

# **TIMELINE**

## **OPEN ACCESS WEEK**

**Benchmarks for planning International Open Access Week initiatives 6 months in advance to increase engagement.**

### **6 MONTHS BEFORE**

- **Explore ideas**
- **Begin planning**
- **Identify partners for collaboration**
- **Meet with stakeholders and team to coordinate efforts**

### **3 MONTHS BEFORE**

- **Prepare resources**
- **Check academic calendar**
- **Make reservations**

### **2 MONTHS BEFORE**

- **Meet with stakeholders and team to coordinate**
- **Check calendar for conflicting or corresponding events**

### **1 MONTH BEFORE**

- **Send communications**
- **Promote initiatives**
- **Confirm reservations**

### **TIME OF ACTION**

- **Execute or implement Open Access Week initiatives**
- **Celebrate a job well done**

### **THE MONTH AFTER**

- **Compile impact report**
- **Follow up with partners**
- **Communicate impact to stakeholders**