How to Reach a Wider Audience with Open Access Publishing
What Research Universities can Learn from Universities of Applied Sciences

Saskia Woutersen-Windhouwer, University of Amsterdam (UvA)
Jaroen Kuijper, Amsterdam University of Applied Sciences (AUAS)
Content

1. Research universities and universities of applied sciences
2. New policies at research universities
3. Local policy (at the AUAS)
4. Implementation (at the AUAS)
5. Conclusions
1. Research universities and universities of applied sciences
Amsterdam: one library, two mouths to feed
What are the main differences?

Research University
University of Amsterdam
• fundamental (curiosity-driven) research
• fellow scientists

University of Applied Sciences
Amsterdam University of Applied Sciences (AUAS)
• practice based, demand driven research
• also to professionals, the government and enterprises
### Different Open Access policies

<table>
<thead>
<tr>
<th><strong>Univ. of Amsterdam (Research University)</strong></th>
<th><strong>Amsterdam Univ. of Applied Sciences</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AIM</strong></td>
<td><strong>AIM</strong></td>
</tr>
<tr>
<td>100% peer reviewed journals in 2020</td>
<td>100% open access now</td>
</tr>
</tbody>
</table>

**IMPLEMENTATION**
- hybrid

**IMPLEMENTATION**
- open access fund
- AUAS open access series
- mandatory deposit
2. New policies at research universities
Valorisation policies for research universities

On 3 levels: European, national, local

Funding for projects more and more demand:
• co-financing by enterprises
• involving professionals, citizens and other stakeholders.
Europe: Responsible Research and Innovation (RRI)
Europe's ability to respond to societal challenges
To bridge the gap between the scientific community and society at large.

- 2001 Science & Society Action Plan to improve the connection
- 2007 Science in Society to foster engagement and dialogue
- 2010 Responsible Research and Innovation (RRI) means that societal actors work together during the whole research and innovation process; and that the research questions are driven by the needs of society.

Netherlands: three policy initiatives

National government
1. ‘Dare to share’
2. ‘Dutch National Research Agenda’
3. ‘National Plan Open Science’

Funder: NWO (national research foundation) has grants that require that part is financed by an enterprise

Dutch Universities
Standard evaluation protocol (SEP)
• narratives on ‘societal relevance’
New target groups for research universities

Traditional
• Fellow scientists

New
• Professionals
• Government
• Enterprises
• Citizens

These target groups overlap with the target groups of the universities of applied sciences.
3. Local policy (at the AUAS)
FAIR open access policy for the AUAS

FAIR

• Findable on the internet
  • Google, BASE, etc.
• Accessible
• Interoperable
• Formatted for Google & OAI-PMH
• Reusable
• Most will have a
Who are involved?

• Executive board
• Library
• Centres for Applied Research
• Legal affairs dept.
• Education and Research Office
• Research Council
Aim: 100% open access

How to reach 100%?

• Open access fund
• A new AUAS ‘Open’ series
  • *Created by open software*¹
• Mandatory deposit
  (as part of the research evaluation)²
  • *Open access not mandatory*

---

². Report on policy recording exercise, including policy typology and effectiveness and list of further policymaker targets (D 3.1 PASTEUR4OA), Swan et al., 2015
   ; What Next For Open Access Policy? B. Rentier, Liège University, 2015
What makes the difference?

Why is a FAIR open access policy possible at a University of Applied Sciences, and difficult at a Research university?

**Amsterdam University of Applied Sciences:**
- not a strong publication tradition
- research evaluation based on *all* output
- target groups outside the scholarly system
- copyright owned by the AUAS

**Research University of Amsterdam:**
- strong publication tradition
- focus on high impact (both for career and research evaluation)
- academic freedom > the academic is copyright owner
Why a FAIR policy?

Most of these target groups:
• don’t use content alerts
• don’t have subscriptions / do have no access
• do use Google (or other search engines)
• need to be able to freely reuse the materials.

At the AUAS, researchers and boards quickly became enthusiastic about open access.
4. Implementation (at the AUAS)
Implementation

Services
- Current Research Information System (CRIS)
- CRIS combined with a repository
- easy to register and upload output
  - ranging from manuscripts to games
- CRIS disseminates the results to different platforms, including Google (Scholar)
Implementation

Copyrights

- AUAS copyright owner of employees’ outputs
- All products CC-BY license
  - easily reused
- 25fa Dutch Copyright Act
  - ‘reasonable term’
  - ‘short work’
Comprehensible for non-academics

Make research accessible for non-experts by:
• layman’s summary (both in English and Dutch)
• keywords

Based on the report ’Dare to share’
• open access: not the problem
• make open content understandable

Policy advice written for the government by the advisory council for science, technology and innovation (AWTI)
Worst-case scenario

What if the world would change? And Open Access would decline on an international level.

Will the Open Access paradigm change?
- Internet will stay as a primary venue, tool and framework for libraries
- No open access islands, as open access is not a “government thing”
- Linguistic barriers can be overcome by software.
- Security barriers are always over won (SciHub)
- Culture barriers will always remain, but most of the time are not a barrier for open access.
5. Conclusions
Final conclusions 1/2

The AUAS plan removes barriers

- Financial
- Legal
- Language

Research output
- FAIR
- broad audience
- enables interactions
Conclusion 2/2

If Research Universities follow this example, they will

- reach potential cooperators/new stakeholders
- interact with a broader audience
- get finance from (other) stakeholders: funders, enterprises, crowdfunding, etc.
Thank you for your attention!

Questions?
Links

- Step-by-step plan Amsterdam University of Applied Sciences
- Open access website Amsterdam University of Applied Sciences
  [http://www.amsterdamuas.com/library/services/for-researchers/open-access/open-access.html](http://www.amsterdamuas.com/library/services/for-researchers/open-access/open-access.html)
- Dutch National Research Agenda
  [http://www.wetenschapsagenda.nl/?lang=en](http://www.wetenschapsagenda.nl/?lang=en)
- Dare to share (full report, pdf)
  [https://www.awti.nl/binaries/awti/documenten/adviezen/2016/01/20/vertaling-dare-to-share/Dare+to+share.pdf](https://www.awti.nl/binaries/awti/documenten/adviezen/2016/01/20/vertaling-dare-to-share/Dare+to+share.pdf)
- National Open Science Plan
  [https://www.openscience.nl/binaries/content/assets/subsites-eventen/open-science/national_plan_open_science_the_netherlands_february_2017_en_.pdf](https://www.openscience.nl/binaries/content/assets/subsites-eventen/open-science/national_plan_open_science_the_netherlands_february_2017_en_.pdf)