

# eTheses: How to encourage change and influence people

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# Definition of Advocacy

Online OED

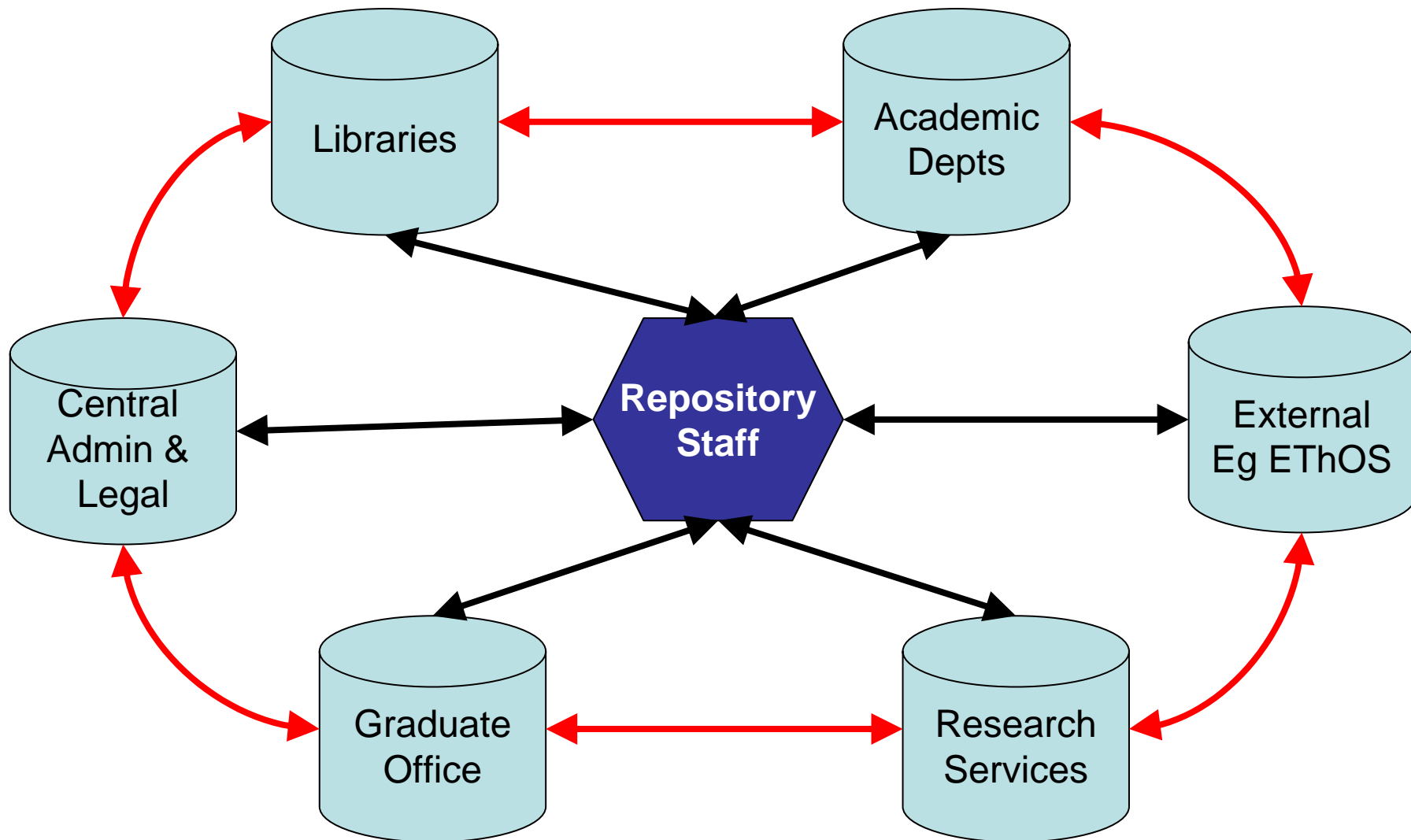
“It is a strange trade, I have often thought, that of advocacy.”

Thomas Carlyle: Reminiscences 1832-67  
(1881)

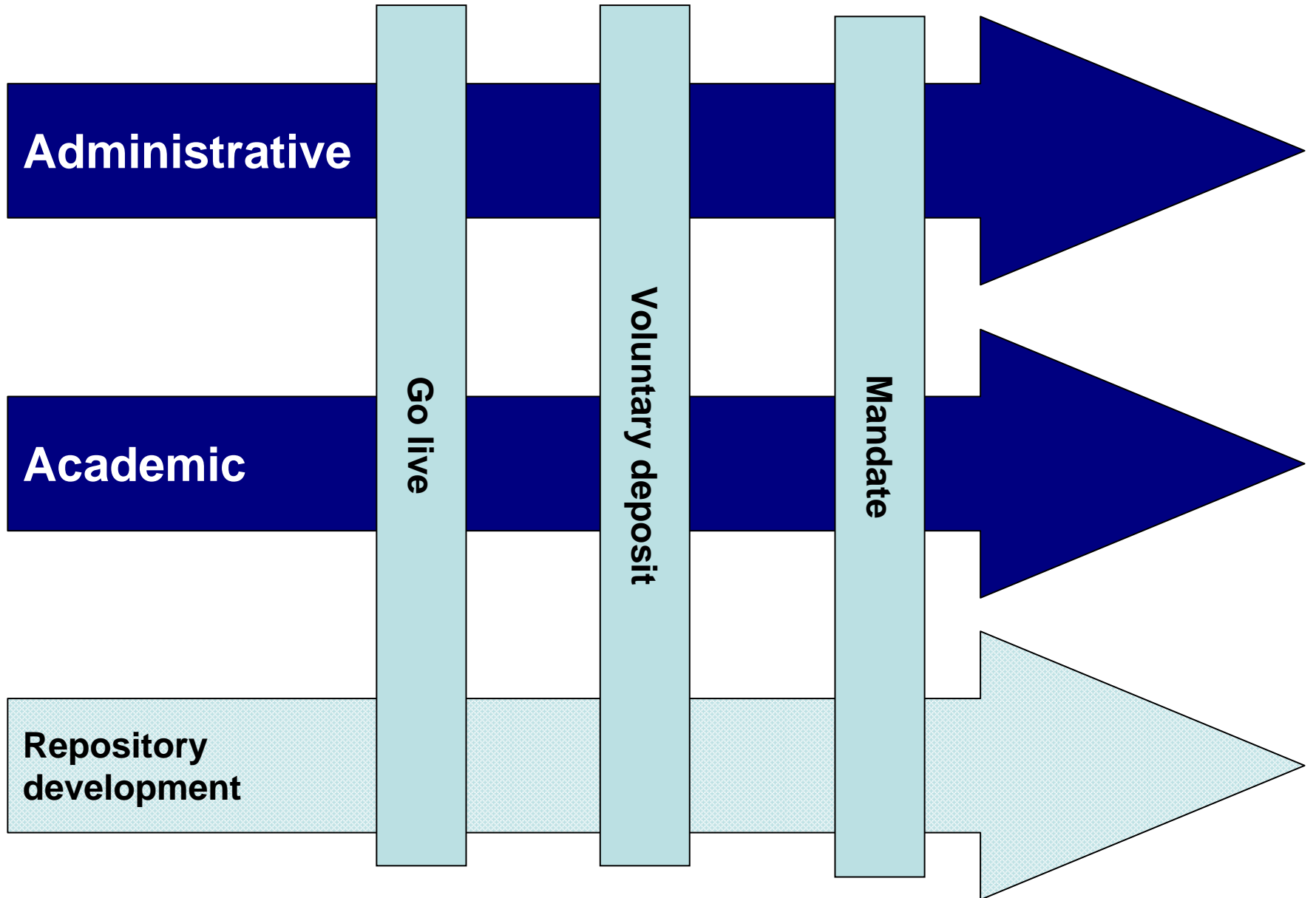
# Where to start



# Stakeholder Silos



# Strands



**Administrative**

**Academic**


**Repository  
development**

**Go live**

**Voluntary deposit**

**Mandate**

# Sales drive



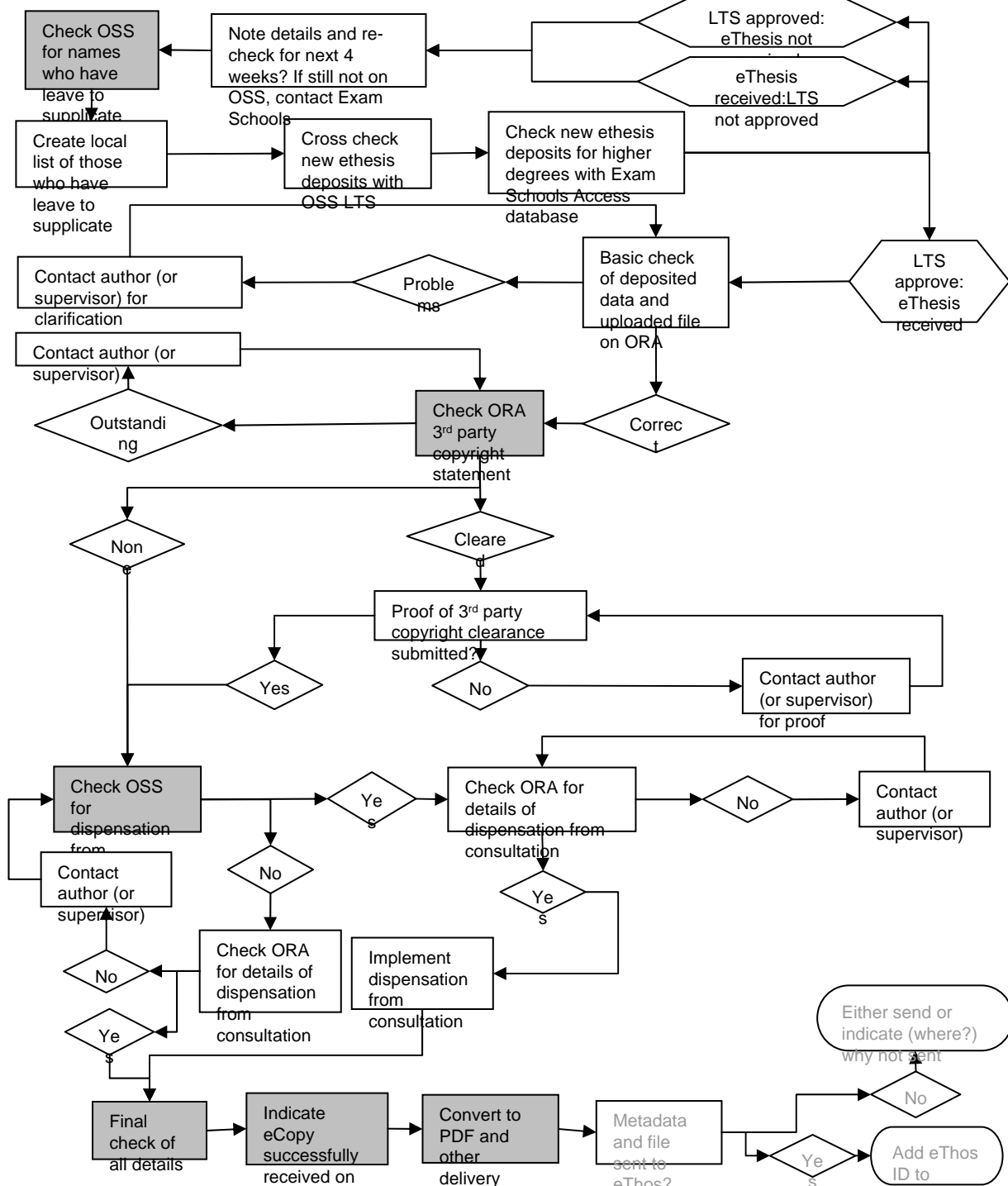
**Sell the  
benefits**

**As appropriate  
to each  
stakeholder**

# Obstacles

- Anticipate obstacles and risks
- Copyright and IPR
- Coming out of left field
- The awkward mob
- Rethinking procedures
- Ensuring you have the genuine article
- The devil is in the detail

**ORA eThesis Workflow diagram v. 3**



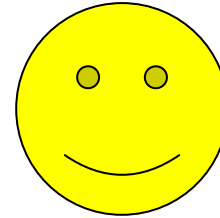
# Practicalities

- Timing
- Providing help and support
- Opportunities
- Working with stakeholders
- Funding and resources
- Security, maintenance and long-term provision

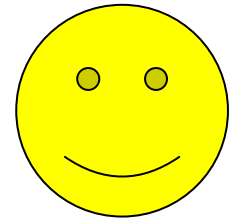
**Publicity & communication**

# “Reasons to be cheerful”

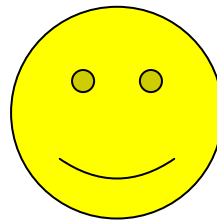
1. Help and support



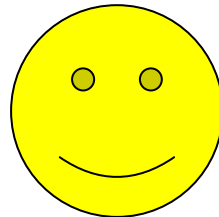
2. Others fighting similar battles



3. When not if



4. Statistics



# Final Words

Reassurance

Communication

Cover all  
bases

Fine detail