



JSTOR

Library-funded Open Access models for journals

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October 29, 2020



Knowledge Unlatched Open Access Made Simple

Berlin, October 29th, 2020
Philipp Hess



Agenda

- General Information
- Subscribe 2 Open – What's the fuss about?
- Practical Aspects



General Information

- KU commits to making scholarly content freely available to everyone
- KU develops the Open Access (OA) infrastructure
- KU is an online marketplace for OA content for libraries and institutions worldwide
- KU supports publishers of monographs and journals in various disciplines in their transition from paywalled to Open Access
- KU offers various tools, partner programs and services to increase visibility for OA content

2.000 +

Books

600 +

Libraries

100 +

Publishers

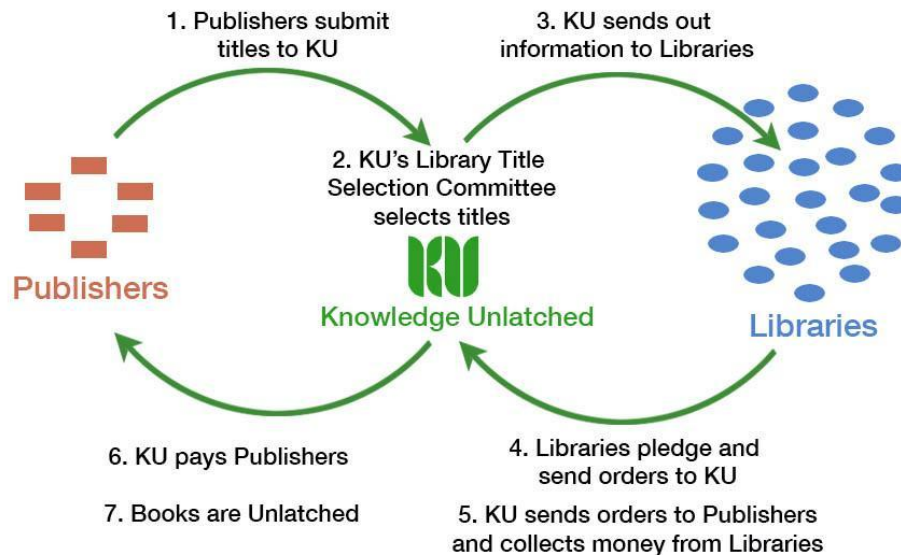
30 +

Journals

8.500.000 +

Interactions

The KU Pledging Mechanism



Subscribe-2-Open – What's the Fuzz about?

- Turning existing subscription customers into Open Access supporters
- Easy and hassle-free transition for supporters
- Integration into existing library workflows
- No extra set-up needed
- Additional Revenue through upselling



Practical Aspects

- Renewals through existing sales agents
- Streamlined workflow
- Clear communication and single point of contact for publishers



Thank you for your attention!
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Berlin, October 29th, 2020
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Library-Funded Open Access Models for Journals

*A discipline-driven
subscribe-to-open model*

Introducing Berghahn Open Anthro!

A subscribe-to-open (S2O) Open Access model piloted by Berghahn in partnership with Libraria and Knowledge Unlatched for 2020! The aim is to convert 13 Berghahn Anthropology journals to full Open Access on an on-going and sustainable basis.

[View full details about BOA-S2O](#)



Vivian Berghahn
Berghahn Journals
www.berghahnjournals.com

Berghahn Books

- **Independent mission-driven scholarly press**
 - A family firm established in 1994 with 25 staff across offices in Brooklyn, NY and Oxford, UK and beyond
- **Focused on the humanities and social sciences**
 - Anthropology; History; Film Studies; Refugee and Migration Studies; Archeology
- **Publishing program**
 - 125 new titles / 50 paperback editions per year
 - Simultaneous print and ebooks / avg. 10 OA in 2020 (48 OA LTD)
 - Berghahn Journals: 39 journals / 15 OA



Why would an HSS Publisher opt for a subscribe-to-open model?



APCs



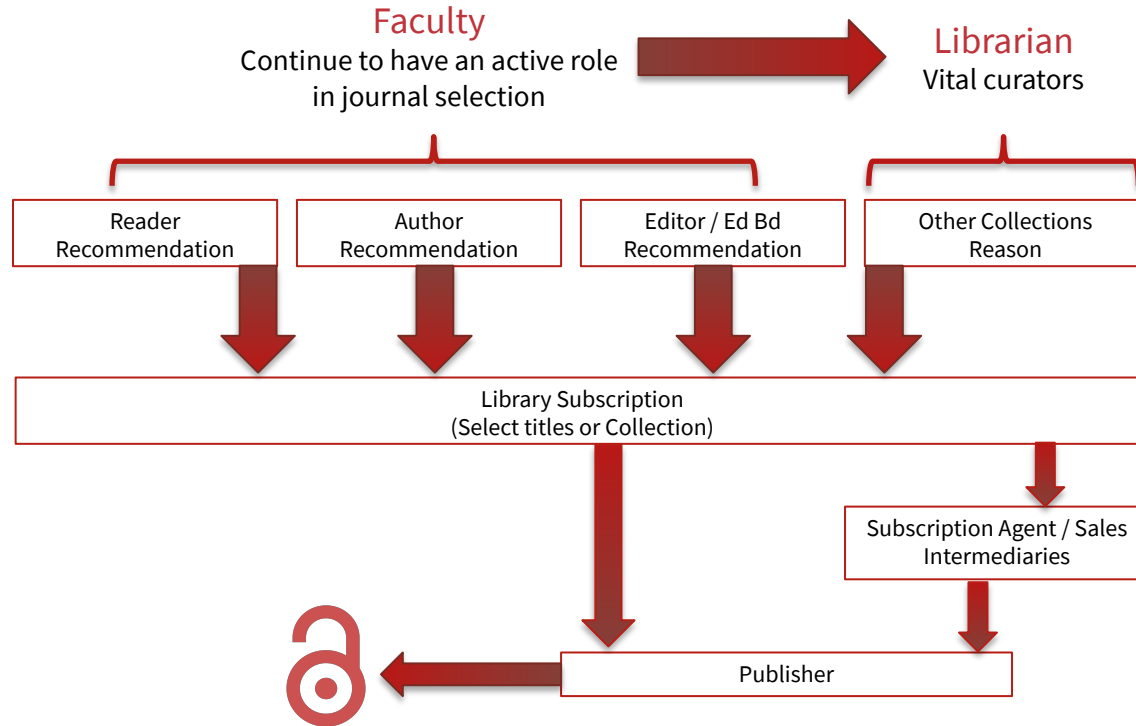
Read & Publish



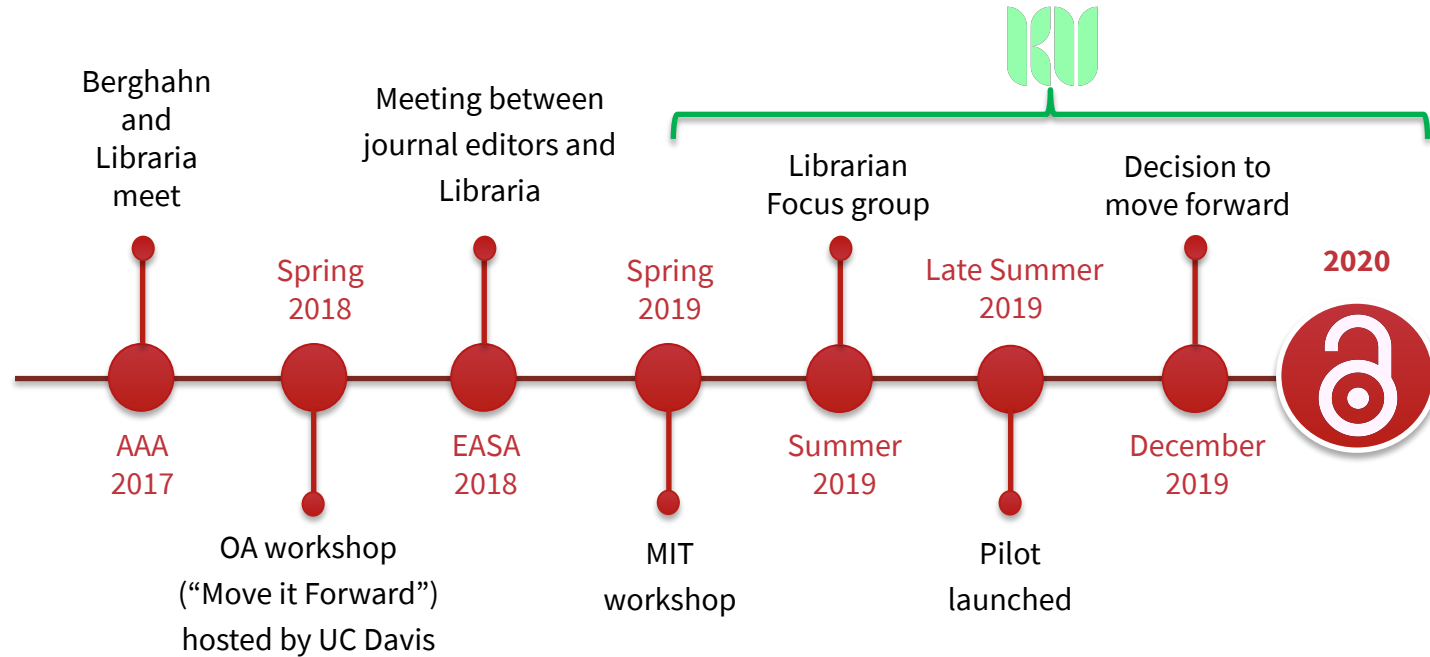
S2O



Why would HSS Researchers and Librarians opt for a subscribe-to-open model?



Berghahn Open Anthro Pilot Timeline



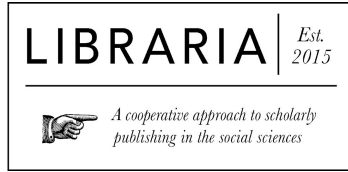
Up next

Summer 2020: 2021 Renewals

Summer 2021: 2022 Renewals

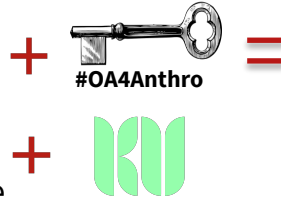
Summer 2022: Assessment for on-going implementation

A Discipline-driven approach



www.libraria.cc

An open access initiative formed by an **international group of researchers** in the social sciences who are committed to **helping scholarly societies and publishers adopt open access publishing models**.



A more open, diverse, **community-controlled** scholarly communication system



13 anthropology titles moved to **open access** in **2020** using **S2O**

Library Participation in S2O

Library participation is as **simple** as:

- **Renewing existing** subscriptions
- **Adding select** titles
- **Upgrading** to the entire collection

○ Libraries can choose to opt in via their preferred channel:

- **Direct** with the publisher
- Via their **regular subscription agent**
- Through **Knowledge Unlatched** (for the collection)

○ BOA Options:

- Select journal titles – avg subscription price: \$245

Every single subscription counts

- 1-year collection: \$3,000 (5% discount) /3-year collection: \$2,700 (15% discount)



Libraries are Vital S2O Partners

- Librarian selection plays a vital part in the curation of content for researchers:
 - S2O preserves that role in addition to those intermediaries, such as subscription agents, who reduce the related (and considerable) administrative burdens.
 - Libraries can contribute to open access at whatever level they can afford:
 - One title, multiple titles, or at the collections level.
- With this model, academic libraries can **subscribe to open access in principle as well as in practice** and continue to play a **key curatorial role** in journal selection on behalf of a global community of researchers, who are authors and readers alike.
- So far:
 - 300 institutions worldwide (nearly 30 libraries at the collections level)
 - Usage up five-fold

A return to community

- It takes a **diverse** scholarly communications ecosystem to support the publication and dissemination of **high-quality research** across national and disciplinary boundaries.
- **Together** we are able to demonstrate that there are alternative models that can lead to **sustainable universal open access for journals, publishers, and societies of all sizes.**



Subscribe-to-open Community of Practice

www.subscribe-to-open-community.org

Publisher	2020	2021
American Society for Cell Biology	-	1
Amsterdam University Press	-	5
Annual Reviews	5	8
Berghahn Books ^{a, b, c}	13	13
De Gruyter	-	1
EDP Sciences	1	5
EMS Press ^{a, b}	-	10
IWA Publishing ^c	-	10
Pluto Journals ^{a, b, c}	-	21 ^d
Total	19	74

^a EBSCO subscription services support.

^b Libraria involvement.

^c Knowledge Unlatched support.

^d 3-yr sign-ups; 3 new titles.

Source: John Willinsky, Libraria

Thank you!

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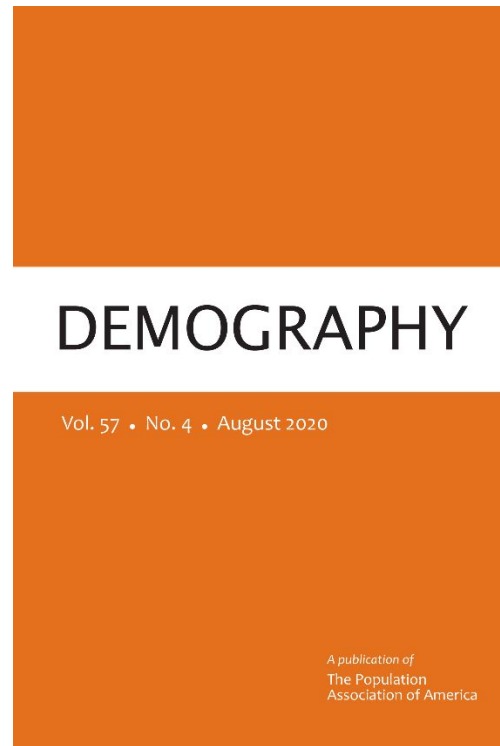
Open Access for *Demography* Now!

Rob Dilworth, Journals Director, Duke University Press



Some *Demography* Basics

- Sponsor: Population Association of America
- Six issues/year (~2,400 pages)
- Most-cited journal in population studies
- High usage: 300K+ hits/year
- Through 2020: Subscription-based w/ hybrid OA



The Goal

Demonstrate that a commercially published, subscription journal can move to a U.P. as an Open Access publication and have a sustainable economic model via close partnerships and collaboration.



LYRASIS®

Duke
UNIVERSITY

Open Access Model @ Duke University Press

- Offer *Demography* as platinum OA in 2021
- Cover publishing costs and financial obligation to PAA over 5 years
- Partner w/ Lyrasis for broad funding participation by libraries
- Pursue multiple funders: Individuals, institutions, population centers, societies...
- Create an OA fund to support the journal

Annual Support Levels

Level 1	\$4,000 and up
Level 2	\$2,000–\$3,999
Level 3	\$1,000–\$1,999
Level 4	\$500–\$999



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Questions