

7-22-2010

# Advocacy Communication Workshop

Jonathan Eldredge

Nancy Ridenour

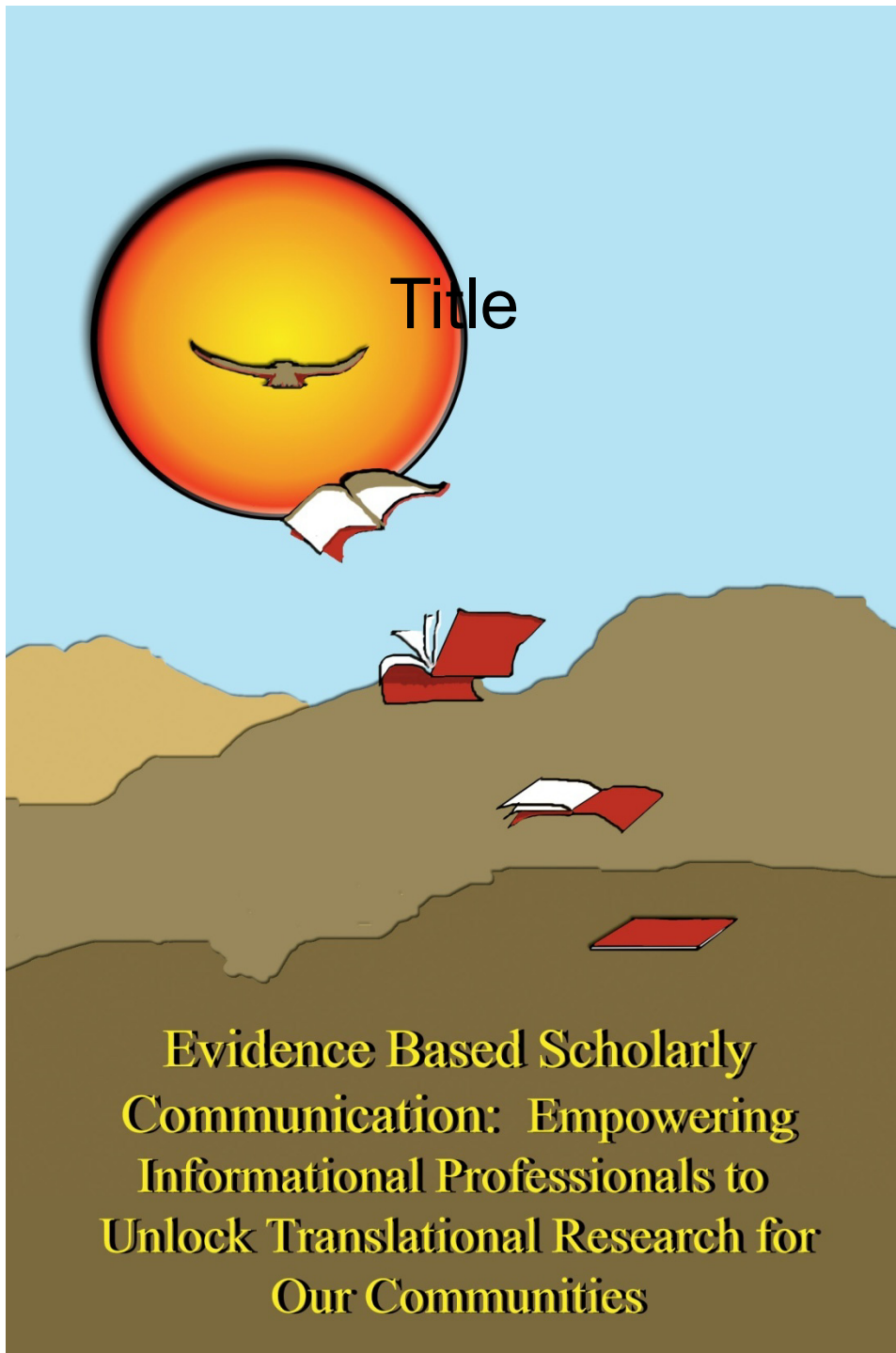
Follow this and additional works at: <https://digitalrepository.unm.edu/ebscc>

---

## Recommended Citation

Eldredge, Jonathan and Nancy Ridenour. "Advocacy Communication Workshop." (2010). <https://digitalrepository.unm.edu/ebscc/2>

This Presentation is brought to you for free and open access by the HSLIC Events at UNM Digital Repository. It has been accepted for inclusion in Evidence Based Scholarly Communications Conference by an authorized administrator of UNM Digital Repository. For more information, please contact [disc@unm.edu](mailto:disc@unm.edu).



## **Advocacy Communication Workshop**

Friday March 12, 2010

10:15am – 12:00pm

**Jon Eldredge, MLS, MA, PhD, AHIP**

**Facilitator**

Associate Professor and Interim Coordinator of the  
Learning Design Center. Health Sciences Library and  
Informatics Center. University of New Mexico

[jeldredge@salud.unm.edu](mailto:jeldredge@salud.unm.edu)

**Nancy Ridenour PhD, APRN, BC, FAAN**

**Special Guest Presenter**

Dean and Professor. College of Nursing. University of New  
Mexico



This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 United States License.

# Purpose

Each participant will improve her or his communications skills to be a better advocate for open-access scholarly communication at “CTSA-minded” institutions.

# Learning Objectives

*By completion of this workshop, each participant will be able to:*

- Explain why open-access scholarly communication advocacy is important, in her or his own words;
- Identify at least four (4) potential audiences (naming specific individuals at her or his institution, if possible) at a “CTSA-minded” institution for communications on open access scholarly communication;

## Learning Objectives, Continued

- Articulate the major arguments that translational researchers find compelling for publishing in open-access venues;
- List at least two (2) possible obstacles or objections that translational researchers might raise against publishing in open-access venues;

## Learning Objectives, Continued

- List at least two (2) potential motivations for members of these audiences to support open-access scholarly communication;
- Deliver a persuasive three-minute “elevator speech” to a simulated institutional decision maker at a “CTSA-minded” institution that incorporates skills acquired above.

# Introduction

- Public Policy Analysis
- Joint MLA/AAHSLD Legislative Task Force
- DMCA conflicts
- Clinton Healthcare Reform

Opening Question:

Why should **WE** advocate for  
open-access publishing?



Solo Activity

# Individual Reflections

# Solo Activity

Use hotel paper pads

List as many reasons in favor of publishing in  
open-access venues

Large Group Activity

# Brainstorming

Large Group Activity

**Ranking**

Large Group Activity

**Summary**

Solo Activity

# Individual Reflections

Please Use Your Handout

Large Group Activity

# Compiling Position Titles

Large Group Activity

# Descriptive Adjectives



## Paired Activity

Use hotel paper pads

List as many reasons in favor of  
publishing in open-access  
venues.

Large Group Activity

# Brainstorming

Large Group Activity

# Ranking

Large Group Activity

**Summary**

# Solo Activity

Individual Reflections:

List all possible objections or obstacles  
to open-access publishing

# Large Group Activity

**List all objections or obstacles**

Large Group Activity

# Counter-arguments

Large Group Activity

**Role Playing**



Large Group Activity

**Brainstorming on individual  
motives for open-access  
publishing**

# Motivational Communication

- Introduction
- Demonstration
- Deconstruction

# Paired Exercise

- Intended Audience for Message
- Practice 3 minute message

# Lessons Learned

1. Lesson:

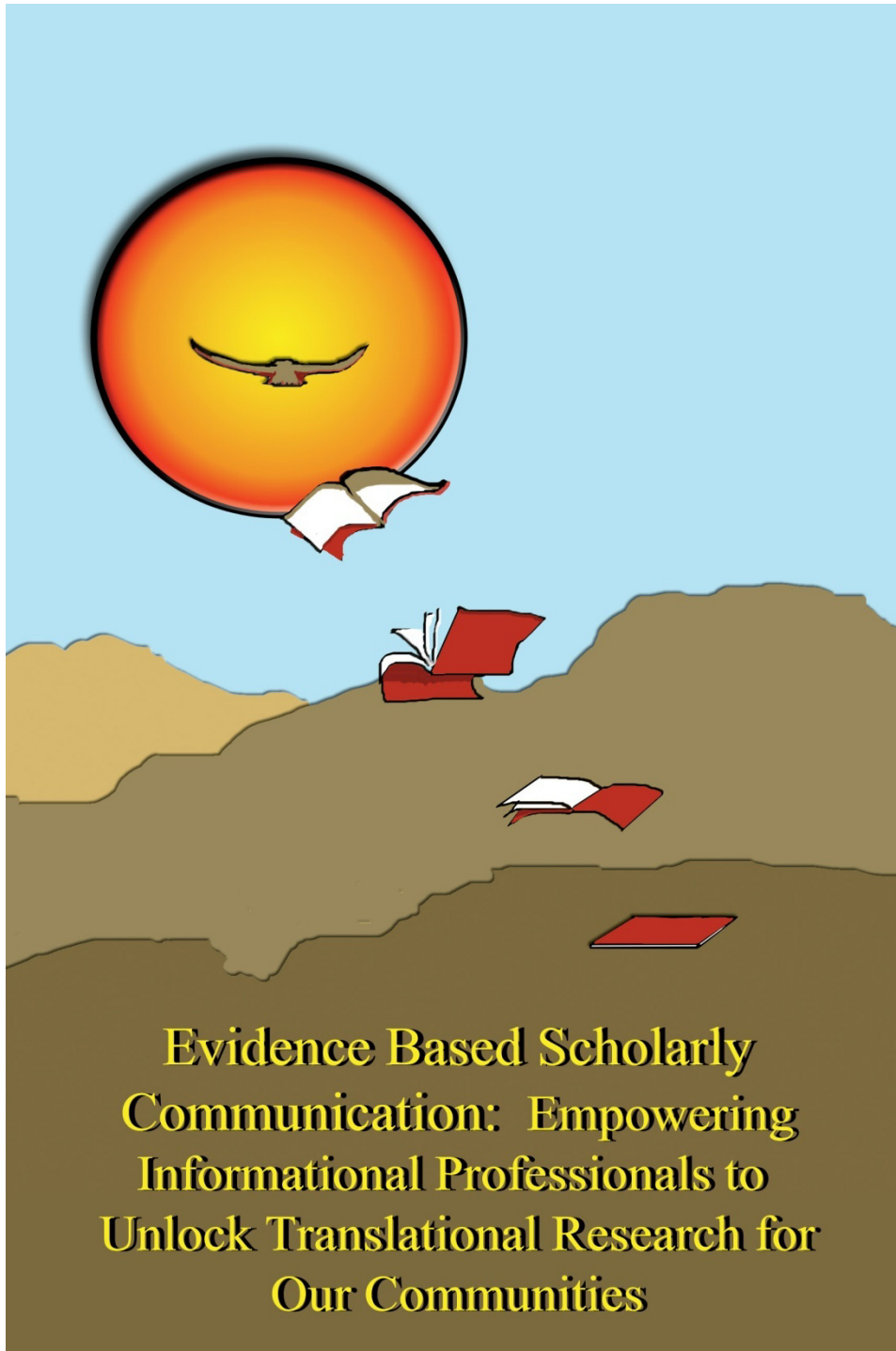
2. Lesson:

3. Lesson:

4. Lesson:

5. Lesson

6. Lesson:



# Thank You!!

Advocacy Communication Workshop

Friday March 12, 2010

10:15am – 12:00pm

Jon Eldredge, MLS, MA, PhD, AHIP

Facilitator

Associate Professor and Interim Coordinator of the Learning  
Design Center. Health Sciences Library and Informatics  
Center. University of New Mexico

[jeldredge@salud.unm.edu](mailto:jeldredge@salud.unm.edu)

Nancy Ridenour PhD, APRN, BC, FAAN

Special Guest Presenter

Dean and Professor. College of Nursing. University of New Mexico

Copyright © March 12, 2010