Advocacy Meeting 'How-To'

EXPECTATIONS

- You will most likely meet with staff members of elected officials, rather than the elected officials themselves. If the official attends, that's a bonus!

- Meetings may end up being very short or taking place in the hallway rather than in an office. If this happens, don't worry! The meeting is still valuable.

- Keep in mind that many staffers are young. They are usually very bright, hard-working individuals who want to make a difference.

- Depending upon the size of your group, you may not get to share all of your talking points. That is ok, just focus on the issue area most important to you.

DOs and DON'Ts

- DO be friendly and personable.

- DON'T assume the person you are talking with already knows about open access, open data or open educational resources. You may need to educate them – don't be afraid to ask if they'd like you to start with some quick background on the issue.

- DON'T express disappointment if the elected official does not join the meeting.

- DON'T use a lot of jargon. Speak in plain language that most people can understand.

IMPORTANT QUESTIONS TO BE SURE TO ANSWER IN YOUR MEETING

1. Who are you, and what constituency do you represent?
2. What do you want to educate them about?
3. Why is this relevant to the official's constituents/work?
4. 4. What is the impact on real people?

MEETING STRUCTURE

- <u>Meeting leader</u> introduces group, hands over white folder, and briefly explains purpose of meeting.

- Each person quickly introduces him/herself: your name, what city/state (or country), what institution/organization you are with, and your area of research/focus.

- <u>Meeting leader</u> provides overview of OpenCon, and briefly explains Open Access, Open Data and Open Educational Resources.

- Begin conversation portion –
    o Why 'open' is important to your work?
    o How has 'open' played into your work?
    o Why should the government promote and invest in 'open'?

- Ask the person questions – see sheet in folder for some suggested questions if you are having a hard time with your own.

- <u>Meeting leader</u> thanks the person and asks if there is any additional information we can provide.

  *** BE SURE TO FILL OUT MEETING EVALUATION FORMS ***

SOCIAL MEDIA

TWEET about your DC experience! Make sure to "mention" the elected officials whose staff you meet, and be sure to use **#OpenCon2014** and **#openaccess**, **#oer** and/or **#opendata**.

If an elected official happens to join your meeting, politely ask if it is possible to take a picture before you leave and be sure to tweet it! (Don't ask for a picture if the meeting is with staff only)

Advocacy Talking Points

OpenCon

- The premier international conference for students and early career researchers on the topics of Open Access to research articles, Open Education, and Open Data.

- Convened approximately 175 participants from more than 40 countries, most of whom received full travel scholarships.

- Goal is to empower the next generation of scholars and researchers to advance the open sharing of knowledge in research, education and data through awareness raising in local communities and effective national and international collaboration.

Open Access

- Open Access is the free, immediate, online availability of research articles, coupled with the rights to use these articles fully in the digital environment.

- The United States engages in and invests in research in order to accelerate the pace of scientific discovery, encourage innovation, enrich education, and stimulate the economy – to improve the public good.

- Communicating the results of that research is an essential component of the research process – research can only advance by sharing the results, and the value of an investment in research is only maximized through wide use of its results.

- However, because of cost barriers or use restrictions, research results are not available to the full community of potential users.

- The Internet gives us the opportunity to bring this crucial information to a worldwide audience at virtually no marginal cost, and allows us to use it in new, innovative ways.

- Open Access provides a solution to fully leverage our collective investment in research.

Open Data

- Open research data is data generated during the research process that can be freely used, reused and redistributed by anyone – subject only, at most to the requirement to attribute and sharealike.

- In order for knowledge to advance, the results of research must be shared freely so that they can be fully understood and built upon.

- This is particularly critical in the scientific research process, where the validity of results can only be verified through replication. Ensuring full access to and reuse of research data facilitates this process.

- In addition, making research data broadly accessible and fully available for reuse encourages new research through the reanalysis of existing data, further leveraging the value of a research investment.

- Providing access to data that is made accessible in formats and under terms that enable full reuse promotes interoperability, and allows the data to be mined using cutting-edge computational tools across huge amounts of data to find connections, trends and patterns that can't be uncovered when data is kept closed or isolated.

Open Education

- A new model for disseminating knowledge by maximizing the full benefit of the Internet to improve teaching, learning and access to education.

- OER are distributed freely online under an open license that grants blanket permission for reuse rights to the public.

- Users are free to share, copy, paste, edit, adapt and interact with the content — in short, everything we are used to doing on the web.

- Students can access OER online for zero cost and get low-cost print copies, which increases education affordability..

- Teachers can collect and tailor OER to perfectly suit their curriculum, which can enables better teaching and learning.

- Entrepreneurs and authors benefit too, because they can build businesses around OER and disseminate their work to a worldwide audience.

Suggested Questions for Meetings

In what ways is the Congressman/Senator working to expand the impact of research/education/data?

How does the Congressman/Senator view the importance of Open Access/Open Education/Open Data?

What does the Congressman/Senator view as the greatest challenges in getting the maximum benefits from taxpayer-funded research/education/data?

Does the Congressman/Senator know where higher education institutions in his/her State/District stand on these issues?

What, if any, role do you see for Congress in legislating on these issues?

Do these issues seem like something your boss could support?

Are there any questions I can answer around what is happening in other parts of the world?

Is there any information that we can provide after this meeting?