Supporting the Journals You Can’t Publish

Librarians Helping Journals Cut Corporate Ties

Brian Cody, Scholastica
Danielle Padula, Scholastica
1. Why this session?
Why relevant to LPForum

- Resources to support OA journal publishing beyond library programs
- Need to communicate complex dynamics of serials crisis
- Action steps for LPs of all sizes
White paper contributors

**Björn Brembs**, Professor of Neurogenetics at the University of Regensburg and OA advocate

**Dan Morgan**, Digital Science Publisher at University of California Press

**Roxanne Missingham**, Australian OA Support Group Deputy Chair

**Stevan Harnad**, Professor in the Department of Psychology at Université du Québec à Montréal, Green OA advocate

**Ulrich Herb**, OA expert at Saarland University and State Library
2. Argument in brief

(then some action steps)
Is There a Serials Crisis Yet? Between Chicken Little and the Grasshopper | Peer to Peer Review

By Dorothea Sala on June 19, 2014

Summer lets me teach my favorite course, the rundown of what's going on with several publishing industries and how libraries are riding the rapids. (It's actually a course in environmental awareness and handling change, but such skills are much easier to teach given a concrete context in which to exercise them.) As I tore through syllabus and lecture revisions earlier this month to clear time for other necessary work, I found a few spare milliseconds to wonder whether the serials crisis, which hasn't felt like an immediate, all-hands-on-deck crisis in some time, might finally be heating up into one. Into many, really; the localized nature of serials pricing means that crises hit consortia and individual libraries at varying times, not all of academic librarianship at once.
Is There a Serials Crisis Yet? Between Grasshopper | Peer to Peer Review

By Dorothea Sale on June 19, 2014

Summer lets me teach my favorite course, the rundown going on with several publishing industries and how libraries are handling change, but such skills are much easier to teach in a concrete context in which to exercise them.) As I tore through and lecture revisions earlier this month to clear time for other work, I found a few spare milliseconds to wonder whether the crisis, which hasn’t felt like an immediate, all-hands-on-deck issue for some time, might finally be heating up into one. Into many, localized nature of serials pricing means that crises hit countries not all of academic librarianship at once.

Academic publishing

Of goats and headaches

One of the best media businesses is also one of the most resented

May 26th 2011

HOW much would you pay for an annual subscription to Small Ruminant Research, Queueing Systems, or Headache?

University librarians pay rather a lot. In Britain, 65% of the money spent on content in academic libraries goes on journals, up from a little more than half ten years ago. With budgets tight, librarians are trying to resist price increases. But Derk Haank, the chief executive of Springer, a big publisher, is firm: “We have to make a living as well.”

And what a living it is. Academic journals generally get their articles for nothing and may pay little to editors and peer reviewers. They sell to the very universities that provide that cheap labour. As other media falter, academic publishers have soared. Elsevier, the biggest publisher of journals

Something to chew on
Academic publishers make Murdoch look like a socialist

George Monbiot

Academic publishers charge vast fees to access research paid for by us. Down with the knowledge monopoly racketeers

Is There a Serials Crisis Yet? Between Grasshopper | Peer to Peer Review

By Dorothea Salo on June 19, 2014

Summer lets me teach my favorite course, the run-down going on with several publishing industries and how libraries are the rapids. (It's actually a course in environmental awareness, handling change, but such skills are much easier to teach in a concrete context in which to exercise them.) As I tore through and lecture revisions earlier this month to clear time for other work, I found a few spare milliseconds to wonder whether the crisis, which hasn't felt like an immediate, all-hands-on-deck crisis, might finally be heating up into one. Into many, localized nature of serials pricing means that crises hit one, not all of academic librarianship at once.

Britain, 65% of the money spent on content in academic libraries goes on journals, up from a little more than half ten years ago. With budgets tight, librarians are trying to resist price increases. But Derk Haakan, the chief executive of Springer, a big publisher, is firm: “We have to make a living as well.”

And what a living it is. Academic journals generally get their articles for nothing and may pay little to editors and peer reviewers. They sell to the very universities that provide that cheap labour. As other media falter, academic publishers have soared. Elsevier, the biggest publisher of journals...
Academic publishers make Murdoch look like a socialist
George Monbiot

Academic publishers charge vast fees to access research paid for by us. Down with the knowledge monopoly racketeers

Is There a Serials Crisis in Grasshopper | Peer to Peer

By Dorothea Salo on June 19, 2014

Summer lets me teach my favorite course, going on with several publishing industries in the rapids. (It's actually a course in handling change, but such skills are much-needed in the concrete context in which to exercise them.)

I've been editing and lecture revisions earlier this month to give us time for work, I found a few spare milliseconds to think about the crisis, which hasn't felt like an immediate crisis, might finally be heating up in some time, might finally be heating up in the localized nature of serials pricing means not all of academic librarianship at once.

These Five Companies Control More Than Half of Academic Publishing
This is why we're still paying for knowledge.
FIONA MACDONALD 12 JUN 2015

Tax Credits/Photo

Official Journal of the International Goat Association
Elsevier
The corporate budget drain

- Raising bundle prices by 5-7% a year (Bergstrom et al.)
- Profit margins estimated to be between 20 and 30% (Van Noorden)
- Average APC has increased by 6% over the past two years (Shamash)
Open Access alone can be an evolution of the serials crisis - not necessarily a full solution
Corporate APCs are out of control
Question:

Why are corporate publishers able to raise prices so drastically?
The corporate publisher trifecta

- Control over impact measures
- Centralized journal control
- Specialization of publishing
Corporate control can be upended.
The nonprofit sector must regain control of journals

“Publishing in the future will be a service, not a content-hoarding-and-extortion business”

- Björn Brembs
The nonprofit sector must regain control of journals

“Our scholarly communication system is still grappling with OA. Together we should be creating new solutions that offer a diversity of approaches.”

- Roxanne Missingham
Future of OA: Library publishing is one part of the solution

- Startup journals
- Library publishing
- Overlay journals
- Society/UPesses
- NonprofitS
Future of OA: Library publishing is one part of the solution

- Startup journals
- Overlay journals
- Society/UPessses
- NonprofitS
The corporate publisher trifecta

- Control over impact measures
- Centralized journal control
- Specialization of publishing
Dynamics for future solutions

- Shared control of impact measures
- Decentralized journal control
- Democratization of journal publishing
Democratize:
Verb: to make (something) available to all people: to make it possible for all people to understand (something)
3. But what can YOU do?

(here are those action steps)
Action step: ask how my library can support...

<table>
<thead>
<tr>
<th>Journal flipping</th>
<th>“Startup” journals</th>
<th>Nonprofit publishing orgs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glossa</td>
<td>Discrete Analysis</td>
<td>Open Library of the Humanities</td>
</tr>
<tr>
<td>Evolutionary Ecology Research</td>
<td>Sociological Science</td>
<td>Society presses</td>
</tr>
<tr>
<td>Internet Mathematics</td>
<td>Journal of New Librarianship</td>
<td>University presses</td>
</tr>
</tbody>
</table>
Action Step

Know journal management and peer review options to get pubs off on right foot.

Remind them: time ain’t cheap!
Action Step: Be an expert on workflow best practices

Workflow solutions for teams of all sizes:

- Peer review management
- Editor/author/reviewer communication
- Copyediting
- Production
Action Step

Connect editors working on similar publications

Consider a ‘whom do I ask’ sheet
Action Step

Be an expert on different funding options, including:
- Grants/subsidies
- Submission fees
- Affordable Green OA
- Article processing charges (APCs)
- Advertising, sponsorships
Action Steps: Suggest website/hosting - including SEO, metadata, etc.
Action Step

Be an expert. Period.

- Digital identifiers (ISSN, DOI, ORCID)
- Abstracting and indexing
- Copyright options
- Publisher contracts
- Journal promotion
Action Step

Help journals audit peer review and publishing workflows

Prevent “traffic jams”
Action Step: Be an educator.

Spread awareness among all groups about:

- Cost of access
- Complications in Gold OA
- Role of Green OA archiving
Download the white paper on democratizing academic journals

http://scholasticahq.com/resources

resources.scholasticahq.com/democratizing-journal-publishing-white-paper/
Take advantage of free resources

http://scholasticahq.com/resources
Thanks!

Any questions?

FOLLOW US: @scholasticahq