DOAJ Ambassador Programme Logic Model

Situation

DOAJ is a unique and extensive index of diverse OA journals from around the world, driven by a growing community, committed to ensuring quality content is freely available online for everyone.

In March 2014, DOAJ improved criteria for inclusion. Since then, new applications must pass the new evaluation and journals listed before that date must re-apply to stay listed.

Unethical, questionable publishers frequently approach researchers, especially in developing countries. They require advice and guidance on where to publish open access and how to select a reputable journal.

Publishers, particularly in developing countries, need advice and guidance on how to produce high quality, reputable journals that adhere to best practices, and transparent business and editorial processes.

Inputs

Individuals
- DOAJ Team Members **(TM)**
Programme leader/Grant writing manager
Programme Manager
Programme Communication Manager
Managing Editors/Mentors
- Ambassadors **(AM)**

Budget
- IDRC Grant (2016)
- Ambassadors' compensation (2017 onwards)
- Staff salaries
- Travel expenses for in-person meetings
- Travel expenses for Ambassadors to attend academic events

Materials
- DOAJ Quality Criteria
- Training materials
- Funding communication materials (e.g., letters to sponsors)
- Social media accounts & posts
- DOAJ Website & Admin system
- Google Analytics
- Ambassadors action plan
- Communication tools (e.g., Google Meet, Zoom, Slack)
- Internet connection
- Personal equipment & software

Additional Resources
- Facilities for in-person meetings (Crete & Barcelona)
- Induction program

Activities

OUTREACH

(AM) Promote DOAJ in their respective regions

- Represent DOAJ in events (webinars, panels, workshops, etc.)
- Collaborate with the DOAJ core team on fundraising activities in their region
- Do or facilitate translations to support outreach activities

(AM) Discover and assist OA publishers in their region in implementing good publishing practices

- Promote best practices and DOAJ criteria
- Identify questionable publishers and practices in their regions

EDITORIAL

(TM) Train Ambassadors on the DOAJ criteria and application review procedures

(AM) Review and actively solicit new applications and reapplications to DOAJ from their regions

(AM) Assist TM in the applications' decision-making process

(AM) Train journal editors to produce better quality applications to DOAJ

Outputs

- Number of events where Ambassadors participated
- Number of partnerships and agreements
- Number of scholarly publications on DOAJ authored by Ambassadors
- Number of social media publications on the programme
- Increased interactions on DOAJ social media accounts
- Increased DOAJ website traffic from developing countries
- Number of new volunteers from developing countries
- Number of new sponsors added
- Number of translated documents
- Number of delivered training sessions (in-person and online)
- Number of invited journals from developing countries to apply to DOAJ
- Number of journals from developing countries indexed in DOAJ
- Number of delivered training sessions (in-person and online)

Outcomes

Short Term

Actively connect publishers and the academic community raising awareness of the importance of being included in the DOAJ

Raise awareness about good publishing practices among researchers

Increase the reputation and use of the DOAJ among developing world academics and publishers

Increase the knowledge and use of best practices among developing world publishers of open access journals

Medium Term

Influence university research managers, gov authorities, societies, and research funders to promote OA mandates and inclusion of OA journals in reward systems ("whitelists")

Marginalise bad publishing practices

Reinforce the importance of authors and publishers alike making informed decisions on where to publishing research material

Long Term

Reinforce the importance of authors and publishers alike making informed decisions on where to publishing research material

Increase the capacity of developing world publishers to use best practices for the publication OA journals

Programme's Goal

To enhance and expand the infrastructure that supports open access publication of the research literature in developing countries, and to help researchers from developing countries to get published in good quality open access journals

Desired Impact

To improve the reputation and visibility of open access journals from developing countries by accelerating the re-evaluation of existing journals from the South that already are listed in the DOAJ and as well as evaluate new applications of journals published out of these regions (regardless of whether the journals are published in local languages or English)