

Evaluating the Sustainability of Open Access Publishing, Library Support, and Usage

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Funding Requirements for OA Monographs

John Sherer, Director – University of North Carolina Press



Discoverability is About Digital, but...

Engagement is About Print

"Since 2015, a growing percentage of faculty report that **both** print and electronic version of scholarly monographs are important for their research and teaching." --Ithaka S&R US Faculty Survey 2018

> Interviewing students: "If costs were same, what is your preferred medium for school work?" Digital 11% Hardcopy 89% Source: Naomi Baron, Words on Screen (2015), p. 86

SHThe Sustainable History Monograph PilotMPOpening up the Past, Publishing for the Future

Mellon-Funded Initiative to Publish up to 100 OA History Monographs

University of British Columbia Press Cambridge University Press University Press of Colorado **Cornell University Press Duke University Press** Fordham University Press University of Georgia Press University of Hawaii Press Indiana University Press Kent State University Press **Liverpool University Press** Louisiana State University Press Manchester University Press

Unique Scholarship...

But Standardized Formats



The Subsidy Question: Is it for the Whole Ride or Just the Scary OA Part?

If it's meant to be a subsidy to a university press to help it "break even" for the full cost to publish a monograph, then the amounts need to be in the \$15,000-\$35,000.

If it's meant to provide the "hedge" to the press for the <u>risk</u> of making a book OA, then it will be much less, calculated by adding: <u>Lost Digital Revenue + (Potential) Lost Print Income.</u>

Monographs Are Expensive to Produce

- ► Cost to acquire, peer review, developmental editing: ~\$7,500
- Cost to copyedit: ~\$3,500
- Cost for cover design, composition: ~\$4,500
- Manufacturing/warehousing: ~\$4,500
- ► Cost for marketing: ~\$7,000
- ► Cost for overhead: ~\$8,000
- Total Minimum Costs: ~(\$35,000)
- Average Sales Revenue: ~\$18,000 (15% is digital = \$2,700)
- Net Income: ~(\$17,000)

Based on UNC Press costs per Ithaka Report for standard, 350 pp manuscript and 800 copy print run

Monograph Revenue by Format

For a specialized monograph, our revenue at UNC Press in its first three years can average \$18,000. Approximately 15% is digital.

<u>Conventional Split</u> Print = \$15,300 Digital = \$2,160

<u>OA Impact</u> Print = \$?????? <u>Digi</u>tal = (-\$2,160)

Standardization Saves Money

Traditional Model SHMP Model

- Cost to acquire, peer review, developmental edit: ~\$7,500
- Cost to copyedit: ~\$3,500 still \$3,500
- Cost for cover design, composition: ~\$4,500
 \$500
- Manufacturing/warehousing: ~\$4,500
 \$3,500
- Cost for marketing: ~\$7,000 now \$5,600
- <u>Cost for overhead: ~\$8,000</u>
 <u>now \$6,400</u>
- Total Minimum Costs: ~(\$35,000) now ~(\$26,500)

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Do we know that OA Causes Print Sales Erosion?

If print increased by 10% instead of declined, the OA model would save the press almost \$7,000.

If there was also a \$5,000 subsidy for OA, presses could come much closer to break-even. Monograph Macroeconomics 4,000 new OA monographs a year \$5,000 per book to Presses Funded by 1,000 libraries/institutions Million 350 pay \$10,000 350 pay \$20,000 350 pay \$30,000

\$20

Library Initiative: Collaboration and the the Open Access Book

LARRP, ACADEMIC LIBRARIES, PARTNER

STAKEHOLDERS

OCTOBER 28-29, 2020

JSTOR'S PUBLISHER AND CONTRIBUTOR MEETING

LARRP's Mission

The Latin Americanist Research Resources Project (LARRP) is a consortium of research libraries (58) that seeks to increase free and open access to information in support of learning and scholarship in Latin American Studies.

LARRP achieves its mission by:

Providing access to information that supports all forms of scholarship

Promoting free and equitable access to these resources for the global scholarly community

Actively seeking partnerships with institutions that contribute to the flow of information

SALALM Resolution, June 11 2020

A resolution on Collection Development in the Time of COVID-19 includes the following:

Be it resolved, that Seminar for the Acquisition for Latin American Library Materials (SALALM), on behalf of its members:

Advocates for continued and increased support for Open Access initiatives in Latin American and Caribbean countries through the Latin American Materials Project (LAMP), Latin Americanist Research Resources Project (LARRP), SALALM's Award for Institutional Collaborative Initiatives, and other existing collaborative Open Access projects.

LARRP and the CLACSO OA Book Pilot

Create a sustainable open access business model for the acquisition of the complete copyright year output for front-list CLACSO press book titles that meets the business and academic needs of the participating stakeholders and partner libraries by pooling library funding. The pooled funds support the workflow and process associated with the publishing, access, discovery and preservation of 200 titles from CLACSO.

Main Takeaways from the 1st Pilot Year

To mainstream the annual payment of the partner libraries requires continued dialog and advocacy

Adding new partner libraries is slow-going

The actual cost of the stewardship increased from an estimate of \$350 per title to \$750

The Usage data is impressive (global, partner libraries, non-LARRP libraries)

A consensus that Libraries should stop spending library funds on any print versions of CLACSO books and reallocate in support of this collaborative project

The grassroots area specialists need advocacy that resonates with midlevel collection managers

Continued need to work with the stakeholders to assess the cost of publishing and library services

Evaluating the Impact of OA ebook Publishing on the JSTOR Platform

John Lenahan

OA publishing with a trusted partner

Transparent costs

The cost to publish an ebook as OA are provided upfront to publishers and libraries.

Ensures all parties understand the costs to publish an OA ebook on the JSTOR platform and remove concerns of any future costs associated to OA publishing.

Simple workflows

Publishers work in the same established workflows already in place with JSTOR. Only additional requirements are identifying the CC-BY license.

Full service solutions

JSTOR can support fulfillment, agreements, creation of metadata, discoverability in Google and discovery service options, usage reports and institutional and user support needs.

Publishers can also work with one partner for their open and licensed ebooks.



On an integrated platform

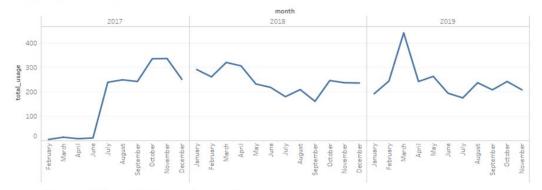
- Co-locating ebooks with journals improves discovery and usage.
- Chapters displayed like articles make them easy to use.
- In fact, ebook chapters are used 88% as much as journal articles on JSTOR, controlling for discipline, publication year, and amount of content available.

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Advanced Search	Browse 🗸 Tools 🗸	<u>Log in</u>	
Refine Results	Showing 1-25 of 43,847 search results	Search for Images Se	
Search Within Results:	Sort by: Relevance 🗸 🗌 Show snippets	Export Selected Citations	
Academic Content: Journals (29,630) Book Chapters (13,624)	JOURNAL ARTICLE Stratification in Plural Societies Burton Benedict American Anthropologist, New Series, Vol. 64, No. 6 (Dec., 1962), pp. 1235-1246		
Research Reports (241)	Topics: <u>Cultural pluralism</u> . <u>Christianity</u> . <u>Social classes</u> , <u>Race</u> relations. <u>Ethnolinguistics</u> , <u>Hindus</u> , <u>Social systems</u> . <u>Laborers</u> . <u>Creoles</u>		
Primary Source Content:	Download PDF Save Cit	te this Item	
Pamphlets (125)			
Serials (113)	BOOK CHAPTER		
Documents (78) Books (36)	Plural Societies and Democratic Regimes (pp. 1-24)		
Publication Date:	From: Democracy in Plural Societies: A Comparative		

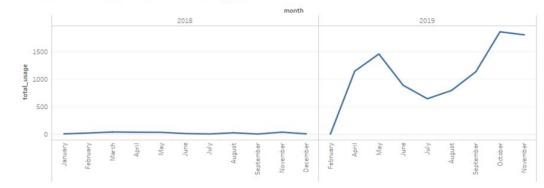
That drives immediate usage when open

Example 1: Book that Went OA in June of 2017

 ebooks with little to no usage and few sales immediately saw a spike in usage when published as OA.



Example 2: Book That Went OA in February of 2019

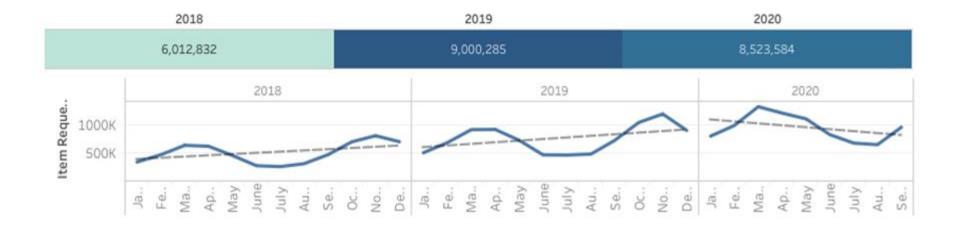


Supports broad discoverability

- Google drives a higher level of discoverability of OA ebooks compared to licensed ebooks.
- Highest level of discoverability was direct on JSTOR.
- Discovery service providers drive little discoverability of OA and licensed ebooks.

Type of Discovery	OA ebooks	Licensed ebooks
Academic	3.10%	6.15%
Discovery Service	1.32%	2.19%
Google	23.61%	7.27%
JSTOR	42.09%	63.89%
Other/Unknown	29.88%	20.50%

Supports a growing demand for OA ebooks



- Close to 6,500 OA ebooks published on JSTOR.
- Continue to see overall usage increase 50% year over year.

With journal discipline usage alignment

- There is a strong correlation of discipline usage across journals and ebooks.
- The number of ebooks available online can impact the usage rankings.
- Strong usage in disciplines provides evidence to libraries of a growing demand of ebooks at their institution.

JSTOR Discipline	OA Usage	Journal Archive Ranking
History	1,605,514	2
Political Science	1,188,064	6
Sociology	1,149,258	3
Language & Literature	875,760	1
Law	357,567	7
Education	352,686	5
Anthropology	317,215	13
Religion	306,664	10
Philosophy	281,166	8
Art & Art History	211,868	9
Economics	198,261	4
Business	175,045	16
Technology	146,507	Outside Top 25
Health Sciences	142,893	18
Film Studies	112,631	Outside Top 25

That is global and across all types of institutions

- The OA ebooks have been used in every country.
- 53% of OA usage occurred in countries where English is not the primary language.
- 12,700+ institutions have recorded OA usage.
- More than 70% of institutions were small colleges, community colleges, or secondary schools.

Country	2019 ebook Usage	Percent OA
United States	6,997,825	35%
United Kingdom	1,676,708	37%
Australia	991,431	29%
Canada	419,735	66%
Germany	325,176	87%
India	316,523	99%
Netherlands	307,406	39%
China	236,973	79%
New Zealand	232,778	15%
Mexico	196,294	98%
Hong Kong	193,776	27%
Singapore	116,503	40%
Indonesia	109,652	99%
Philippines	104,654	100%
Italy	99,743	82%



Thank you

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