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 web

- Statistics
- Top downloads
- Twitter
- Blogging
- User group
- Drop-in sessions

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

12,500 items; 28% full text.

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

Currenty getting around 36 full-text deposits per week, compared to a low of 2 per week before the advocacy/development campaign.

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.