

# Approaches to Advocacy

KULTIVATE Workshop

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# Key Findings from SHERPA – 2006!

- ☐ Rational argument is not enough
- ☐ Repository adoption requires cultural change
- ☐ To achieve change requires engaging with academics on their own terms and concerns
- ☐ Setting up repositories is technologically simple – populating them is the challenge

# Advocacy is key

- ☐- Effective influencing
- ☐- 8 Sources of power
- ☐- Understanding and managing resistance
- ☐- Top tips for advocacy

# Effective influencing

- ☐- What do you want?
- ☐- Who are you trying to influence
- ☐- What power do you have?
- ☐- How to communicate the message

# 8 sources of power

- Reward
- Coercive
- Position
- Expert power
- Association power
- Personal
- Information
- Connection

# Understanding and managing resistance



**RESISTANCE IS USELESS!**

Photo by [pshab](#)

# Tips for Successful Advocacy

- ☐ Every institution will be different
  - No one approach that succeeds for all
- ☐ Message and medium must be tailored
  - Selling minutiae to ProVC is doomed to fail
  - Be where the academics are
- ☐ Advocacy isn't just top academics
  - Administrators, support staff, opinion leaders
- ☐ Prepare a two minute pitch
  - We often to provide too much information – make it attractive, credible, understandable.
- ☐ Mandates to deposit can be difficult to implement
  - May be regarded as interference with academic freedom.
  - Unless most senior of managers support

# Tips for Successful Advocacy

- ☐ Mandates & direction from research funders are especially effective ways to enable cultural change
  - Wellcome Trust, NIH, RCUK etc.
- ☐ The REF & other quality assurance audits
  - A route to your academics' hearts
  - New metric based approach suits repository functionality
- ☐ Dare to be different
  - Not just presentations and meetings
  - Lunches, staff induction, research services
- ☐ Meet the academics where they live as often as possible
- ☐ Be prepared for knockbacks



# Some resources

- ☐ RSP Advocacy wiki

<http://www.rsp.ac.uk/issueswiki/>

- ☐ OA Week 2010 activities

<http://rspproject.wordpress.com/2010/10/18/open-access-week-whats-happening-in-the-uk/>

# Credits

- ☐- [Deborah Dalley](#) for 8 sources of power
- ☐- [Gareth Johnson](#) – Tips for advocacy

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