



From metadata exchange to measurable improvement

How OA Switchboard and its community are improving the accuracy, completeness and delivery of scholarly communications metadata.

BETTER DELIVER ON OUR MISSION

- The research ecosystem depends on accurate, complete and connected metadata to link people, funding, research outputs and organisations.
- OA Switchboard is an independent, not-for-profit and community-led solution that simplifies the exchange of scholarly communications metadata between publishers, institutions and research funders.
- Built by and for the people who use it, OA Switchboard works with the PID infrastructure already embedded in the research ecosystem, including DOI, ORCID and ROR.

Our ambition: get authoritative metadata to the right place, every time.

TURNING DATA QUALITY INTO MEASURABLE IMPROVEMENT

From identifying challenges to demonstrating progress

OA Switchboard is continuously working with the community to improve how publishers' authoritative publication metadata reaches institutions. We focus on three things:



Accuracy
Is the metadata correct and complete?



Coverage
Are we delivering metadata to all the organisations it should reach?



Relevance
Is the metadata reaching the right organisation?

Through analysis, experimentation and collaboration, we have identified challenges, tested improvements and tracked the results over time.

And the evidence shows where we are improving.

WHAT HAVE WE DONE?

DEEP-DIVES

2023–2024:
With selected publishers and consortia, we analysed delivery and metadata patterns to identify challenges, understand their causes and identify opportunities for improvement.

Publisher	Analysis date	Matched records/ sample size	DOI coverage*
Publisher 1	Jan/24	572 / 2,200	26%
Publisher 2	Jul/26	105 / 145	72%
Publisher 3	Jul/26	203 / 258	79%
Hogrefe	Aug-Sep/26	228 / 228	100%

*Different publishers/samples: not a time trend

In 2024, we implemented the 'Not-for-me' button in OA Switchboard, enabling participants to report incorrectly delivered P1-messages. We analyse these reports to identify patterns, learn from them and determine where improvements are needed.

NOT-FOR-ME

MORE ACCURATE DELIVERY

Deliver P1 messages more accurately to the appropriate recipients. No false positives.

Institution X – real case*					
Dates	# of P1-messages delivered	# incorrectly delivered (not-for-me)	% not-for-me of total	# correctly delivered	% correct
Benchmark July 2025 - April 2026	77	48	62%	29	38%
Metric for July-YTD	13	0	0%	13	100%

Institution X – simulation with improved matching

Dates	# of P1-messages delivered	# incorrectly delivered (not-for-me)	% not-for-me of total	# correctly delivered	% correct
Benchmark July 2025 - April 2026	77	48	62%	29	38%
Simulation after 15 June (new approach applied to 44 of the not-for-me)	44	0	0%		

WHAT THIS SHOWS
This is how the not-for-me analysis started: assess actual delivery accuracy (benchmark). This is how we can now track improvements over time for earlier problem cases.

WHAT THIS SHOWS
This is evidence that the improved matching is working as intended, as incorrect deliveries on former not-for-me cases would have been zero with the new approach.

* OA Switchboard staff need permission to do this analysis in a participant's account.

POSITIVE FEEDBACK LOOPS

Author affiliations (text) in P1-messages, without a matching ROR ID

analysis period: July 2026
number of author affiliation records analysed: 777

Findings after manual analysis in August 2026:	#	%	Analysis during September 2026:	Action by ROR during September/October 2026:	#	%	Further action:
false negative, as ROR GitHub tool does not resolve into a matching ROR ID	5	1%	OA Switchboard to investigate 'sourceaffiliation' (from Jats-XML) and matching rules in the publisher's custom connector	146x addition of a (variant) name in the ROR registry (5x included in the analysis by ROR)	0	0%	
false negative, as manual look-up in the registry finds a matching ROR ID	356	46%	ROR to investigate	13x row matches in single search with subsequent metadata changes	0	0%	
True negative, as GitHub tool also doesn't resolve, nor does manual look-up in registry	416	54%		32x addition of a (variant) name in the ROR registry, but single search can't match	32	5%	single search matching to further learn and develop
	777	100%		14x name already present on the record, but single search can't match	14	2%	
				154x ambiguous or low-quality affiliation that doesn't translate to new name addition	154	25%	for 570 records of ambiguous or low-quality affiliations, publisher intervention will be needed to require higher-quality data
					416	68%	
					616	100%	

Example publisher 1
<aff id="rgh20191-aff-0001">
<label>
¹
</label>
<named-content content-type="organisation-division">School of Biology and Ecology</named-content>
<institution>University of Maine</institution>
<city>Orono</city>
<named-content content-type="country-part">ME</named-content>
<postal-code>04469</postal-code>
<country country="US">USA</country>
</aff>
-> "Institutions.sourceaffiliation" = University of Maine, Orono, USA

Example publisher 2
<aff id="aff1"><label>1</label>
<institution>School of Earth and Environmental Sciences, Cardiff University, Cardiff, CF10 3AT, United Kingdom</institution>
</aff>
-> "Institutions.sourceaffiliation" = School of Earth and Environmental Sciences, Cardiff University, Cardiff, CF10 3AT, United Kingdom

Example publisher 3
<aff id="aff2">
²
<institution-wrap>
<institution>Southern Arizona VA Health Care System</institution>
</institution-wrap>
<country>United States</country>
</aff>
-> "Institutions.sourceaffiliation" = Southern Arizona VA Health Care System, United States

- **ROR:** worked together on improved ROR matching for selected publishers:
 - Refining input data, using single-search and adjusting how search results are interpreted.
- **Business partners and vendors:** worked together on continuous improvements.



Announcing a New Affiliation Matching Strategy in the ROR API

Home > Blog > Announcing a New Affiliation Matching Strategy in the ROR API

By Amanda French, Adam Buttrick | December 2, 2025
DOI: <https://doi.org/10.7193/zaz9-g810>

"In our testing, the single search strategy is 7.55 percentage points better at matching affiliation strings overall than multisearch for our benchmark dataset" (sample from all of Crossref)

MATCH & DELIVER PROGRAMME

OA Switchboard launched the Match & Deliver Programme to systematically track and improve the quality and comprehensiveness of metadata delivery – getting more accurate and complete metadata to the appropriate recipient(s) and to all relevant participants.

This helps research institutions better connect people, funding, research outputs and organisations.

Publisher A		
total number of affiliations	103.584	100%
number of affiliations without ROR ID	11.594	11%
number of affiliations with ROR ID	91.990	89%
Publisher B		
total number of affiliations	40.721	100%
number of affiliations without ROR ID	10.554	26%
number of affiliations with ROR ID	30.167	74%

period analysed: July 2026

COMMUNITY COLLABORATION MAKES IT HAPPEN



Strong stakeholder collaboration is essential for **analysing data, sharing learnings, driving improvements and building evidence for continuous improvement.**



The initiatives and projects are part of the **Data Quality Challenge**, launched in October 2023, which calls on publishers, institutions and funders to revolutionise how research and publication metadata is **created, shared and maintained.**



Enabled by OA Switchboard, the challenge builds on **shared lessons and best practices across the industry**, reflecting our core values of **Trust, Collaboration, and Efficiency.**