Advocacy Communication Workshop

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Advocacy Communication Workshop
Friday March 12, 2010
10:15am – 12:00pm

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Special Guest Presenter
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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!!

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Evidence Based Scholarly Communication: Empowering Informational Professionals to Unlock Translational Research for Our Communities