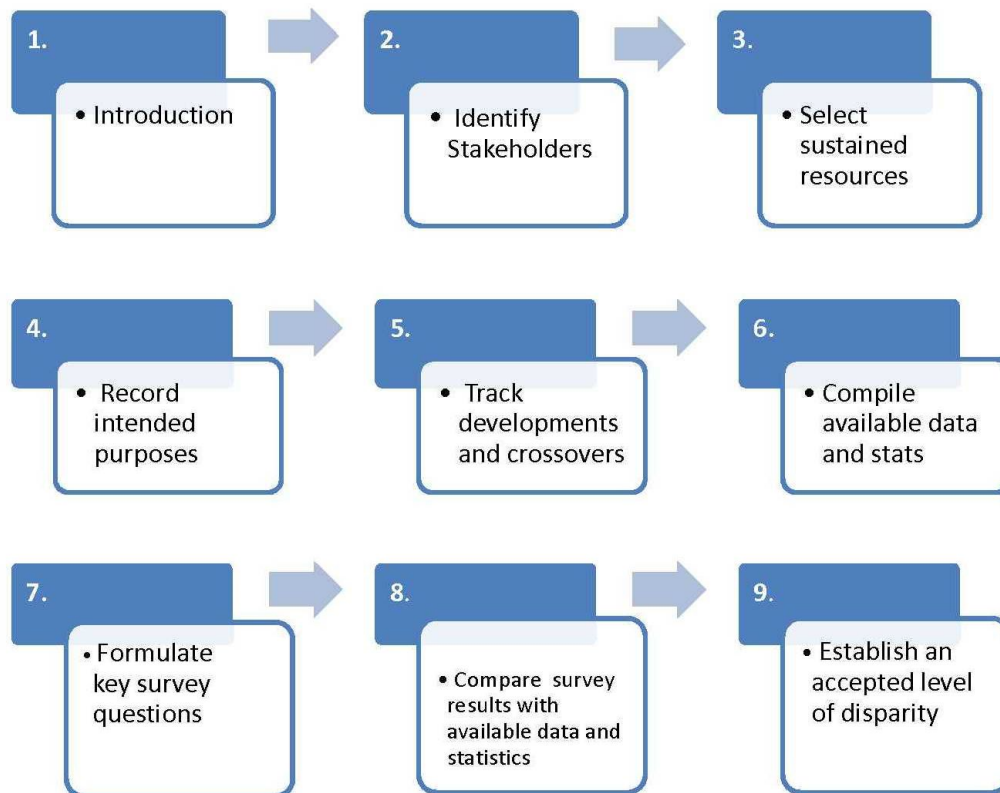


Leveraging Grey Literature: A Training in Intelligent Resource Assessment

Dominic Farace, GreyNet International



GreyNet was established in the Netherlands in 1992 as an independent information network and today serves stakeholders worldwide. Over the years, GreyNet has developed and provides a number of information resources in the field of grey literature. This training module is an example of how an organization can leverage its sustained resources in order to better serve its stakeholders and their user base.



Innovation begins with insight into ones resources!

1.

- Introduction

This training module was first presented to a group of librarians and information professionals at the Library of Congress on August 11, 2015. While it is based on a case study of the Grey Literature Network Service, the module demonstrates application and value for other organizations both within and outside the grey literature community.

The training comprises a step-by-step, hands on approach in the assessment of sustained information resources. The 9 steps in the model outlined here have been extracted from the workbook that was developed and used in the Summer training mentioned above.

*Before proceeding further with the training,
let's briefly agree for the sake of definition on three terms found in its title:*

Grey Literature is a field in library and Information science that deals with the production, distribution, and access to multiple document types produced on all levels of government, academics, business, and organization in electronic and print formats not controlled by commercial publishing i.e. where publishing is not the primary activity of the producing body.

Leveraging implies the effective use of a cognitive tool applied in order to improve and/or enhance an organization's positional advantage. It is the power to act effectively on behalf of ones (an organizations) stakeholders by using its key resources to their maximum advantage. For a business this may be interpreted by an increase in profit. For a non-profit organization it may rather imply meeting costs, matching funds, and/or increased use and application of its products and services.

Intelligent is a term linked to the level of openness applied in this case study. It is a demonstration of transparency. It is an exercise in evidence based practice, where the outcome allows for change and where corporate memory is involved in the decision making applied in the deployment of human and material resources as well as revenues available in one's organization.

2.

- Identify Stakeholders

In the case study, GreyNet identifies seven types of stakeholders seen as financial and/or content contributors. One group, GreyNet's Associate Members, are also identified as *Corporate Authors*. Their support is the guarantee to GreyNet's information products and services.

- Organizational Members (Associate, Institutional, Individual)
- Recognized Partners
- Conference Hosts and Sponsors
- Authors and Researchers
- Service Providers
- Committee Members
- Journal Editors

GreyNet Associate Members



INIST



3.

- Select sustained resources

In order to carry out the selection of sustained resources, GreyNet turned to its Annual Business Report in which a comprehensive timeline is maintained. Nine resources were selected and appear as numbered below:

- ① **2003** [Relaunch GreyNet.org](#)
- ② **2003** [Relaunch International Conference Series on Grey Literature](#)
- ③ **2004** [GreyNet Annual Award](#)
- ④ **2005** [The Grey Journal \(TGJ\)](#)
- ⑤ **2007** [GreyNet Conference Preprints in OpenSIGLE \(OpenGrey\) Repository](#)
- ⑥ **2009** [GreyNet Workshop Series](#)
- ⑦ **2010** [GreyNet Social Media](#)
- ⑧ **2012** [GreyNet Datasets in DANS Archive](#)
- ⑨ **2013** [GreyGuide Repository](#)

GreyNet Timeline 1992-2015

"Over Twenty Years of Service to the International Grey Literature Community"

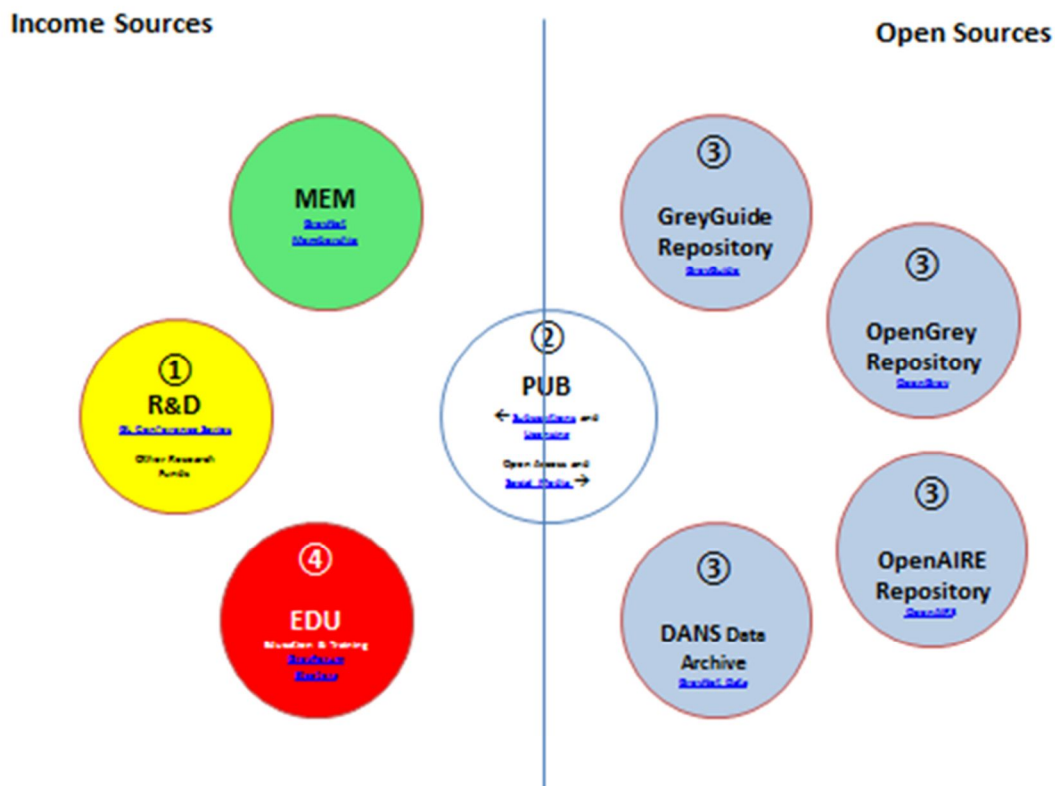
2015 - ...	2014 - 2013	2012 - 2011	2010 - 2008	2007 - 2000	1999 - 1992
2015 GL17 Seventeenth International Conference on Grey Literature in the KNW Amsterdam Pisa Declaration Translated into 18 languages Special Winter issue of TGJ on Repositories GreyWorks'15 Leveraging Grey Literature, Washington D.C. (forthcoming) 4th GreyForum Digital Preservation, Amsterdam, NL (forthcoming)	2014 GL16 Sixteenth International Conference on Grey Literature in Washington D.C., Host: FEDLINK/C New GreyNet Infrastructure 3rd GreyForum Policy Development Pisa Declaration Twitter and Netvibes GreyGuide web access portal OpenAIRE Portal to GreyNet's Collection of Preprints in OpenGrey	2012 GL14 Fourteenth International Conference on Grey Literature in Rome, Italy with CNIL as Host GreyWorks'12 Summer Workshop Series GreyNet's Twentieth Anniversary 1992-2012 GreyNet's International Directory of Organizations in Grey Literature GreyNet launches its Collection of research data in DANS Archive	2010 GL12 Twelfth International Conference on Grey Literature in Prague with NTK as Host Monograph on Grey Literature published by De Gruyter GreyWorks'10 Summer Workshop Series GreyNet's Retro Collections 1993-1999 in OpenSIGLE GreyNet launches LinkedIn Group 2009 GL11 Eleventh International Conference on Grey Literature, Washington D.C. FEDLINK Host GreyWorks'09 relaunch of the Workshop Series Grey Literature First edition of GreyNet's Newsletter 2008 GL10 Tenth International Conference on Grey Literature in Amsterdam Science Park GreyNet's Collections 2003-2007 via OpenSIGLE The Grey Journal, TGJ received a Dutch National Award	2007 GL9 Ninth International Conference on Grey Literature in Antwerp with EWI as Host Grey Literature accredited course via UNO OpenSIGLE GreyNet bilateral agreement 2006 GL8 Eighth International Conference on Grey Literature in New Orleans GreyNet launches Workshop Series GL7 Seventh International Conference on Grey Literature in Mancy, France with INIST Host The Grey Journal, TGJ launched 2004 GL6 Sixth International Conference on Grey Literature in New York with NYAM as Host First GreyNet Award Dinner 2003 GL5 Fifth International Conference on Grey Literature in Amsterdam GreyNet's relaunch by TextRelease 2000 GreyNet discontinued by MCB University Press	1999 GL39 Fourth International Conference on Grey Literature in Washington D.C. USA 1998 GreyNet merged with MCB University Press 1997 GL97 Third International Conference on Grey Literature in Luxembourg with the EC as Host 1996 GreyWorks'96 Workshop on Grey Literature in College Park Maryland, USA 1995 GL'95 Second International Conference on Grey Literature in Washington D.C. at Catholic University of America 1994 First volume of the Conference Proceedings published 1993 GL'93 First International Conference on Grey Literature in Amsterdam with EAGLE as Main Sponsor 1992 GreyNet established under the auspices TransAtlantic ²⁰

4.

- Record intended purposes

This step in the training relies in part on the corporate memory of an organization. Here, GreyNet reflects on its fourfold mission dedicated to research, publication, open access, and education in the field of grey literature. The graphic below further identifies GreyNet's income sources and open sources.

- ① Relaunch GreyNet.org after a 3 year (2000-2002) interval seeks to further develop GL as a field in LIS
- ② Relaunch GL Conference Series after a 3 year (2000-2002) interval to fuel research in the field of GL
- ③ GreyNet Annual Award Dinner recognizes outstanding achievement in GL and honors stakeholders
- ④ The Grey Journal (TGJ) in order to establish a flagship journal for the international GL community
- ⑤ GreyNet Conference Preprints in OpenSIGLE (OpenGrey) to comply with the Open Access Initiative
- ⑥ GreyNet Workshop Series to further education and training in the field of grey literature
- ⑦ GreyNet Social Media to broaden its social network and generate new sources of content
- ⑧ GreyNet Datasets in DANS Archive captures and makes accessible non-textual data linked to full-texts
- ⑨ GreyGuide Repository to house both proposed and published good practices and in grey literature



5.

- Track developments and crossovers

Just as GreyNet's Annual Business Report enabled the selection of sustained resources for this training module, so also it provides a current, comprehensive overview of the workings of GreyNet International. Information published in the Business Report enables one to keep track of and record developments in the resources provided its range of stakeholders.

- ① GreyNet.org – Associate Members and Corporate Authorship, Partnerships, New Infrastructure 2014
- ② International Conference Series on Grey Literature – Annual event, Call for Posters, Call for Tenders
- ③ GreyNet Annual Award Dinner – expanded to honor individual research as well as organizations
- ④ The Grey Journal (TGJ) – LISTA-FT, National Prize 2008, A&I Services, Special Winter Issues
- ⑤ GreyNet Conference Preprints in OpenGrey, Retro-Input, Cross-linking, WWS and OpenAIRE Portals
- ⑥ GreyNet Workshop Series – GreyWorks, GreyForum, as well as *ad hoc* courses and seminars
- ⑦ GreyNet Social Media – LinkedIn, Twitter, Netvibes, and Facebook
- ⑧ GreyNet Datasets in DANS Archive – Enhanced Publications Project (EPP) now integrated in Workflow
- ⑨ GreyGuide Repository – new release now also serving as GreyNet's Web Access Portal



Contents:

- Leadership in the field of Grey Literature
- Company Information
- Partnerships and Agreements
- Other Business Agreements
- GreyNet Associate Members and Corporate Authors
- Products, Services, and Professional Activities
- International Conference Series on Grey Literature
- Conference Hosts and Sponsors 1993-2015
- GreyNet International - Infrastructure 2015
- GreyNet's Sustained mix of Income and Open Sources
- GreyNet Corporate Authorship
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- Pisa Declaration on Policy Development for Grey Literature Resources
- Conference based Projects on Grey Literature, 1993-2000
- Conference based Research Projects on Grey Literature, 2003-2015
- GreyNet Annual Award for Outstanding Achievement in Grey Literature
- GreyNet Award Recipients, 1999-2015
- Education and Training Initiatives in Grey Literature
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- GreyNet Statistics 2014
- Financial Indicators
- GreyNet's Main Sources of Revenue
- SWOT Analysis
- GreyNet Timeline 1992-2015

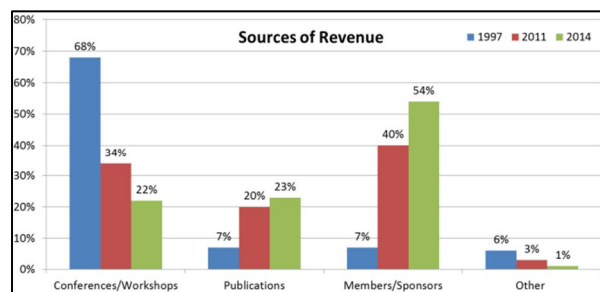
6.

- Compile available data and stats

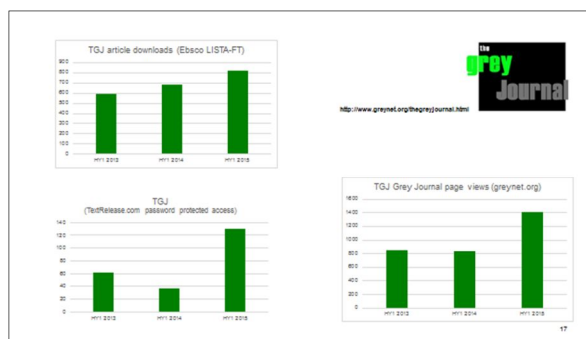
In the compilation of data and statistics available for this step in the case study, GreyNet was able to pool from a number of internal as well as external sources:

- In-house Excel and Outlook files
- Conference Evaluation Forms
- Agenda/Timesheet records
- Web Stats (Network Solutions)
- Licensed Journal Stats (EBSCO)
- Service Provider Stats (OpenGrey, DANS, and GreyGuide)
- Social Media (LinkedIn and Twitter)

EXAMPLES:



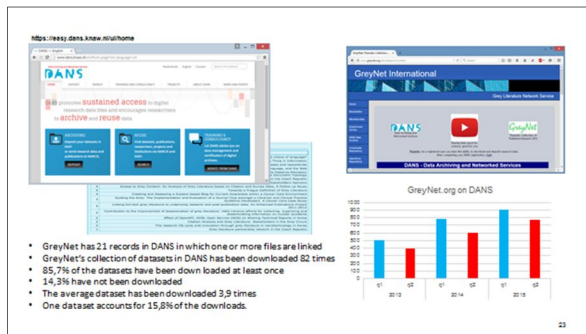
In-house Excel



EBSCO LISTS-FT and Web Stats



OpenGrey Service Provider and Web Stats



DANS Archive and Web Stats

7.

- Formulate key survey questions

Using Survey Monkey, a questionnaire was constructed in order to coincide with GreyNet's sustained resources that were selected for the case study. The first 9 questions were close-ended and the 10th allowed the respondent (if they chose) to identify themselves by filling-in their name, organization, and email address.

Leveraging Grey Literature: A Stakeholder Survey

1. Types of GreyNet Stakeholders <http://www.greynet.org>

GreyNet identifies several types of stakeholders: Members (Associate, Institutional, and Individual), Recognized Partners, Conference Hosts and Sponsors, Authors and Researchers, Service Providers, Committee Members, and Journal Editors.

1. Check the appropriate box (boxes) in which you would place yourself?

☐ Associate, Institutional, or Individual Member

☐ Recognized Partner

☐ Conference Host and/or Sponsor

☐ Author and/or Researcher

☐ Service Provider

☐ Committee Member


☐ Journal Editor

☐ None of the above

Does not apply

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8.

- Estimate anticipated survey results
- Compare actual survey results with available data and stats

The survey was administered via GreyNet's Distribution List as well as via its social media and ran 12 days (June 19 – June 30, 2015). There was a total of 77 (100%) respondents, 18 (23%) of whom did not identify themselves in one of the available 7 categories that GreyNet labeled as stakeholders. Question 1 allowed for multiple responses, while the other 8 close-ended questions only allowed one response. Approximately 38% of the respondents chose to identify themselves in Question 10, the other 62% remained anonymous. Not all of the questions received 100% response. For example, Question 8: "Apart from GreyNet's own workshops and seminars, how many events (onsite or online) have you participated in, where grey literature was featured on the program?" received the lowest number of responses (62 of the possible 77). The analysis of the results is still underway. Responses in the text boxes **Does not apply** will also be addressed in the formal presentation during the Seventeenth International Conference on Grey Literature (GL17), December 2015 at the KNAW in Amsterdam. The results will also be published in the GL17 Conference Proceedings.



Slides presented in this Step of the case study are paired-off in an attempt to compare the outcome of **Step 6** (data and stats) with the results of **Step 7** (survey). It is assumed that since both are related to same resources selected in **Step 3** of the model, significant similarities and disparities could be drawn.

9.

- Establish an accepted level of disparity
- Recommendations

GreyNet SWOT Analysis

Strengths

Leadership role, an established and recognized international information network, GreyNet as Brand Name, Corporate Memory, Partnerships and Agreements, Good Will, Commitment to Open Access, More than 20 years expertise in the field of grey literature, Sustained information resources, and a track record of before and after sales delivery and service, Established banking and fiscal control.

Weaknesses

ICT issues such as website functionality including graphic design, online ordering, use/user statistics and their analyses, underdeveloped marketing, sales, and promotional activities. Insufficient reserves for further investment. A sole proprietorship seen as an obstacle to potential membership. Insufficient presence at key national and international conferences where grey literature is either directly or indirectly related to the themes and programs.

Opportunities

Further role in training and education, as well as research and (digital) publication. Ability to upgrade, enhance, and leverage existing products and services. Increased potential for sponsorship. Better access to funding and grants. Streamlining the workflow through outsourcing. Further cooperation with the open access community as well as further cooperation with commercial publishers. More use of available social media and networks.

Threats

Continuity, inability to respond to growth leading to missed opportunities, infrastructure's command of the ever changing information landscape, the current financial climate.



This Training Module is available upon request

Don't wait to assess your information resources. While it may take you out of your comfort zone, it will help to secure your organization's positional advantage.

www.greynet.org

info@greynet.org