



Digital Content
Adopting and integrating
at Strategic Level

Open Access

Senior Level

UUK

Open Access Publishing Funds

Advocacy

Link Deposit to Academic PDR

Promotion

Research

Marketing

University PR and Web Teams

Raise Awareness

Business Cases

Skills

Benefits

Networks

Institutional Champions

Regional Contacts

Build a National Profile

Clarify and Define Your Vision

Key Issues

Resource Needs

Operational Issues

Identify

Academic Resistance

Sell Benefits

Financial

Strategic

Develop Carrots

Institutional Champions

Tackle Sustainability from the Star

Outreach

Academics

students

Research Administrators

IT

HR

Facilities

Managment

Link Digital Activity with Institutional Priorities

Roles and Responsibilities

Identify

Make Digital Content Someone's responsibility