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Scholarly Communication Toolkit: Everything you need to know from copyright to advocacy

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Scholarly Communication Toolkit:
Everything you need to know
from copyright to advocacy

MLA CE: Austin, TX, 10/17/2010

Advocacy Workshop

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Agenda

- Role-play exercise and debriefing
- Advocacy basics
- How to craft a short “elevator pitch”
- Case studies

Role-Play Exercise

Advocacy

- Advocacy (noun) - active support of an idea or cause etc.; especially the act of pleading or arguing for something*
- Key components
 - Knowing your objective
 - Understanding your audience
 - Crafting your message
 - Perfecting your delivery

* <http://www.thefreedictionary.com/advocacy>

The Time Crunch

- When was the last time you had 20-30 minutes to advocate for a topic of your choice?
- Lessons learned from Nancy Ridenour, PhD, Professor and Dean, UNM College of Nursing
 - People are busy.
 - People have other pressing needs.
 - You need to catch their imagination and attention.
 - Your idea should ideally solve a problem for them.
 - Be ready.

Micro-Advocacy: The Elevator Pitch

- “An elevator pitch is an overview of an idea, product, service, project, person, or other solution and is designed to just get a conversation started.”
- “It is designed to not give the audience so much information so that they feel overwhelmed and tune you out.”
 - Chris O’Leary in *Elevator Pitch Essentials*

Elevator Pitch Components

1. Concise
 - Use as few words as possible, but no fewer.
2. Clear
 - Do not use acronyms – it should be understood by anyone.
3. Compelling
 - Explain the problem your solution solves.
4. Credible
 - Why you are qualified to see the problem and solve it?
5. Conceptual
 - Stay at high level, do not add too much unnecessary detail.

Elevator Pitch Components

6. Concrete

- Be specific and tangible.

7. Customized

- Address specific interests and concerns of the audience.

8. Consistent

- Every version of the pitch conveys the same basic message.

9. Conversational

- The goal is to set the hook or start a conversation.

Your Turn – Case Study #1

- You are at the hospital cafeteria preparing to buy lunch. You are the 6th person in line. You look behind you and Dr. Martinez, the VP for Research, is standing behind you. You recently attended a class on how to support researchers at CTSA-funded and CTSA-participating institutions with scholarly communication issues. You are particularly interested in open access publishing and would like to share what you learned at the monthly research meeting.
- *Remember*
 - What is your objective?
 - Who concerns / interests your audience? What aspect will resonate?
 - Your message should be concise (only 5 people in front of you now!) and clear.
 - Your delivery should be natural and leave the audience wanting to know more.

Case Study #2

- An investigator comes into the library and asks for help finding three articles he has identified. You tell her that your library has only one of the articles and that he will have to use interlibrary loan to obtain the other two. As you are assisting her, she says to you “It is so frustrating and expensive to get interlibrary loan articles.” You have been trying to cultivate an interest in increasing the use of open-access publication venues by the investigators at your institution. You have created brochures, offered classes, and a website but are frustrated no one seems to have gotten the message.
- What will your response be to this investigator’s comment?
- What do you think would resonate with this investigator to get her attention?