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#### Small School, Big Reach: Open Access Outreach on a Liberal Arts **College Campus**

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## Small School, Big Reach: Open Access Outreach on a Liberal Arts College Campus

#### **Abstract**

The liberal arts college environment provides opportunities for campus-wide engagement of open access issues that may differ from those at larger institutions. Because we support fewer campus authors, we are able to provide a high level of service. Librarians' close connections with faculty and students allow us to move beyond articles and theses and solicit a wide range of scholarly and creative works to share in our repository. In addition, we've fostered conversations about open access, open textbooks, altmetrics, and copyright among faculty, staff, and students. This poster will present a snapshot of a variety of outreach and education strategies used at Gettysburg College, a small, private liberal arts institution.

#### **Keywords**

open access, outreach, education, institutional repository

#### **Disciplines**

Library and Information Science | Scholarly Communication

#### Comments

Poster presented at the 2014 ACRL/New York Symposium: The Academic Librarian in the Open Access Future

# Full Service

With only ~300 faculty and 2600 students, we provide a high level of service to authors:



We aligned our IR with pre-existing College Author annual celebration. Our faculty selfreport their publications in order to be recognized at this popular event.



Library handles mediated deposit, including copyright checking:

Gettysburg faculty published 165 items in 2013

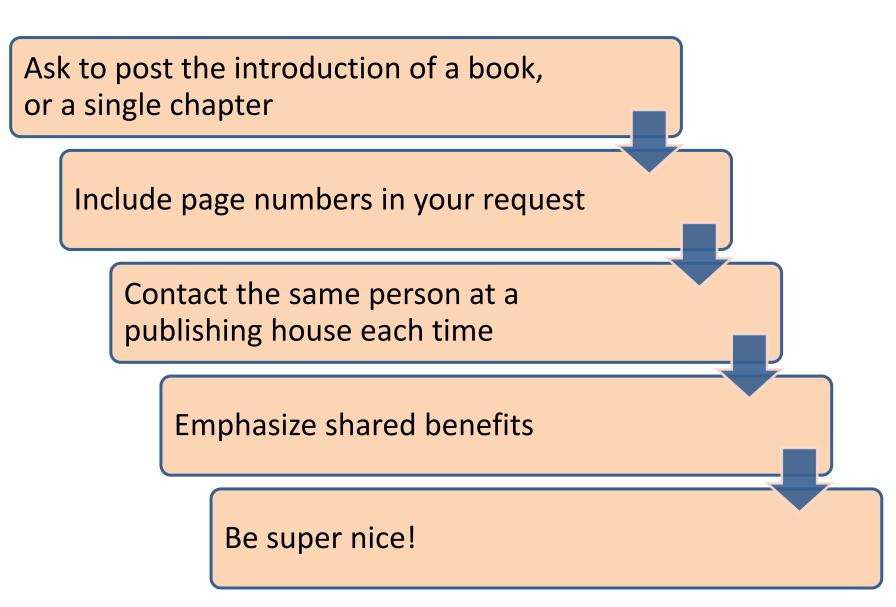
53% are open in The Cupola

We routinely request permission for *all* works that aren't already cleared for posting:

We have
167 books
and book
chapters in
The Cupola

37% are open, by permission of © holder

Don't be afraid to ask!



# Small School, Big Reach:

Open Access Outreach on a Liberal Arts College Campus

# Conversations

We continually strive to move from outreach to engagement with campus constituencies:

Faculty

- Collaborate with professors to create "Friday Faculty Lunch" program attended by 70+: Should my research be open access? Perspectives from Gettysburg faculty authors
- Offer "Lunch & Learn" programs on more specialized topics like altmetrics, open textbooks, copyright for authors
- Invite faculty to participate in Open Access Week events after watching the SPARC kickoff event, 4 authors spoke
  with attendees about their decision to publish in open
  journals

Students

- Designed *Open Access in the Health Sciences* program for OA Week (with students in Pre-Health Professions Club)
- Provide support for student editors of 4 student journals in The Cupola
- Expose Library Peer Research Mentors and student interns to OA – their "syllabus" includes this topic
- Include discussion of "open" and its impact in IL instruction

Library Colleagues

- Include OA in in-house professional development so all librarian liaisons can be OA ambassadors
- Share key library publications in The Cupola (library newsletter, *You've Gotta Read This* annual publication)
- Incorporate Special Collections & Archives material
  - Inspired by Special Collections collection of student works in IR
  - Selected duplication of finding aids, oral histories

Presented by Janelle Wertzberger

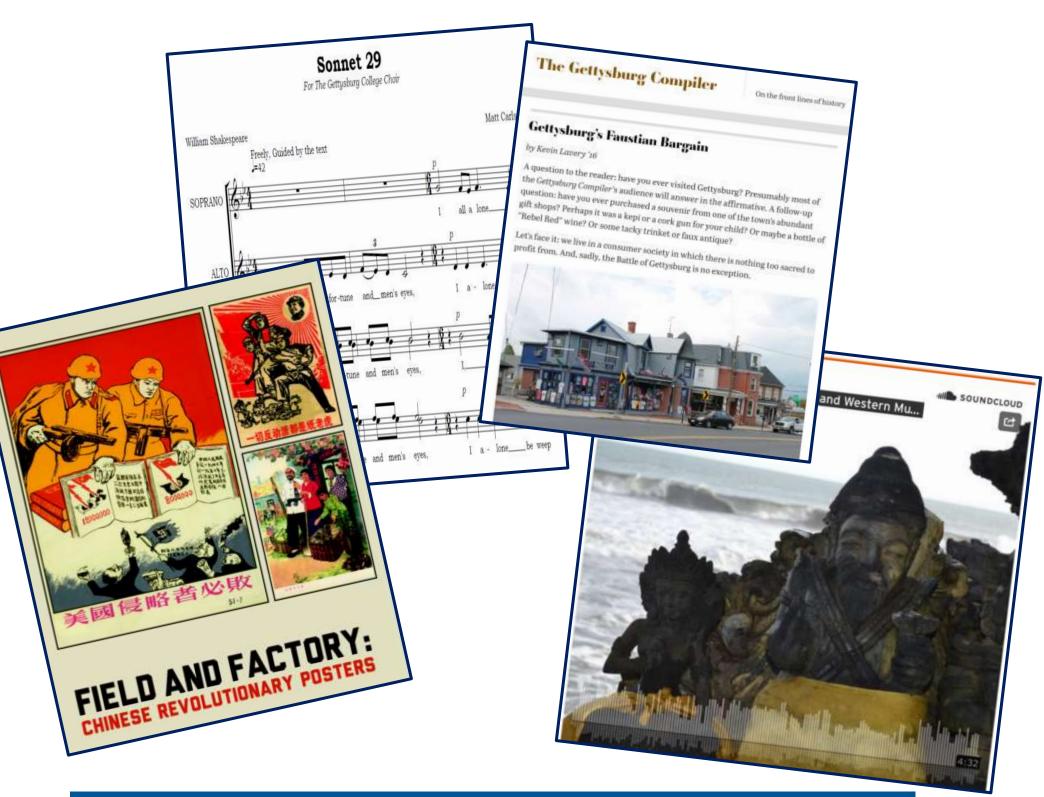
The Academic Librarian in the Open Access Future, 12-5-14





# Successes

We go beyond the usual publications (articles, chapters, books) to include a wide range of intellectual output:





### Student Scholarship

student-curated art exhibit catalogs, scores, blog posts, audio essays with streaming video, student-edited journals



## Faculty Scholarship

oral histories with streaming audio, opinion pieces in mass media, unpublished conference presentations



programs for faculty, students, and library staff, including #OA cookies