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Buying Openly, Developing the Analysis for Total Cost of Publication

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NISO Two-Part Webinar: Managing an Open Access World
Part 1: Open Access & Acquisitions

Wednesday, September 7, 2016

1:00 p.m. - 2:30 p.m. (Eastern Time)

**Buying Openly, Developing the Analysis for Total Cost of
Publication**

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Current Collection Development Practices

- Based on the rhetoric of “return on investment”
- Focuses on “use” by readers/consumers or content
- Use is an indicator of “Value”
- Developed through policy not priority

Collection Development for the Content Creator

- Focus on local publication trends & content creation
- Redefining the concept of “investment”
- Determining the metrics of the producer
- Local publication record is an indicator of Value
- Develop collection priorities not policies to allow for flexibility

New Collection Models

- Support for Article Processing Charges (APCs)
- Open Access Patronage
- Open Access EBooks
- Developing Local Open Collections

Total Cost of Publication

Pinfield, S., Salter, J. and Bath, P.A. (2015) The 'total cost of publication' in a hybrid open-access environment: Institutional approaches to funding journal article-processing charges in combination with subscriptions. *Journal of the Association for Information Science and Technology*.

- APCs made either for individual journal articles or as part of a bulk pre-payment scheme
- Subscriptions for either individual journal titles or packages
- Additional administrative costs for managing APC's

Further Considerations of Pinfield, Salter, & Bath Article

Their study looked at:

1. Analysis details of APC payments being made by designated institutions
2. Compared these costs with subscription payments made by the same institution
3. Estimated additional administrative costs to institutions regarding the management of APC's
4. Established a picture of the total cost of publication to institutions

Other Studies

UC Pay It Forward Project

http://icis.ucdavis.edu/?page_id=286

Disrupting the subscription journals' business model for the necessary large-scale transformation to open access

http://pubman.mpdl.mpg.de/pubman/item/escidoc:2148961:7/component/escidoc:2149096/MPDL_OA-Transition_White_Paper.pdf

Open Access Patronage

- Funding OA initiatives with ongoing commitments (DOAJ)
- Memberships to open access journals or packages (PLoS, OLH)
- Participating in crowdsourcing initiatives to make content open (ArXiv, BioRxiv, SocArXiv)
- Encouraging publication in open access sources

Open Access EBook Initiatives

Knowledge Unlatched: <http://www.knowledgeunlatched.org/>

Lever Press: <http://www.leverpress.org/>

OAPEN Ebooks: <http://www.oapen.org/content/libraries>

Project Muse: <http://musecommons.org/blog/category/openaccess/>

Developing Local Open Collections Also Known as Scholarly Communications or Digital Initiatives

- Meet with key faculty/departments to identify collections
- Review special collections held and what can be digitized
- Identify key classes/programs that require local content
- Reach out to local communities

Expanding Your Collection Analysis Part I

- Consider adding into analytic reports, the number of faculty articles published in a given journal title for a given year.
- Consider adding in altmetrics for significant publication journals
- During subscription negotiations with hybrid providers, start asking for either subscription cost breaks or reduction in annual access fees based on faculty publication record with them

Expanding Your Collection Analysis Part II

- Review citations analysis to see where faculty are publishing open access and if patronage will reduce or do-away with APCs (what's your tipping point?)
- Review OA initiatives to evaluate cost per title provided
- Review Project COUNTER JR1-GOA reports and note local use of gold open access content & see how it correlates to local OA publishing

Evaluating Open Access EBook Options

- Review your approval plans for titles purchased in print by same publishers now available as open access
- Review your historic spend on print titles with the publishers involved in these initiatives
- Survey faculty to get indication of value of publishers included in these initiatives

Evaluating Local Open Access Collections

- Review usage of institutional repository
- Review content creator metrics
- Identify highly used locally created resources
- Promote new digitized collections/access to content the same as purchased content

In Closing

- Tools needed for full evaluation are still in development
- Academic scholarship is becoming an iterative process and librarians need to seriously consider at what points during the research lifecycle they should capture and preserve what their faculty are creating in order to provide the most relevant aspects of the works created from their institutions
- Thank you