Mining for Gold: Identifying the Librarian's Toolkit for Managing Hybrid OA

Jill Emery
Portland State University, jemery@pdx.edu

Follow this and additional works at: https://pdxscholar.library.pdx.edu/ulib_fac

Part of the Library and Information Science Commons

Let us know how access to this document benefits you.

Citation Details
Emery, Jill, "Mining for Gold: Identifying the Librarian's Toolkit for Managing Hybrid OA" (2013). Library Faculty Publications and Presentations. 92.
https://pdxscholar.library.pdx.edu/ulib_fac/92

This Presentation is brought to you for free and open access. It has been accepted for inclusion in Library Faculty Publications and Presentations by an authorized administrator of PDXScholar. Please contact us if we can make this document more accessible: pdxscholar@pdx.edu.
Mining for Gold

Identifying the librarians’ toolkit for managing hybrid OA

By State Library of Queensland, Australia
Mission of Librarians

- Mission of Librarians is to Improve Society through Facilitating Knowledge Creation in their Communities


- [http://www.newlibrarianship.org/wordpress/](http://www.newlibrarianship.org/wordpress/)

Angela Raspin, Librarian responsible for Manuscripts and Special Collections with Ben Pimlott when editing the Dalton Diary By LSE Library (London School of Economics Library)
A Future To Consider

- “Breaking the barriers of time and space: the dawning of the great age of librarians”

- T. Scott Plutchak


- doi: 10.3163/1576-5050.100.1.004
Three Objectives of This Presentation

- OA = money
- OA = management
- OA = enterprise endeavor

#23-2-749, item AC-ER-03
Div. Rare & Manuscript Collections, Cornell University Library
Figure 4.1 Share of world articles for UK and comparators, 2006-2010.

Source: International Comparative Performance of the UK Research Base – 2011
Prepared by Elsevier for BIS
Background of Survey

- **Survey Team**
  Sarah Beasley, Robin Champieux, Jill Emery, Kasia Stasik

- **Choice of Publishers**

- **Questions Asked**

Still Picture Records Section, Special Media Archives Services Division (NWCS-S), National Archives at College Park, 8601 Adelphi Road, College Park, MD, 20740-6001.
## OA Hybrid Overview

<table>
<thead>
<tr>
<th>Publishers</th>
<th>Name of your hybrid OA program</th>
<th>Year began</th>
<th># of journals participating (at time of survey)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambridge UP</td>
<td>Cambridge Open</td>
<td>2007</td>
<td>120 out of 297 total</td>
</tr>
<tr>
<td>Elsevier</td>
<td>Elsevier Open Access</td>
<td>2006</td>
<td>1,500 out of 2,700</td>
</tr>
<tr>
<td>Nature PG</td>
<td>NPG Open</td>
<td>2007</td>
<td>47 out of 84</td>
</tr>
<tr>
<td>Oxford UP</td>
<td>Oxford Open</td>
<td>2005</td>
<td>110 out of 246</td>
</tr>
<tr>
<td>Sage Publications</td>
<td>Sage Choice</td>
<td>2006</td>
<td>200+ out of 632</td>
</tr>
<tr>
<td>Springer B.V.</td>
<td>Springer Open Choice</td>
<td>2004</td>
<td>1,400+ out of 1,945</td>
</tr>
<tr>
<td>Taylor &amp; Francis Group</td>
<td>T&amp;F Open Select</td>
<td>2006</td>
<td>685 out of 1,600</td>
</tr>
<tr>
<td>Wiley/Blackwell</td>
<td>OnlineOpen</td>
<td>2004</td>
<td>743 out of 1,500</td>
</tr>
</tbody>
</table>
## OA Hybrid Costs

<table>
<thead>
<tr>
<th>Publishers</th>
<th>OA hybrid costs</th>
<th>Factors</th>
<th>Track source of APC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambridge UP</td>
<td>STM: $2,700</td>
<td>Production</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>HSS: $1,350</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elsevier</td>
<td>$3,000</td>
<td>Production/competitors</td>
<td>No</td>
</tr>
<tr>
<td>Nature PG</td>
<td>$2,620-$5,000</td>
<td>Production/rejection rates/Competitors</td>
<td>No</td>
</tr>
<tr>
<td>Oxford UP</td>
<td>$3,000</td>
<td>Production/Competitors</td>
<td>Yes</td>
</tr>
<tr>
<td>Sage Publications</td>
<td>$3,000</td>
<td>Varies by discipline</td>
<td>No</td>
</tr>
<tr>
<td>Springer B.V.</td>
<td>$3,000</td>
<td>Production</td>
<td>No</td>
</tr>
<tr>
<td>T&amp;F Group</td>
<td>$3,250</td>
<td>Production</td>
<td>Yes</td>
</tr>
<tr>
<td>Wiley/Blackwell P</td>
<td>$3,000</td>
<td>Not Answered</td>
<td>No</td>
</tr>
</tbody>
</table>
How costs break down
An economic model shows how switching from subscription to open access changes the costs of publishing.

- Subscription PRINT & ONLINE ($4,871)
- Subscription ONLINE ONLY ($3,509)
- Open access ONLINE ONLY ($2,289)

Voluntary peer review (not counted in price)
Additional cost if reviewers were paid for their time.

- Article processing
  - Administering peer review (assuming average rejection rate of 50%);
  - Editing: proofreading; typesetting; graphics: quality assurance.
- Other costs
  - Covers, indexes and editorial; rights management; sales and payments;
  - Printing and delivery; online user management; marketing and communications; helpdesk; online hosting.
- Management and investment
  - Includes cost to establish journal: assumed 20% subscription;
  - 15% open access.

Margin
Assumed 20% subscription; 15% open access.

Data from J. Houghton et al. Economic implications of alternative scholarly publishing models (Joint Information Systems Committee, 2009), available at go.nature.com/vqznzv.
## OA Hybrid Discounts Offered

<table>
<thead>
<tr>
<th>Publishers</th>
<th>Discount offered</th>
<th>When</th>
<th>Consortia discount?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambridge UP</td>
<td>Uptake has not impacted sub cost</td>
<td>Not applicable</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Elsevier</td>
<td>Not explicitly given/OA still too small %</td>
<td>Not applicable</td>
<td>No</td>
</tr>
<tr>
<td>Nature PG</td>
<td>Global discount if over 10% or more of content in previous year OA</td>
<td>Started in 2010</td>
<td>Site license applied</td>
</tr>
<tr>
<td>Oxford UP</td>
<td>2013 is discounted based on 2011 OA publishing/mitigation of inflation</td>
<td>Started in 2009</td>
<td>Same as institutional discount</td>
</tr>
<tr>
<td>Sage</td>
<td>Monitoring uptake</td>
<td>Not yet</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Springer</td>
<td>Significant OA uptake means discount to an institution</td>
<td>Not given explicitly</td>
<td>Each consortia discount is unique</td>
</tr>
<tr>
<td>T&amp;F Group</td>
<td>Calculation related to % of OA in previous yr</td>
<td>Not given explicitly</td>
<td>If negotiated for</td>
</tr>
<tr>
<td>Wiley/Blackwell</td>
<td>No</td>
<td>Not applicable</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Publishers</td>
<td># of articles (at time of survey)</td>
<td>Growth rate</td>
<td>Exclusion?</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------------------</td>
<td>----------------------------------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>Cambridge UP</td>
<td>363 since 2007</td>
<td>1%</td>
<td>Society Preference</td>
</tr>
<tr>
<td>Elsevier</td>
<td>2,750 since 2007</td>
<td>~8%</td>
<td>Society Preference</td>
</tr>
<tr>
<td>Nature PG</td>
<td>822 since 2007</td>
<td>10%</td>
<td>Partner Organizations Choice</td>
</tr>
<tr>
<td>Oxford UP</td>
<td>4,340 since 2007</td>
<td>10% in life sci 3% in medicine 1.5% in HSS 2.5% in Math</td>
<td>Law Case Reports Demand lacking Society Preference</td>
</tr>
<tr>
<td>Sage Publications</td>
<td>116 since 2007</td>
<td>10%</td>
<td>Society Preference</td>
</tr>
<tr>
<td>Springer B.V.</td>
<td>5,912 since 2009</td>
<td>1.1%</td>
<td>Society Preference</td>
</tr>
<tr>
<td>T&amp;F Group</td>
<td>312 since 2007</td>
<td>6%</td>
<td>Society Preference</td>
</tr>
<tr>
<td>Wiley/Blackwell Publishers</td>
<td>1,864 since 2009</td>
<td>1.2%</td>
<td>Society Preference</td>
</tr>
</tbody>
</table>
Hybrid OA Marketing & Licensing

- Journal website
- Article acceptance
- Article submission
- Variations of CC-BY-SA-NC or CC-BY-SA-NN

Eason’s Book Stall at Waterford Train Station
By National Library of Ireland on The Commons
Publisher Tracking of Hybrid

- OA tracking @ point of order for primary author
- Some tracking on APC funding
- Track uptake by journal & funding body but not institution
- Metatags used on articles
- Track usage

Tracks leading into the freight house at Proviso yard. This is said to be the largest covered freight house in the world. C&NWRR, Chicago, Ill. By the Library of Congress
Libraries Obtaining Lists

- Not easy
- No cross-over between fulfillment system & article processing system
- Download statistics via COUNTER 4 compliant usage reports
Librarian Advantages

- Librarians & the scholarly publishing ecosystem
- We have experience with article level processing
- We have institutional view of program development & needs
Librarian Strategy #1

- Talk about hybrid OA
- Identify stakeholders in the library
- Identify stakeholders at your institution
- Build essential partnerships

By Woodrow Wilson Presidential Library Archives
Librarian Strategy #2

- Develop funding for content creation
- Re-evaluate research resource demand
- Maintain funding for unanticipated collection purchases/needs
Librarian Strategy #3

- Become familiar with the standards
  Promote the use of standards to the stakeholders

- Promote use of standards with hybrid OA publishers

- Watch NISO for the development of a standard for Open Access Metadata and Indicators

Image taken from Wikimedia Commons
20/2/2013 listed in public domain.
Problems with Tracking OA

- Citation tools
- Subscription agents are not there yet
- Stakeholders may have useful information
Librarian Strategy #4

- Develop your way to pull together funding management & publication tracking
- Assume you will miss something
- Explore OAK & CCC options more fully
What to Avoid with Hybrid OA

- Separate teams
- Separate processing stream
- Ceding management to another institutional department

Detail of an Engineer and Engine at a Rail Cross Road in New Ulm, Minnesota. By the U.S. National Archives
From Gold to Green

- Can lead to other options
- Make recommendations
- Offer local publishing options
- Offer maker spaces
Conclusion

- Make the investment to support OA publishing at your library
- Develop the management structures needed
- Engage everyone in OA provision
Thank You

- Jill Emery
- Collections Librarian
- Portland State University
- E: jemery@pdx.edu
- @jillemery
- Ntkl.tumblr.com