

# OPEN ACTION KIT TIPS:

## BUILDING YOUR COMMUNITY & EXTENDING YOUR REACH

# OPEN IN ORDER TO

### FIND YOUR ALLIES

Whether your OA Week action is a strategic awareness campaign or a community event, chances are there are groups on your campus that care about the outcomes open can enable.

- STUDENT ASSOCIATIONS
- FACULTY SENATE
- POSTDOCTORAL & STUDENT AFFAIRS
- RESEARCH ADMINISTRATION
- UNIVERSITY PRESS
- TEACHING & LEARNING CENTER
- OA JOURNAL EDITORS & AUTHORS
- CENTERS FOR DIVERSITY & INCLUSION
- CURRICULUM COMMITTEES

These groups (we bet you'll think of a few more), include people that want to increase your institution's impact, improve equity, and change the world!

**THEY CAN HELP YOU ANSWER, SPREAD THE WORD & REALIZE WHAT OPEN FACILITATES.**

### UPPING YOUR OUTREACH

Use this year's theme for Open Access Week, "Open in Order to...", to promote all the ways Open can make a difference at your institution.

### TOOLS THAT CAN HELP

Getting the conversation started is hard work, but you don't have to go it alone. SPARC has got you covered with a set of resource to help you promote the action you're leading.

- **DOWNLOAD POSTERS FOR YOUR CAMPUS:**  
[HTTPS://TINYURL.COM/OA17POSTERS](https://tinyurl.com/OA17POSTERS)
- **USE THE HASHTAG: #OAWEEK**
- **CHECK OUT THESE TALKING POINTS:**  
[HTTPS://TINYURL.COM/TALKINGOA](https://tinyurl.com/TALKINGOA)
- **LEVERAGE THESE RESOURCES:**  
[HTTPS://TINYURL.COM/OAINSPIRATION](https://tinyurl.com/OAINSPIRATION)