

CAUL 2020 Virtual Event Series

Transition to Open

Invitation to register

You are invited to register for the following two CAUL events. Please register by close of business on Monday the 27th July 2020. If you have any questions please contact Cicy Zheng at admin@caul.edu.au

This event is open to staff in CAUL Member institutions only.

Transition to Open: Jeff MacKie-Mason on Shared Goals, Stakeholder Communication and Collaboration in Publisher Negotiations

When: Tuesday 28th July at 11:00am – 12:30pm AEST

Where: Zoom Webinar ([Register!](#))

With a transformative agreement just signed with Springer Nature, plus existing agreements with Cambridge University Press, ACM, JMIR and PLOS, Jeff MacKie-Mason (University Librarian and Professor of Economics and Information at UC Berkeley) has been instrumental in driving change for Open Access. Jeff will share his experience on optimising partnerships and advocacy to strategic levels while gaining broad support across the academic community.

Topics to be covered during the Webinar include:

- Arriving at shared goals
- Communications (with faculty and students, administrators, the public via media)
- Role of data analytics
- Alternative access planning



Jeffrey MacKie-Mason

University Librarian and Professor of Economics and Information @UC Berkeley

Jeffrey MacKie-Mason is the University Librarian and Chief Digital Scholarship Officer at UC Berkeley. He has joint appointments as a professor in the School of Information, and in the Department of Economics. Since 2018 he has served as co-chair of the University of California Publisher Negotiations Task Force, leading efforts to transform scholarly publishing to open access. MacKie-Mason came to Berkeley from the University of Michigan, where he served as Dean

¹ Registration URL: https://us02web.zoom.us/webinar/register/WN_0cupKqKDSYuMPGW1QuzDyg

of the School of Information from 2010-2015. He was on the Michigan faculty for 29 years, where he received the Distinguished Faculty Achievement Award in 2010. MacKie-Mason earned his Ph.D. in economics from MIT and a master's in public policy from the University of Michigan. MacKie-Mason has been a pioneering scholar in the economics of the Internet, online behavior, and digital information creation and distribution.

Gwenda Thomas, Director Scholarly Services and University Librarian, The University of Melbourne will introduce Jeff. As we anticipate much discussion and many questions, additional time (up to 45 minutes) has been allocated for Q&A and discussions and will be facilitated by CAUL's Content Procurement Manager, Angus Cook.

We encourage you to engage with the speaker, to enable this we have set up a sli.do event, this allows you to ask questions and vote on those you would like the speaker to discuss during the session.

To participate in the discussion visit <https://www.sli.do> and use the event code 26899. You are welcome to start asking and voting on questions immediately.

CAUL Virtual Event Series: Transition to Open - Follow up discussion

When: Thursday 30th July at 2pm AEST

Where: Zoom Meeting ([Register²](#))

Following on from the Transition to Open Webinar delivered by Jeff MacKie-Mason, please join to continue the conversation and to discuss putting into action in a local context, many of the ideas and methods described by Jeff during the webinar.

The meeting will use "virtual breakout rooms" to facilitate smaller group discussion and to assist in focusing and exploring key themes emerging from Jeff's presentation. Feedback and suggested action points will be collated and will assist CAUL in informing its Advancing Open Scholarship program and Content Procurement Service.

² Registration URL: <https://us02web.zoom.us/meeting/register/tZ0qcOCqjpsH9P90XIOnc4QuoIGFQQCKgN>