Open Research Online - a self-archiving success story

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oro.open.ac.uk
Questions: Is a mandate the only way? (Evidence from a self-archiving, non-mandated repository)

Advocacy + Development = Deposits

Sometimes getting as much as 80% of the University's journal article output voluntarily deposited.

- Scholarly communication
- Quality
- Open access
- Ease of deposit
- DOI import
- Self archiving
- Engagement with academics
- Presentations
- Researcher induction
- Departmental meetings
- User training
- Copyright advice
- PVC research
- Citations
- Research week

ORO currently contains an estimated 63% of the OU's journal output published in 2008 and 2009.

Visitors: More than 1 million in the last 3 years... estimated 35% academics and 30% research students.

Answer: As demonstrated, effective advocacy and development can result in 60%+ coverage of peer-reviewed journal output. For institutions that are reluctant or not yet ready to introduce a mandate, it is still possible to maintain a well-populated, well-used and sustainable research repository.

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