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)

Issues:
- Statistics
- Top downloads
- Twitter
- Blogging
- User group
- Drop-in sessions
- Engagement with academics
  - Presentations
  - Researcher induction
  - Departmental meetings
  - User training
  - Copyright advice
- Scholarly communication
  - Quality
  - Open access
  - Ease of deposit
  - DOI import
  - Self-archiving
- PVC research
  - Citations
  - Research work

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.

- 12,000 items: 28% full text
- 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.

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

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