

To	Editorial Council Open Access.nl
Cc	UKB OA working group
From	Editorial team <a href="http://www.openaccess.nl/en">http://www.openaccess.nl/en</a> : Just de Leeuwe, Gonny Kremers, Saskia Franken, Alice Doek, Elise Dijkstra
Date	January 2015
Re	<b>Editorial statute</b> <a href="http://www.openaccess.nl/en">http://www.openaccess.nl/en</a>
Version	<b>1.6 (incorporating Editorial Council's changes)</b>

## Editorial statute openaccess.nl

### 1. Introduction

The open access website was launched in 2009, at the initiative of SURF. It was developed by an external supplier in Joomla and is currently hosted by Utrecht University, which for the most part contracts out routine management and maintenance to the developer. The platform was upgraded in mid-2014.

Platform management was transferred to TU Delft in the first quarter of 2015 as Delft will take over Utrecht's role of National Open Access Desk in the EU OpenAIRE project. This transition has implications for the choice of the CMS system.

The website is an important tool in national open access communications. Its content is no longer up to standard now that open access is a major item on the political agenda in the Netherlands. The design of the website also needs to be modernised. The editorial team wants to make drastic changes to the look and feel of the site, as well as switch to sites in both English and Dutch. Specifications have been drafted for this purpose.

SURF, VSNU, NWO and UKB are listed on the website's homepage as having joint responsibility for website content. In other words, there is shared ownership.

### **Position in the national communications infrastructure regarding open access**

The open access information on the VSNU website is mainly aimed at Dutch politicians. The VSNU site has links to [www.openaccess.nl/en](http://www.openaccess.nl/en) as do some of the websites and web pages of SURF, NWO and other Dutch research institutes. In the Netherlands [www.openaccess.nl/en](http://www.openaccess.nl/en) is regarded as the leading platform for communication about open access.

### 2. Aim of [www.openaccess.nl/en](http://www.openaccess.nl/en)

The website aims to gather objective, factual information and news about open access developments in the Netherlands in one place, supplemented by open access news from abroad that is of relevance here. The main focus is on factual information. Although there is some room for personal opinion, this must be clearly identifiable as a column or blog.

*It is the explicit aim of [www.openaccess.nl/en](http://www.openaccess.nl/en) to provide information and advice to break down the barriers encountered by researchers in the transition to open access publishing. The website does so by*

alerting readers to different points of view and by responding to those views. The site's aim and mission are clearly communicated, e.g. in the 'About us' section.

### 3. **Target audience**

Primary: National and international research community. Researchers, lecturers and students at research universities and universities of applied sciences, policymakers and other open access stakeholders at home and abroad.

Secondary: business community, science journalists, citizens and other consumers of scholarly information. Publishers are also part of this group.

### 4. **Core message**

Everyone should be able to read and reuse the results of publicly funded academic research online: this is the ideal pursued by the open access movement. All institutions of higher education in the Netherlands are working towards this goal. This site provides its target audience with objective information about recent developments that are helping to achieve this goal in the Netherlands. The site also gives practical advice to researchers wishing to publish in open access.

## 5. **Organisation (stakeholders)**

### 5.1 UKB open access working group

The working group sets the overall policy for the site, based on proposals from the editorial team and the Editorial Council.

### 5.2 Editorial Council

The Council is made up of representatives from the universities, NWO and VSNU. It critically monitors the website's content and reporting. It gives solicited and unsolicited advice and encourages the editorial team where necessary. Taking the target audience's perspective as its guide, the Council can also advise on the findability of the information on the site. Input from researchers themselves is especially important. The Editorial Council meets twice a year.

### 5.3 Editorial team

The editorial team is made up of representatives from the Dutch universities. The team is responsible for gathering news, writing and publishing news items, and maintaining and updating the website. There is also an Open Access Twitter account, where news items routinely appear. This too is the responsibility of the team.

The editorial team puts forward proposals for improving the 'searching and finding' of information on the website. These may relate to the platform used, or to navigation. Any modifications are carried out by third parties on the basis of specifications drawn up by the team.

The editorial team carries out its tasks with journalistic independence and meets at least six times a year.

Each quarter one member of the team carries primary responsibility for news items and for modifications to the website. The contact address for the team is displayed prominently on the homepage.

Once the editorial team is complete, a retirement schedule will be drawn up to guarantee continuity. The term of office is three years from the date of appointment, with a possible extension to 3.5 years.

Editorial team members must possess the following competences:

- Knowledge of and affinity with the site's target audience
- Affinity with Open Access/Open Science
- Experience in writing web texts

#### **5.4 Network of national correspondents**

The editorial team has a network of correspondents (open access contact persons at university libraries and SURF, plus a representative from the universities of applied sciences). They submit news about open access from their institutions to the editorial team, who make sure that it is posted on the website and disseminated (possibly after editing). The Twitter account is used to moderate discussions.

### **6. Managing the website**

#### **6.1. Content management**

Guidelines have been established for the purposes of content management. These include guidelines for writing texts and the tone that should be adopted. This format is included in the annex.

#### **6.2 Technical management**

The website was hosted by Utrecht University (UU) up until the first quarter of 2015, with routine management and maintenance contracted out to an external supplier. The costs were borne by UU.

Technical management was transferred to TU Delft in the first quarter of 2015. The website's navigation and content are now being drastically changed. TU Delft intends to contract out the rebuild to an external design agency, which may also take care of some of the minor routine maintenance. Delft will make the necessary arrangements.

#### **6.3 Social media**

The website will in future maximise the use of social media (Twitter, Facebook and perhaps Flickr).

### **7. Budget/funding**

The site plays a key role in communications about open access in the Netherlands. The communications strategy is determined by the stakeholders – SURF, VSNU, NWO and UKB.

The website is funded by the UKB (National Library of the Netherlands). This entails both out-of-pocket costs (e.g. the editorial team's time) and real costs (minor maintenance, translations). The editorial team

will draw up an annual budget for the latter and submit it to the UKB for approval. The cost of hosting the website will be borne by TU Delft.