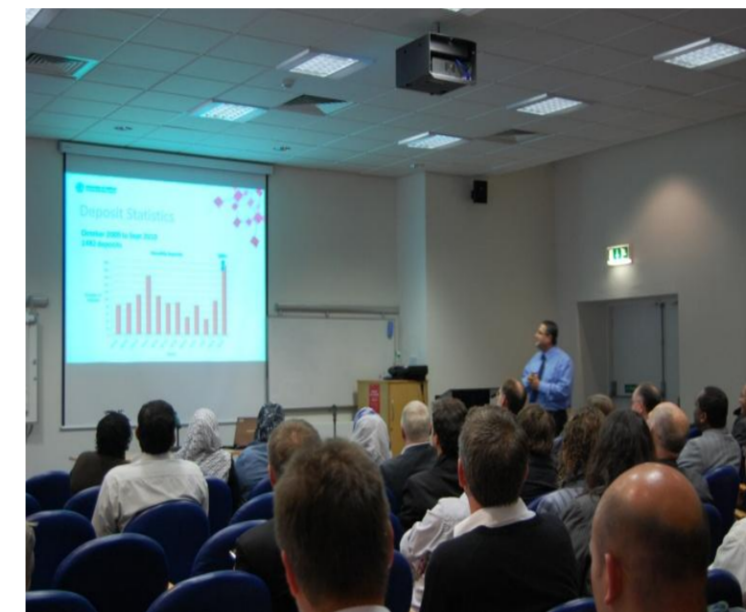
Introduction

This poster demonstrates how the University of Salford Library has engaged with academic staff using promotional tools and an institutional mandate, to encourage the use of the institutional repository (USIR), promote Open Access and increase the visibility of Salford research output.

- Production of monthly statistics reports, to demonstrate to academics how much their work is being accessed.



- Celebratory University open access events.



- Dr Paul Rowlett, receiving prize for most deposits in College of Arts, Media and Social Science



- Briefing to new academic staff undertaking the Salford PG Certificate in Academic Practice.

- University 'conversations' and one to one Library inductions with new academic staff.

"Personally, I procrastinated over first submission for a shameful long time..... I wrongly assumed using USIR would be a hybrid encounter of technical/legalistic minefields that could not have time to face. Then finally I stopped putting it off and when asked some questions to the USIR facilitators, they were very supportive & found out there were less barriers than had anticipated. After first attempt now can't wait to put more outputs on. In this performance related HE culture personally, it is motivating to be able to submit manuscripts submitted which have not yet been accepted as it feels like 'evidence' is on hand to yourself & community that concrete progress has been made towards REF/personal career goals. When entered own submission happened to see one had just been deposited by a colleague in my unit, so that triggered a research conversation about publications that we might not have otherwise had. Finally, a charity are interested in having a link to one output, so that sounds like a win-win for society and Salford."

Dr Sarah Norgate, School of Social Work, Psychology and Public Health

The University of Salford has an Open Access Policy which requires that, from 1st January 2010, a **record** of all new research output be deposited in USIR.

As of 8th June 2011, it is also mandatory for all REF submissible outputs to be included in the repository (i.e. any output of national or international significance published since 1st January 2008).

For all REF submissible outputs, and other research published in the form of peer reviewed journal articles, authors should, wherever possible, retain the copyright so that the **full text/documentary output** can also be made available in the repository. This can be the final peer-reviewed, pre-publication version of the output, where copyright restricts the use of the published version.

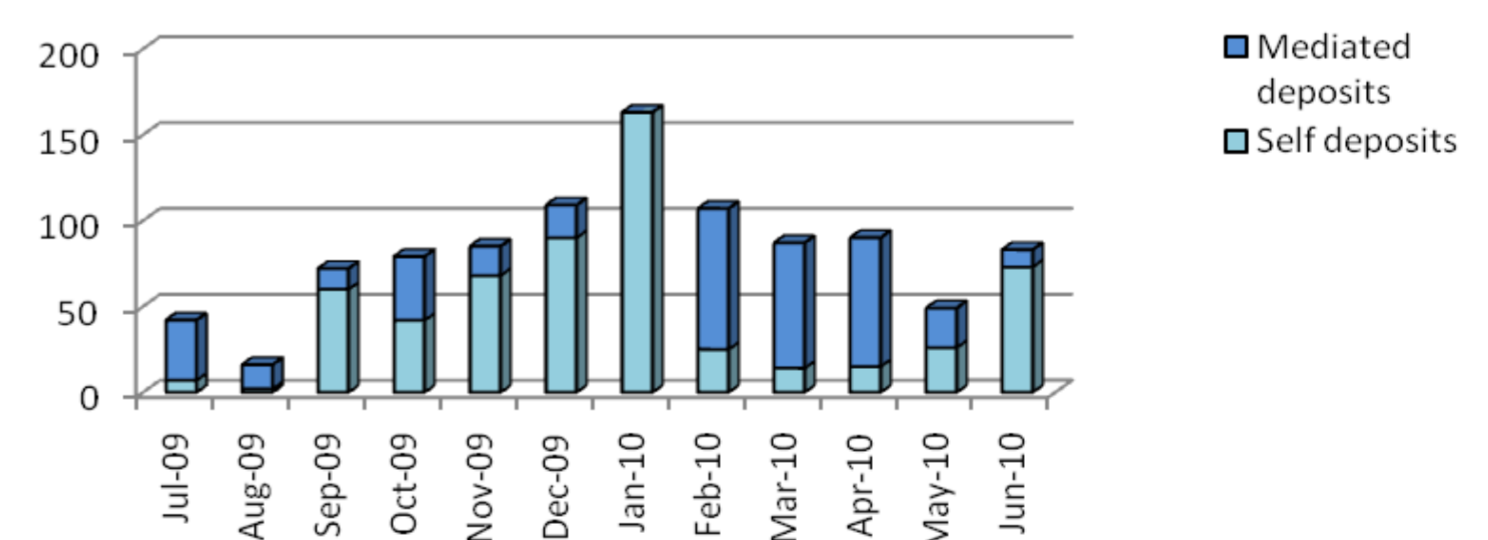
The deposit of other research outputs (i.e. published, accepted for publication, or in the public domain) and in other formats is also strongly encouraged. Help and advice regarding deposit is available from the USIR Team: usir@salford.ac.uk

- EPSRC policy requires that funded research output must be openly available either through publication in an open access journal, or by depositing a copy of a peer-reviewed article in an online repository.

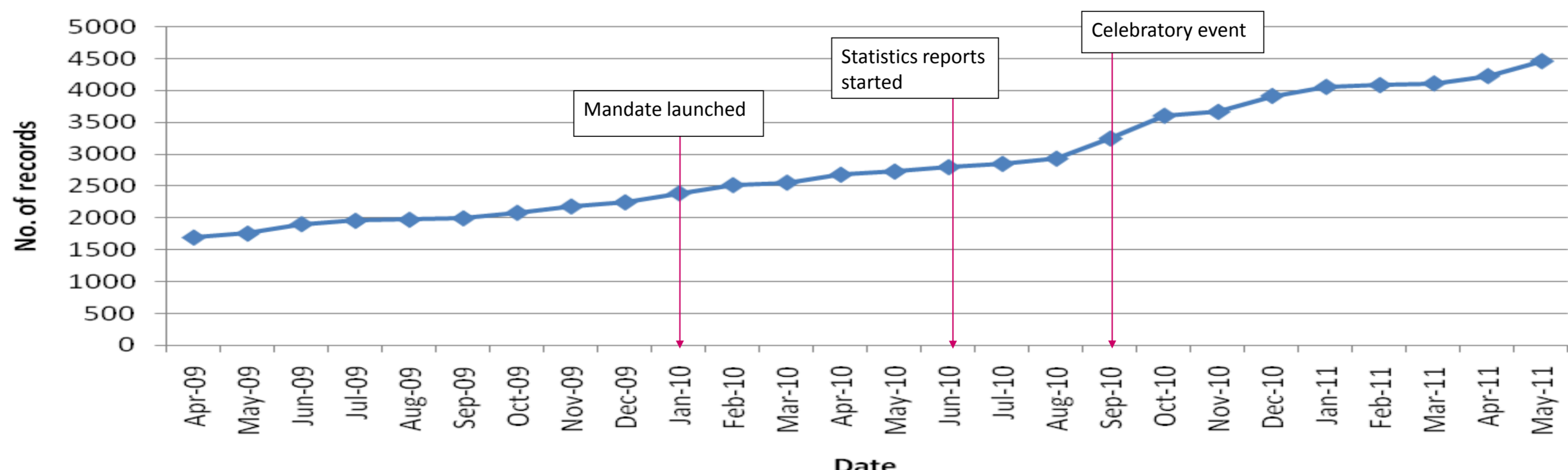
"The 'stick' approach does work – when you receive a message from a senior manager saying there will be a check – you find time. Deadlines are effective."

Dr James Newell, School of English, Sociology, Politics and Contemporary History.

Deposits - 6 months before/after mandate



Growth of the repository



Conclusion

Our experience has shown that marketing of an institutional repository is an ongoing process, and that the most effective approach to persuading academic staff to use and engage with an Open Access institutional repository is a combination of both a 'carrot' (promotion) and 'stick' (mandate) approach.

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Our latest stats report



Further info about USIR

