



Volume 14, 1 (2026)

Constructing a (Meaningful) Scholarly Publishing Narrative: Bootstrapping Green Open Access Submissions for Open Access Week

Tim Ribaric & Erin Moorhead

Ribaric, T. & Moorhead, E. (2026). Constructing a (Meaningful) Scholarly Publishing Narrative: Bootstrapping Green Open Access Submissions for Open Access Week. *Journal of Librarianship and Scholarly Communication*, 14(1), eP21406. <https://doi.org/10.31274/jlsc.21406>

This article underwent fully anonymous peer review in accordance with JLSC's peer review policy.



© 2026 The Author(s). This is an open access article distributed under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>)

PRACTICE ARTICLE

Constructing a (Meaningful) Scholarly Publishing Narrative: Bootstrapping Green Open Access Submissions for Open Access Week

Tim Ribaric

Brock University

Erin Moorhead

Nipissing University

ABSTRACT

Introduction: Green Open Access requires authors to submit appropriate versions of journal articles to a repository; the challenge for researchers is to remember to perform this task after the primary work of the publication process is done. This case study at Brock University Library shows how it is possible to bootstrap these types of submissions by crafting meaningful publishing narratives through a collection of clever Open Access Week initiatives.

Literature Review: The literature review assesses the existing scholarly material on Open Access outreach efforts and touches on Open Access in the Canadian context. It explores the dynamics of self-archiving with Green Open Access and the use of institutional repositories. The existing literature on wielding open data as a tool to serve libraries is discussed, and the potential of these tools to support librarian advocacy work is examined.

Description of Program and Benefits: By using a collection of Open Access scholarly publishing web services and APIs, two outreach campaigns were conducted by Brock University Library during Open Access Week 2025. The first was a *State of Scholarly Publishing Report* that showed broad trends in output from the organization, and the second was a Green Open Access Call to Action that prompted researchers to submit recently published eligible papers to the repository.

Conclusion: There was enough enthusiasm generated from these two projects that the Brock University Library will continue to run these campaigns in subsequent Open Access Weeks. The publishing report was engaging and was included in many different venues on campus, while the Green Open Access Call to Action resulted in submissions from 37% of contacted authors.

Keywords: Green Open Access, Open Access Week, metrics, OpenAlex, Share Your Papers, JISC Open Policy Finder

Received: 12/02/2025 Accepted: 05/04/2026



© 2026 The Author(s). This is an open access article distributed under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>)

INTRODUCTION

One stalwart in the scholarly communication calendar is Open Access Week. This advocacy week is spearheaded by the Scholarly Publishing and Academic Resources Coalition (SPARC) and occurs in the second half of October every year. In the words of SPARC: “Open Access Week is an invaluable chance to connect the global momentum toward the open sharing of knowledge with the advancement of policy changes and the importance of social issues affecting people around the world.” ([International Open Access Week, n.d.](#)) With this as the stated objective, the real task becomes how to operationalize this. The usual response is that libraries will put together compelling talks featuring guest speakers who are experts on Open Access matters, or conduct in-library events complete with refreshments, or maybe even plaster marketing material about Open Access around campus. These initiatives undoubtedly raise the profile of Open Access as a publishing pathway, but perhaps find limited success in engaging faculty and graduate students due to the fact that they are held at such a busy time of the semester. Instead of following this usual pattern of Open Access Week promotion, this paper outlines an alternate approach undertaken by Brock University Library in 2025. This approach included two key initiatives that focused on creating meaningful narratives about publishing patterns in the university, as well as a call to action to engage in Green Open Access repository submissions. Open Access via Green is accomplished when the author of a “closed” paper submits a suitable version of the paper in a venue such as an institutional repository in order to make it Open Access. The challenge inherent in this process is identifying the correct version of the paper to deposit so as not to run afoul of publisher regulations.

LITERATURE REVIEW

Open access and outreach

While Open Access initiatives have continued to expand in recent years, the existing struggle in navigating stakeholders’ understanding of open access is ongoing ([Larivière & Sugimoto, 2018](#); [Suber, 2012](#)). The general benefits of Open Access, such as increased research dissemination and impact, seem to be somewhat intelligible to some parties, yet there are signs of continued resistance amongst researchers ([Cullen & Chawner, 2011](#)). As McDonald et al. (2016) point out, many of the conflicting opinions and resistance towards Open Access lie with trepidation of falling victim to predatory publishers or excessive Article Processing Charges (APCs). This leads to a larger conversation surrounding researchers’ lack of education on Open Access, while becoming a victim of misinformation or failing to understand the capabilities of Open Access ([Dawson, 2018](#)). Paquet et al. (2022) observed that in Canada from 2015–2019, there was a significant discipline variation in Open Access adoption, with natural sciences, social sciences, and humanities being predominantly closed. In Canada, researchers

funded by one of the three main funding agencies known as the Tri-Council must make their work open access within 12 months of publication ([Government of Canada, 2016](#)). It is worth noting that this policy is solely for those who have received funding from these granting agencies and is implemented under the auspices that publicly funded research in Canada promotes responsible conduct, including reliable use and equitable, unhindered access to research conducted using public funds ([Government of Canada, 2021](#)). Mandates implemented by funding agencies have created a positive uptake in Open Access publications, but Canada is still behind other countries ([Larivière & Sugimoto, 2018](#)). The Tri-Council was expected to release a revised Open Access Policy on Publications in 2025, to come into effect in the following year, but this hasn't yet materialized. It aims to make publications immediately available with Open Access as opposed to after 12 months ([Government of Canada, 2006](#)). This will likely impact Open Access adoption rates positively in Canada in future years.

While continued poor understanding of the dynamics of Open Access is still detrimental to its lack of uptake, it also appears that the communication methods, or lack thereof, play a significant role in the use of Open Access at institutions ([Otto, 2016](#)). One particular barrier in communicating the messaging of Open Access from librarians to researchers is the use of jargon ([Dawson, 2018](#)). One traditional method of disseminating information on Open Access that librarians have been using is outreach, particularly, as previously mentioned, International Open Access Week, organized by SPARC. As Champieux et al. (2020) address, while Open Access Week is a period of laborious work for librarians to advocate for Open Access, there is little scholarly material discussing the successes of this outreach method. Despite the lack of literature on the effectiveness of such endeavors, the programming of outreach is perceived as a crucial responsibility of scholarly communication librarians ([Champieux et al., 2020](#); [Finlay et al., 2015](#)). These efforts are often very time-consuming, yet scholarly communication duties often lack institutional support to ensure their success ([Champieux et al., 2020](#); [Swift & Johnson, 2025](#)). Furthermore, when programming outreach content for faculty, it can be a difficult landscape to navigate for researchers who do not realize they need education on Open Access dynamics, all while they may not perceive librarians to be properly qualified to provide this training to them ([Dawson, 2018](#)).

State of self-archiving

Green Open Access refers to self-archiving your work after having published 'closed', 'Closed' being a synonym for what is commonly known as the traditional publication method ([Björk et al., 2014](#)). This can mean depositing a pre-print, which is usually generated before peer-review, or a post-print, which tends to be post-review but before the publisher formatting, in institutional repositories, subject repositories, or even the author's personal website. One of the goals of this particular method of Open Access is to increase the reach of research to those

who would otherwise be unable to access the work in a traditionally published journal (Björk et al., 2014). Beyond the individual, there are also systemic barriers that Open Access has the potential to help address. Within scholarly communications and research dissemination as a whole, inequities such as a lack of access to scholarly materials and infrastructure persist that affect researchers' ability to produce or engage with their scholarly communities (Ford & Alemneh, 2022). Furthermore, many institutions lack the funding that provides access to scholarly materials via traditional methods such as subscription to journals (Ford & Alemneh, 2024). As Open Access has continued to proliferate, it is now possible to see the growth of Open Access publications across the world, including the "Global South" (Shu & Larivière, 2024). While many individuals or institutions are unable to afford regular subscriptions to scholarly materials or may have limited funds, Green Open Access removes this barrier by making a version of this research available (Björk et al., 2014). The policies and permissions regarding self-archiving vary by publisher for pre-prints, but publishing post-prints can be more complicated with copyright considerations (Kodua-Ntim, 2024). Despite the Open Access movement slowly growing, depositing in institutional repositories has been less of a priority for researchers in Canada (Riddle et al., 2023). Riddle et al. (2023) also found that amongst the U15, the most research-intensive Canadian universities, only 0.5 to 10.7% of Open Access published articles have been deposited in an institutional repository; the authors note that these institutional repositories are not the preferred tool for self-archiving. This can be difficult for librarians, as they are most often at the forefront of developing and advocating for Open Access policies, which would include the use of institutional repositories (Fruin & Sutton, 2016). Research archived in institutional repositories has been shown to be cited more, yet there is a significant lack of depositing in the institutional repository in proportion to the number of scholarly articles being published each year (Gargouri et al., 2010). Some particularly significant barriers to researchers using their institutional repository are a complete lack of awareness of their institution's repository, knowledge of self-archiving, and understanding of their publisher's policies (Mutsvunguma, 2019). This dilemma leads to the question of how librarians can then encourage the use of self-archiving in their institutional repository while ensuring the researcher understands their publisher's policies. Publishers might also enforce an embargo on their articles; effectively, this is a holding period where the author must wait before self-archiving, which creates an additional barrier to Green Open Access usage, as after the embargo period finally expires, many researchers have forgotten they can deposit at all (Larivière & Sugimoto, 2018). In self-archiving, the barriers of time and motivation have a significant negative impact on the proportion of deposits in an institutional repository. As mentioned, an embargo from the publisher can often cause a delay in an article being submitted to a repository (Björk et al., 2014). But another possible factor for a low rate of self-archiving is the lack of incentive to deposit individual articles, with many scholars preferring to upload a bundle of research at once from the previous year (Björk et al. 2014).

As a result, there can be noticeable timeframes of low deposits if there are scholars not archiving publications individually once they are completed.

Opportunities of open data

Open data is an emergent tool that provides opportunities to address the frequently encountered challenges of advocacy as previously described. There have been tools produced using open data that help libraries gather information on their institution's publishing habits, costs of APCs, and journal transparency.

While the aforementioned barriers or limitations are negatively impacting the usage of Open Access, these emerging tools can enable a new approach to scholarly communications library work pertaining to Green Open Access deposits. In recent years, there has been an increase in scholarly articles and research using open data to address topics in scholarly communications (Riddle et al., 2023; Simard et al., 2024). Both Mirowski (2018) and Zhang et al. (2024) note the growing necessity of transparency and open science when making evidence-based decisions. Tools such as OpenAlex can provide libraries with free access to publishing meta-data from a range of sources, such as Crossref and ORCID (Zhang et al., 2024). As with any new or emerging tool, there have been descriptions of limitations found with the platform, but there is evidence that it is continuously being improved upon (Riddle et al., 2023). Open data sources can provide a method to understand articles or journals in novel ways, as sometimes publisher-provided information is vague or incomplete (Simard et al., 2024).

The existing literature on the use of open data to supplement advocacy work in academic libraries is limited. However, there is an increase in research that uses these resources for scholarly communication work, particularly related to Green Open Access endeavors (Franzen, 2023; Riddle et al., 2023). Franzen (2023) showcases the possibilities of using open data, similar to Brock University Library's project, to assess the eligibility to self-archive publications. These surfacing explorations in the use of open data can provide librarians and other information professionals with the perspective to apply similar efforts at their own institutions. With open science resources such as SHERPA-RoMEO (a predecessor of the JISC Open Policy Finder that will be described in a subsequent section), MacCallum et al. (2020) note, "Further collaboration and partnerships like this are essential to growing Canadian capacity to support open scholarship domestically and internationally". The lack of transparency from publishers appears to be a pervasive issue, similarly noted by Limbert & DeSanto (2025) regarding the intricacies of navigating publisher policies for open book publishing, which then negatively impacts the advocacy efforts of librarians. In navigating these complications, it highlights the potential for the use of open data and raises the question: If we as information professionals don't advocate for the use of open tools, how can we expect meaningful progress?

DESCRIPTION OF PROGRAM AND BENEFITS

APIs and infrastructure

The popularity and growth of the internet have created many different cascading consequences. Amongst the multitude of internet services available, there now exists a category known as Application Programming Interfaces (APIs) that allow for the programmatic retrieval of structured, machine-readable data that can be manipulated and analyzed. This project made use of two API services that provide information about publication metadata: *OpenAlex* and *Open Policy Finder*.

OpenAlex (<https://openalex.org/>) provides JSON-formatted metadata covering a variety of different facets associated with published material. This ranges from descriptive metadata about volume, issue, and page number, but goes into more advanced topics that are gleaned through an interpretation of several different sources of data. With articles with APCs, for example, a dollar amount is often given, and an indication of whether the fee has been paid is bundled with the metadata. Most notably, if an author has an affiliation known to the platform, it will include this information in the metadata as well, even if the original journal publication doesn't specifically include this detail.

Open Policy Finder (<https://openpolicyfinder.jisc.ac.uk/>) provides JSON-formatted data that identifies the Open Access provisions associated with a particular publisher or publication. When given a journal title, for example, it will return a bundle of information outlining what version of an article (published, accepted, submitted) is covered by a repository submission policy, as well as a fee associated with the policy if one exists.

It is quite apparent how access to this granularity of information would be beneficial to the library and scholarly communication librarians, but the question that immediately follows is how to best make use of this data. For this project, two resources were used: *Computational Notebooks* and *Share Your Paper*.

Computational Notebooks (<https://colab.research.google.com>) are web-based services that run Python code and render results in the browser. For this project, we were able to systematically gather and analyze all information concerning publications we identified as being associated with Brock University researchers using the Google-branded Colab platform. We also used this platform to create the bulk of the two components of the project. All code has been hosted and made available on GitHub: https://github.com/elibtronic/2025_state_of_scholarly_communication and can be easily adopted by any library that wishes to recreate this project.

Share Your Paper (<https://shareyourpaper.org/>) is a web-based form provided by the OA. Works organization that will guide an author through the submission process to a repository system. When given a Digital Object Identifier, the form will respond with a direct prompt stating what version of the manuscript the author needs to upload. Once this initial stage is done, the library that localized the form will be contacted every time a submission for ingestion to the repository has been attempted.

Figure 1 shows a high-level process diagram of how the data was harvested and analyzed for the two components of this project: the *State of Scholarly Publishing Report* and the Green Open Access Call to Action. Both of these components will be explained fully in the following sections.

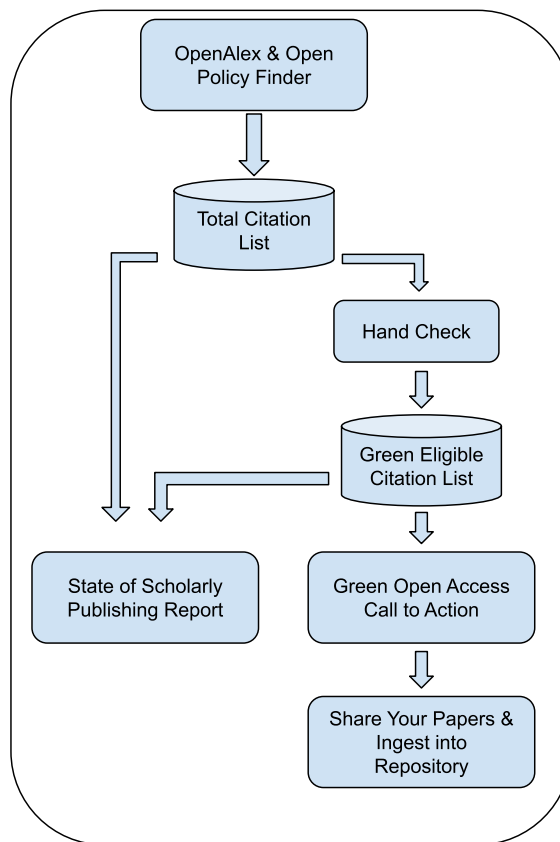


Figure 1. Flow diagram showing how data from the different APIs combine through the various steps in the two outputs of this project.

It is worth stating that all of the services used in this project are available without any direct out-of-pocket costs, meaning the few dozen hours of staff time required to first create the workflows for this project is the bulk of the commitment required to start this program.

As will be described, the citation lists generated from the APIs will require a process of hand-checking to verify that they are correct; this is, of course, variable based on how many articles are published by the institution. Future iterations of the project can re-run the same code with different data ranges specified, with the necessity for hand-checking the citation lists generated as the only task that will require some effort.

STATE OF SCHOLARLY PUBLISHING REPORT

The first output of this project was an HTML report outlining general trends seen in the previous year of journal article publication at Brock University. This report was hosted on GitHub, and is available via: https://elibtronic.github.io/2025_state_of_scholarly_communication/ The report highlighted the magnitude of journal articles published (651 total), how many were “closed” versus open access (335 versus 336 respectively), the amount of APCs that were paid out for publication (in the 2024 to 2025 academic year a total of 1,027,839 CAD was spent), and the mix of open to closed articles for top publishers at the institution featured as some of the highlights in the report. Of particular interest (as will be developed when looking at the Green Open Access Call to Action in a subsequent section) is a tabulation of total closed articles that could be made open access without the payment of a fee (such as an APC), 188 articles in this case. Figure 2 shows the pie graph included in the report that illustrates the difference between paid-for and free pathways to open access.

A free pathway available for closed articles?

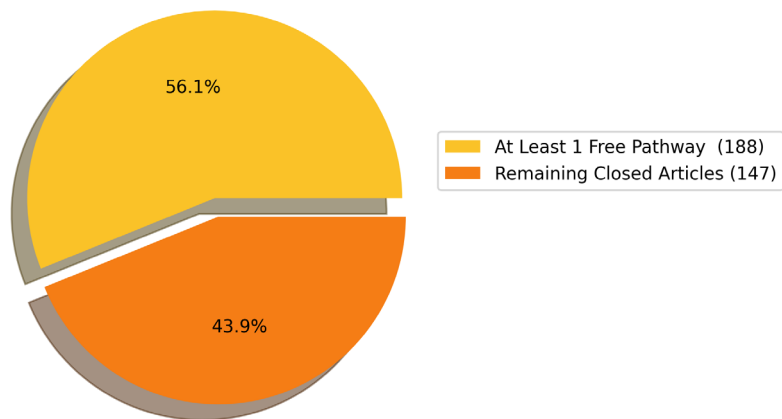


Figure 2. Pie graph illustrating the division between paid-for and free open access pathways for closed articles. This data was provided by Open Policy Finder and OpenAlex.

The report was written for a general audience and eschewed the use of complex jargon and directed interested readers to a LibGuide page with more information. The added bonus of being HTML-based was that we could harvest view information via Google Analytics. The

report served as both an information item and a solicitation to readers to get in touch with the library.

In preparing the data for these projects, it was of utmost importance to understand the limitations inherent in the data sources we were working from. For example, we were beholden to how OpenAlex assigned affiliation to content authors. The exact method by which this API ascertained these affiliations was opaque. Some records were confident that an author was affiliated with Brock University, even though there was no specific identifier, such as a Research Organization Registry, in the metadata of the original journal article. Recognizing these limitations, we included a disclaimer and caveat statement in the body of the report stipulating all of the assumptions it was constructed with, such as this reliance on OpenAlex and how it determines certain details. It is perhaps worth noting that we did not receive any feedback about incorrect information or omissions from what the API provided.

Green Open Access Call to Action

The *State of Scholarly Publishing Report* didn't just highlight publishing trends, but it also alluded to an upcoming call to action that the library was preparing.

Through a clever combination of the APIs described, as shown in Figure 1, it became possible to create a list of articles that could accomplish Green Open Access through a repository submission. Figure 3 is a funnel diagram outlining all of the steps undertaken for the creation of this list and the number of successful candidate articles that survived the different stages of examination.

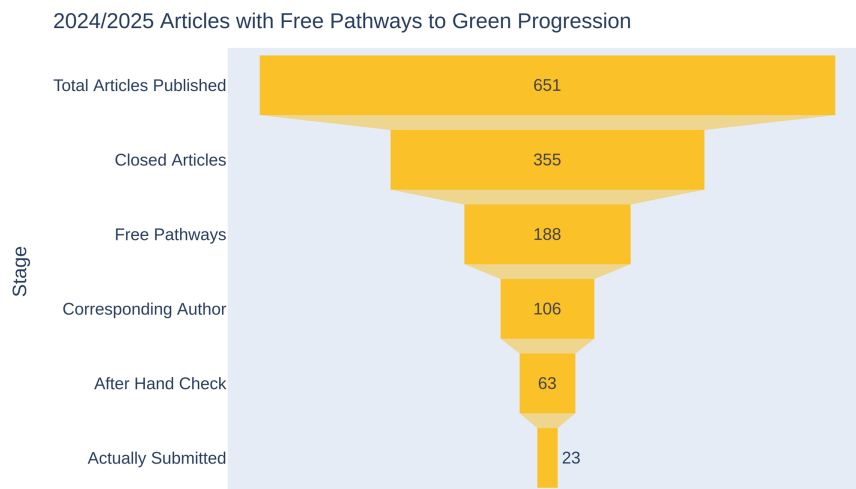


Figure 3. Funnel diagram showing the number of papers identified at each stage of examination.

The figure is meant to be read from top to bottom and shows the decreasing number of candidate articles that make it to the next level of consideration. “Total Articles Published” is the total number of journal articles from Brock University-affiliated authors first found in OpenAlex. Next, “Closed Articles” represents the number of the 651 that were not identified as Open Access by the API or where, in fact, “closed.” The next level of decision, *Free Pathways*, represents the number of papers that Open Policy Finder identified as having some sort of free pathway to achieve Green Open Access. Early on, we decided that any request made to researchers should not include extra out-of-pocket costs. Grants would have been spent, and asking for additional funds for a supplementary process not essential to the publication of the paper didn’t seem like a strategy that would ingratiate the library with researchers. The next level of consideration was checking to ensure that the Brock University author was the first or *Corresponding Author* for the paper, a datapoint readily supplied by OpenAlex. In this way, we could be assured that asking for the Green eligible paper would be a question that would fall within the jurisdiction of whom we prompted. This left us with just over a hundred candidate papers. The second-to-last level in the figure represents the final level of examination: a hand-check of remaining articles. This was to ensure that articles indeed matched the characteristics described by the two APIs. Of most importance was to ensure that when the author clicked through to the Share Your Paper form, they were greeted with a positive message saying their paper was eligible for submission. This stage drastically reduced the number of candidate papers, from 106 to 63, or about a 40% reduction. A portion of this difference could be attributed to differences in what Open Policy Finder described versus what options Share Your Paper determined. This closer examination also surfaced some articles that were tagged as *journal articles* but would probably be better suited with different descriptors. For example, some of the disqualified pieces were abstracts (i.e., just abstracts) from conference proceedings, news releases, and one was even an obituary. In the end, after all these different checks were applied, the final article list stood at 63. Less than 10% of the total journal output of the institution, and about 17% of the total amount of closed articles, were first identified.

With this final Green eligible citation list in hand, it was then possible to send an individual personalized email to the researcher. This email used the name and DOI of the article, mentioned what journal it was from, and, as described previously, provided a link to the partially completed Share Your Paper form along with links to more information about Open Access and the Library’s support for it. The last band in Figure 3 shows the results of this mailout in terms of successful submissions to the repository. We sent one email prompt and watched submissions to the repository for a period of one month to calculate our submission rate. Twenty-three papers in total, approximately 6% of the total number of closed papers identified as published by the institution over the year, or 37% of

Brock University authors who were prompted, added their papers to the repository in response to this call to action. It is worth noting that all feedback received from these emails was positive. Authors appreciated the direct call to action that removed any ambiguity from the process of repository submission. Perhaps the most important detail about the mailout was that it was sent directly from the inbox of the librarian making the request. Representing a first foray into the development of a working relationship that clearly will resonate better than a cold call or unsolicited email offering some abstract offer to help with future Open Access endeavors, these emails opened a dialogue that prompted Green deposits but also directly led to additional follow-ups from contacted authors that resulted in more material being deposited in the repository. Once alerted to the presence of the repository, researchers quickly moved to inquire about how they could get other publications hosted on the platform.

Assessment and impact

It was an easy ask to have a link and brief description of the *State of Scholarly Publishing Report* added to various venues across campus and highlighted in social media in the lead-up to Open Access Week. It was included in newsletters from the Office of Research Services, the Graduate Student Newsletter, the Brock University News, and, of course, in various mail-outs from the library. It presented a compelling, yet easy-to-understand, narrative about scholarly publishing at the institution, communicated visually and with plain language. No trek to the library to attend a talk, or abstract descriptions of the benefits of Open Access. Simply a story of how the institution was doing research-wise, along with a light sprinkling of library values to frame the information. The aforementioned Google Analytics added to the report made it possible to quantify the number of page views and the locales of readers. The analytics told us people in the US, China, India, Sweden, the UK, and, of course, Canada, looked at the report.

Assessing the success of the Green Open Access Call to Action is, in ways, much easier to quantify than assessing the reach of the *Report*. Simply count the number of successful deposits. However, some other trends are worth examining in addition to looking at just this singular value. 20% of the 63 authors responded directly to the prompt email with positive comments. Another trend worth mentioning in these responses was that they often contained some sort of request for clarification between the different versions of the paper, and which one was suitable for deposit. This provided empirical evidence that deciphering Green policies is challenging, but when asked, researchers were willing to give it a try. This was by far the biggest challenge with this project. This “what version” feedback came mostly through email responses, but also came through unsuccessful submission attempts with Share Your Paper. Share Your Paper is invaluable because it checks the submitted file to

make sure the appropriate version of the article is included; if not correctly submitted, it sends a message to the librarian arranging the service in order to create an opportunity to contact the submitter to solicit the correct version of the paper. 14 of the 23 papers were submitted incorrectly at least once. Put in other terms, the success rate of a first submission to the platform was only 40%. No wonder authors haven't embraced Green Open Access deposits.

Now, to return to the so-called singular value indicating success or failure, we followed the requests from the call to action for a period of one month, and 37% of authors followed through on the invitation. Undoubtedly, these two dozen papers would not have been made available without prompting from the library, but if focusing on this value as the only arbiter of the success of this project, some contemplation is perhaps required. Maybe it is best to add this result to the evidence that Green Open Access does not necessarily live up to its potential, even when structured as simply as possible for the potential submitter. Just as well, the primary conversation in scholarly communications now seems to be how transformative agreements can create more Open Access content. This different method, while expensive for libraries, does remove the onus from individual researchers to submit a suitable version to a repository and instead allows them to continue immediately on to the next research project and the next piece to write.

NEXT STEPS

Despite the considerations mentioned in the previous sections, the *Report* and Call to Action have been earmarked as annual tasks that will be undertaken every Open Access Week by the library. As the years roll on, it will be possible to present longitudinal data showing how Open Access adoption grows or (most likely) the increase in the amount of APCs paid out per year. Word of mouth may also spread in subsequent years. The library will undoubtedly develop a reputation amongst researchers as being a keen observer of the journal article output of the institution, a pretty good association to aspire to. By repeating this process and extending the same codebase, it will also be possible to build upon the way the report is presented to potentially achieve more complex analysis with minimal extra effort. Perhaps interactive visualizations, or testimonials from researchers with successful deposits, will be part of the 2025/2026 iteration of the report. One unavoidable detail, however, is that effort will be required to hand-check the output of OpenAlex and Open Policy Finder as part of any repetition of this project. Undoubtedly, the caliber of data will improve as time goes on, but it was imperative for us to make sure all requests made in the email message would result in a good experience with the Share Your Papers platform, so the effort to do the hand-checking of citations was justified. For institutions with a larger quantity of yearly journal citations published, this work may not

be possible, as it would require too much staff time to reach this level of assuredness with the lists generated.

CONCLUSION

“I want to congratulate you on the Scholarly Publishing report and the work you (and the library) are doing with the repository. By the time a paper is published (open or closed), many authors have moved on to the next challenge, and so uploading the paper (or appropriate version) to the repository is often overlooked. I know I am guilty of that. So, I was really glad to read that you (or the library) will be contacting Brock University authors who have published recently and facilitate the uploading process. I look forward to continue working on this.”

—Message sent from a Brock University Researcher after publication of the *State of Scholarly Publishing Report* and before the Green Open Access Call to Action was sent.

Advocacy for Open Access publication is a challenging endeavor. The landscape is fraught with jargon, complex conversations about “colors” of open access, and careful dissections of APCs versus transformative agreements abound. Things that all stand in the way of the real objective of what initiatives like Open Access Week really strive to do. In a word: advocacy. Advocacy for the increased adoption of Open Access as the preferred method of licensing. What we discovered in experimenting with this outreach program is that, while all are willing to agree that Open Access is beneficial, the most direct way to achieve Green submissions is to engage in dialogue directly with researchers. That dialogue is successful when it focuses on a direct ask that is personalized to the recipient, with an easy-to-achieve call to action. Here, this meant an email sent from a friendly librarian that described an article by name, provided a one-click action that would prompt for the correct version to submit, which was prescreened for eligibility so that the researcher would not be disappointed if they followed through. This method of outreach could also be a possible method of mitigating the barriers of time and motivation, as previously discussed regarding self-archiving, as the library identifies which articles are eligible and guides the researcher through the process with only a few clicks of a button.

In the end, only a fraction of papers identified for the Green Open Access Call to Action made it into the repository, only about one of every three published, but the quote at the head of this section communicates the real success of this initiative. That is to say, building meaningful relationships with researchers in the institution and letting them know the library is interested, in a real sense, in increasing the reach of their research resonates strongly.

REFERENCES

- International Open Access Week. (n.d.). *About*. Retrieved November 6, 2025, from <https://www.openaccessweek.org/about>
- Björk, B.-C., Laakso, M., Welling, P., & Paetau, P. (2014). Anatomy of green open access. *Journal of the Association for Information Science and Technology*, 65(2), 237–250. <https://doi.org/10.1002/asi.22963>
- Champieux, R., Thomas, C., & Versluis, A. (2020). Using outreach weeks to examine labor, assessment and value in open advocacy. *Journal of Librarianship and Scholarly Communication*, 8(1), eP2371. <https://doi.org/10.7710/2162-3309.2371>
- Cullen, R., & Chawner, B. (2011). Institutional repositories, open access, and scholarly communication: A study of conflicting paradigms. *The Journal of Academic Librarianship*, 37(6), 460–470. <https://doi.org/10.1016/j.acalib.2011.07.002>
- Dawson, D. (DeDe). (2018). Effective practices and strategies for open access outreach: a qualitative study. *Journal of Librarianship and Scholarly Communication*, 6(1), eP2216. <https://doi.org/10.7710/2162-3309.2216>
- Ford, A., & Alemneh, D. G. (2022). Scholars experiencing epistemic injustice due to management of scholarly outputs. *Proceedings of the ASIST Annual Meeting*, 59(1), 67–75. <https://doi.org/10.1002/pra2.605>
- Ford, A. Y., & Alemneh, D. G. (2024). Inclusive global scholarly communication: Toward a just and healthier information ecosystem. *Journal of the American Society for Information Science and Technology*, 75(10), 1058–1069. <https://doi.org/10.1002/asi.24899>
- Finlay, C., Tsou, A., & Sugimoto, C. (2015). Scholarly communication as a core competency: prevalence, activities, and concepts of scholarly communication librarianship as shown through job advertisements. *Journal of Librarianship and Scholarly Communication*, 3(1), eP1236. <https://doi.org/10.7710/2162-3309.1236>
- Franzen, D. L. (2023). Leveraging open tools to realize the potential of self-archiving: a cohort study in clinical trials. *Publications*, 11(1), 4. <https://doi.org/10.3390/publications11010004>
- Fruin, C., & Sutton, S. (2016). Strategies for success: Open access policies at North American educational institutions. *College & Research Libraries*, 77(4), 469–499. <https://doi.org/10.5860/crl.77.4.469>
- Gargouri, Y., Hajjem, C., Larivière, V., Gingras, Y., Carr, L., Brody, T., & Harnad, S. (2010). Self-selected or mandated, open access increases citation impact for higher quality research. *PLOS ONE*, 5(10), e13636. <https://doi.org/10.1371/journal.pone.0013636>
- Government of Canada. (2006, August 15). *Tri-agency open access policy on publications—CIHR*. Canadian Institutes of Health Research. <https://www.cihr-irsc.gc.ca/e/32005.html>
- Government of Canada. (2016, December 20). *Tri-agency open access policy on publications (2015)*. Innovation, Science and Economic Development Canada. <https://science.gc.ca/site/science/en/interagency-research-funding/policies-and-guidelines/open-access/tri-agency-open-access-policy-publications-2015>

- Government of Canada. (2021, December 8). *Tri-Agency Framework: Responsible Conduct of Research (2021)*. Canadian Institutes of Health Research. <https://rcr.ethics.gc.ca/eng/framework-cadre-2021.html>
- Kodua-Ntim, K. (2024). Author self-archiving in open access institutional repositories for awareness creation in universities. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2024.2364385>
- Larivière, V., & Sugimoto, C. R. (2018). Do authors comply when funders enforce open access to research? *Nature*, 562(7728), 483–486. <https://doi.org/10.1038/d41586-018-07101-w>
- Limbert, H., & DeSanto, D. (2025). The Open Book Environment (OBE) dashboard: A tool for increasing publisher transparency for authors, librarians, and the scholarly community. *Journal of Librarianship and Scholarly Communication*, 13(1). <https://doi.org/10.31274/jlsc.18112>
- MacCallum, L., Barrett, A., Vanderjagt, L., & Buckland, A. (2020). *Advancing Open: Views from Scholarly Communications Practitioners*. <https://hdl.handle.net/10587/2103>
- McDonald, B., Gibson, I., Yates, E., & Stephenson, C. (2016). An exploration of faculty experiences with open access journal publishing at two Canadian comprehensive universities. *Partnership: The Canadian Journal of Library and Information Practice and Research*, 11(2), 1–26. <https://doi.org/10.21083/partnership.v11i2.3703>
- Mirowski, P. (2018). The future(s) of open science. *Social Studies of Science*, 48(2), 171–203. <https://doi.org/10.1177/0306312718772086>
- Mutsvunguma, G. (2019). *Institutional repositories as platforms for open access in South African universities: The case of University of KwaZulu-Natal*. <https://researchspace.ukzn.ac.za/handle/10413/16499>
- Otto, J. J. (2016). A resonant message: Aligning scholar values and open access objectives in OA policy outreach to faculty and graduate students. *Journal of Librarianship and Scholarly Communication*, 4, eP2152. <https://doi.org/10.7710/2162-3309.2152>
- Paquet, V., van Bellen, S., & Larivière, V. (2022). Measuring the prevalence of open access in Canada: a national comparison. *Canadian Journal of Information and Library Science*, 45(1), 1–21. <https://doi.org/10.5206/cjilsrscib.v45i1.14149>
- Riddle, P., Simard, M.-A., Gone, P., Li, V., & Mongeon, P. (2023). The state of green open access in Canadian universities. *The Canadian Journal of Information and Library Science*, 46(2), 1–25. <https://doi.org/10.5206/cjilsrscib.v46i2.15358>
- Shu, F., & Larivière, V. (2024). The oligopoly of open access publishing. *Scientometrics*, 129(1), 519–536. <https://doi.org/10.1007/s11192-023-04876-2>
- Simard, M.-A., Basson, I., Hare, M., Lariviere, V., & Mongeon, P. (2024). *The open access coverage of OpenAlex, Scopus and Web of Science* (No. arXiv:2404.01985). arXiv. <https://doi.org/10.48550/arXiv.2404.01985>
- Suber, P. (2012). *Open access*. The MIT Press. <https://direct.mit.edu/books/book/3754/Open-Access>

Swift, A. K., & Johnson, A. K. (2025). Scholarly communication work: on the ground perspectives. *College & Research Libraries*, 86(6), 953–968. <https://doi.org/10.5860/crl.86.6.953>

Zhang, L., Cao, Z., Shang, Y., Sivertsen, G., & Huang, Y. (2024). Missing institutions in OpenAlex: Possible reasons, implications, and solutions. *Scientometrics*, 129, 5869–5891. <https://doi.org/10.1007/s11192-023-04923-y>