

Supporting the Journals You Can't Publish

Librarians Helping Journals Cut Corporate Ties

Brian Cody, Scholastica
Danielle Padula, Scholastica

A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by circles of varying sizes, some with concentric rings, and the lines are thin and grey. The diagram is partially cut off by the left edge of the slide.


1.

Why this session?

A decorative network diagram in the bottom-right corner, similar to the one in the top-left. It shows a cluster of interconnected nodes and lines, with nodes represented by circles of varying sizes. The diagram is partially cut off by the bottom and right edges of the slide.



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

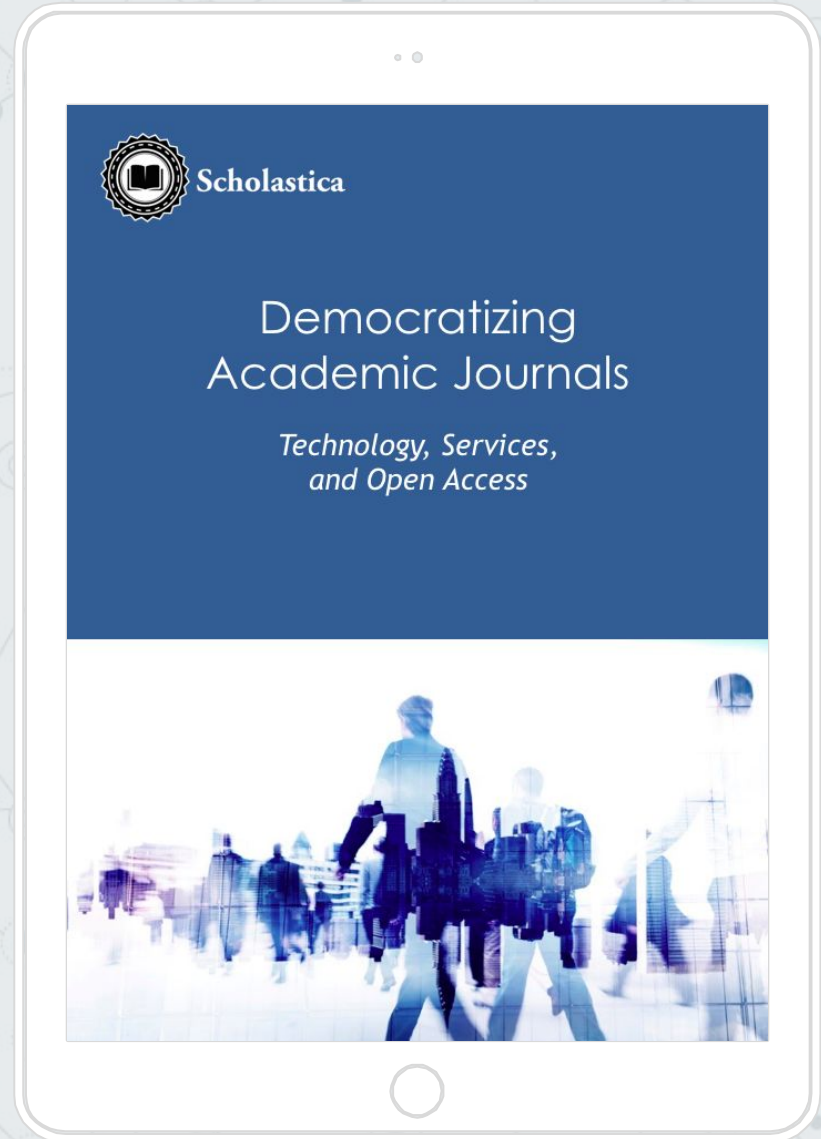
Björn Brembs, Professor of Neurogenetics at the University of Regensburg and OA advocate

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



A decorative network diagram in the top-left corner, featuring a cluster of interconnected nodes. Some nodes are represented by solid dark grey circles, while others are concentric circles with a dashed outer ring. They are connected by thin grey lines.

2.

Argument in brief

(then some action steps)

A decorative network diagram in the bottom-right corner, similar to the one in the top-left, showing a cluster of interconnected nodes with solid and dashed circles connected by thin grey lines.



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Is There a Serials Crisis Yet? Between Chicken Little and the Grasshopper | Peer to Peer Review

By [Dorothea Salo](#) 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.





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Academic publishing

Of goats and headaches

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

May 26th 2011

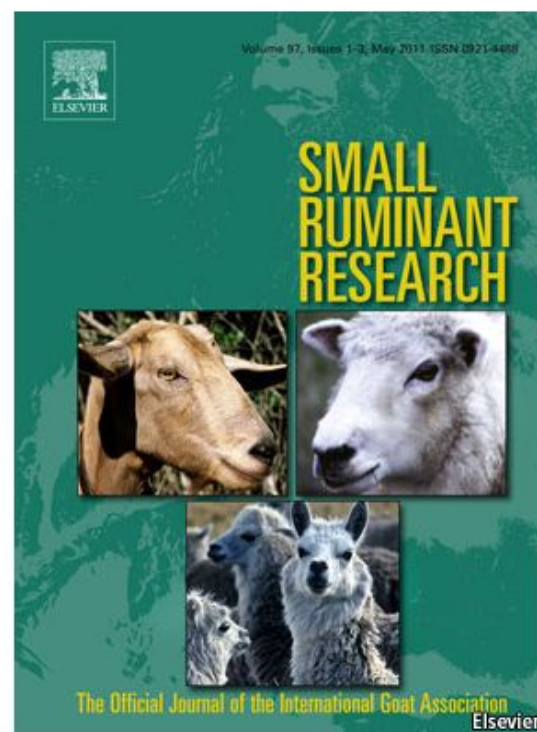


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HOW much would you pay for an annual subscription to *Small Ruminant Research*, *Queueing Systems* or *Headache*? University librarians pay rather a lot. In Britain, 65% of the money spent on content in academic libraries goes on journals, up from 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



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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

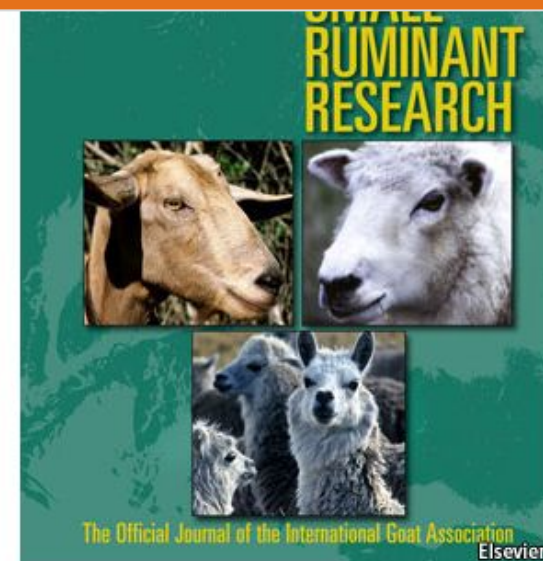
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Britain: 65% of the money spent on content

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These Five Companies Control More Than Half of Academic Publishing

This is why we're still paying for knowledge.

FIONA MACDONALD 12 JUN 2015



g to chew on

The corporate budget drain

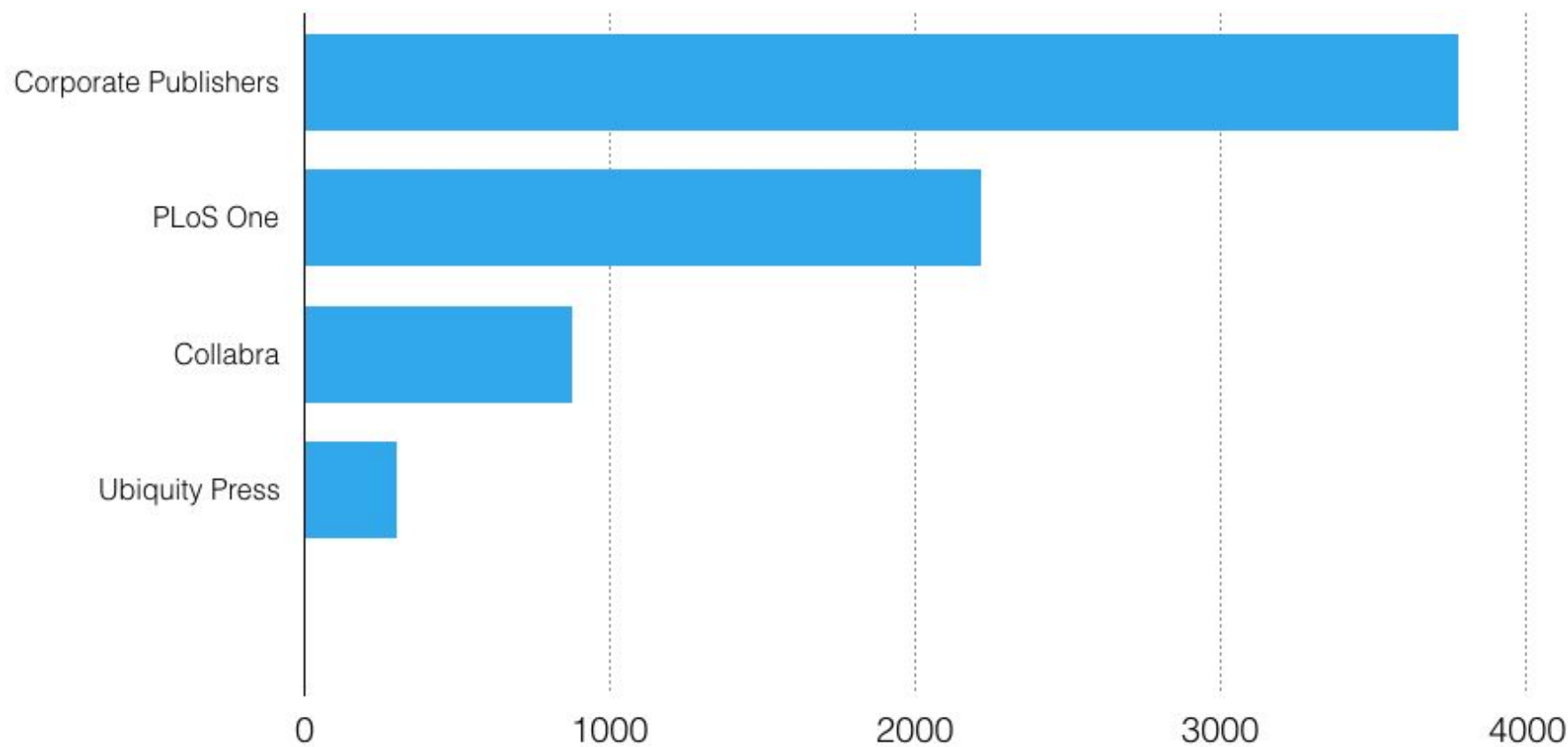
- ◎ Raising bundle prices by 5-7% a year ([Bergstrom et al.](#))
- ◎ Profit margins estimated to be between 20 and 30% ([Van Noorden](#))
- ◎ Average APC has increased by 6% over the past two years ([Shamash](#))



“

*Open Access alone can be an
evolution of the serials crisis -
not necessarily a full **solution***





Corporate APCs are out of control

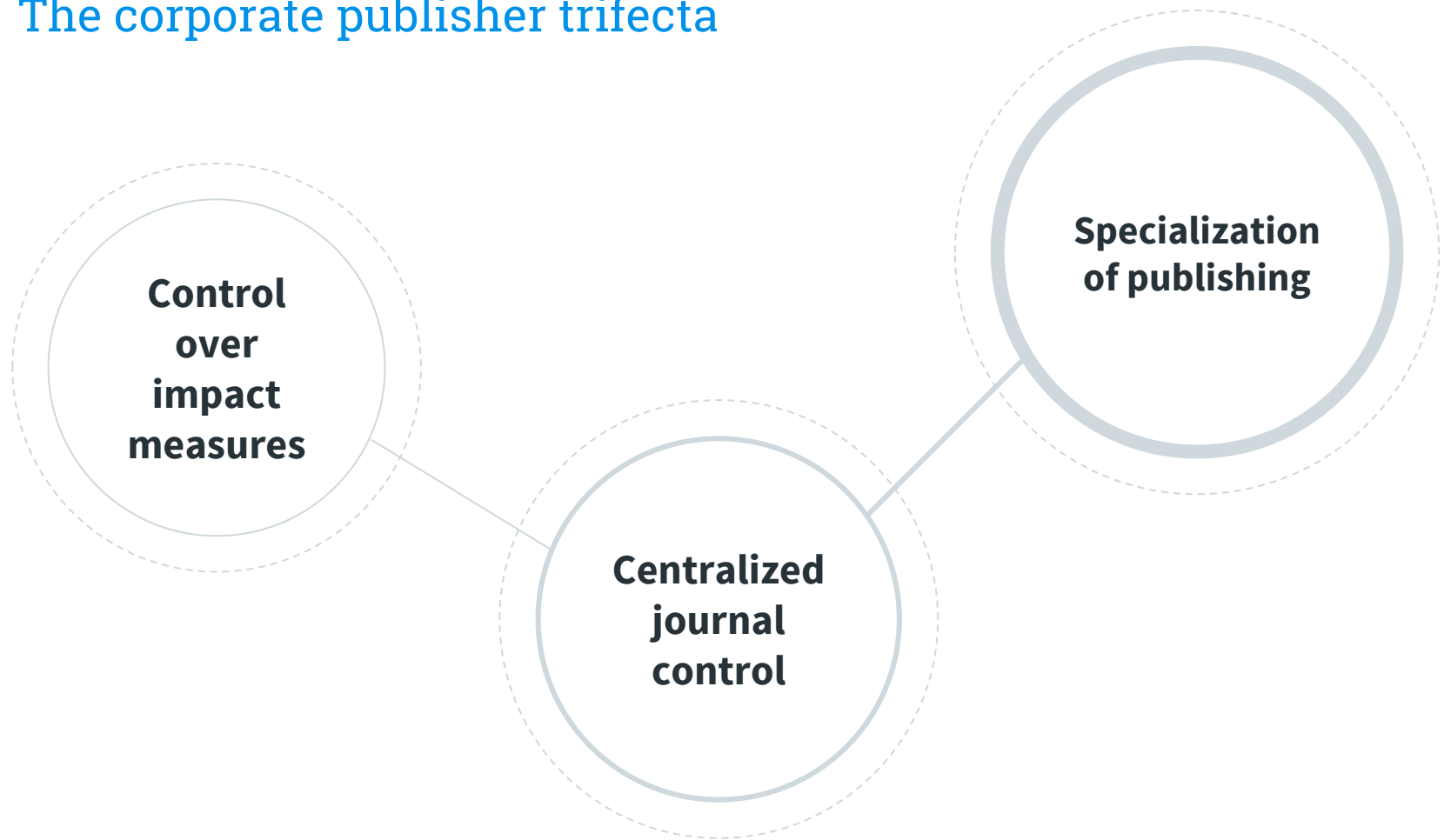


Question:

Why are corporate publishers able to raise prices so drastically?



The corporate publisher trifecta



A woman with blonde hair, wearing a patterned tank top and dark pants, is captured mid-air performing a backflip on a sandy beach. The background features a long wooden pier extending into the ocean under a cloudy sky. The text "Corporate control can be upended." is overlaid on the right side of the image, enclosed in a dashed white circle.

**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





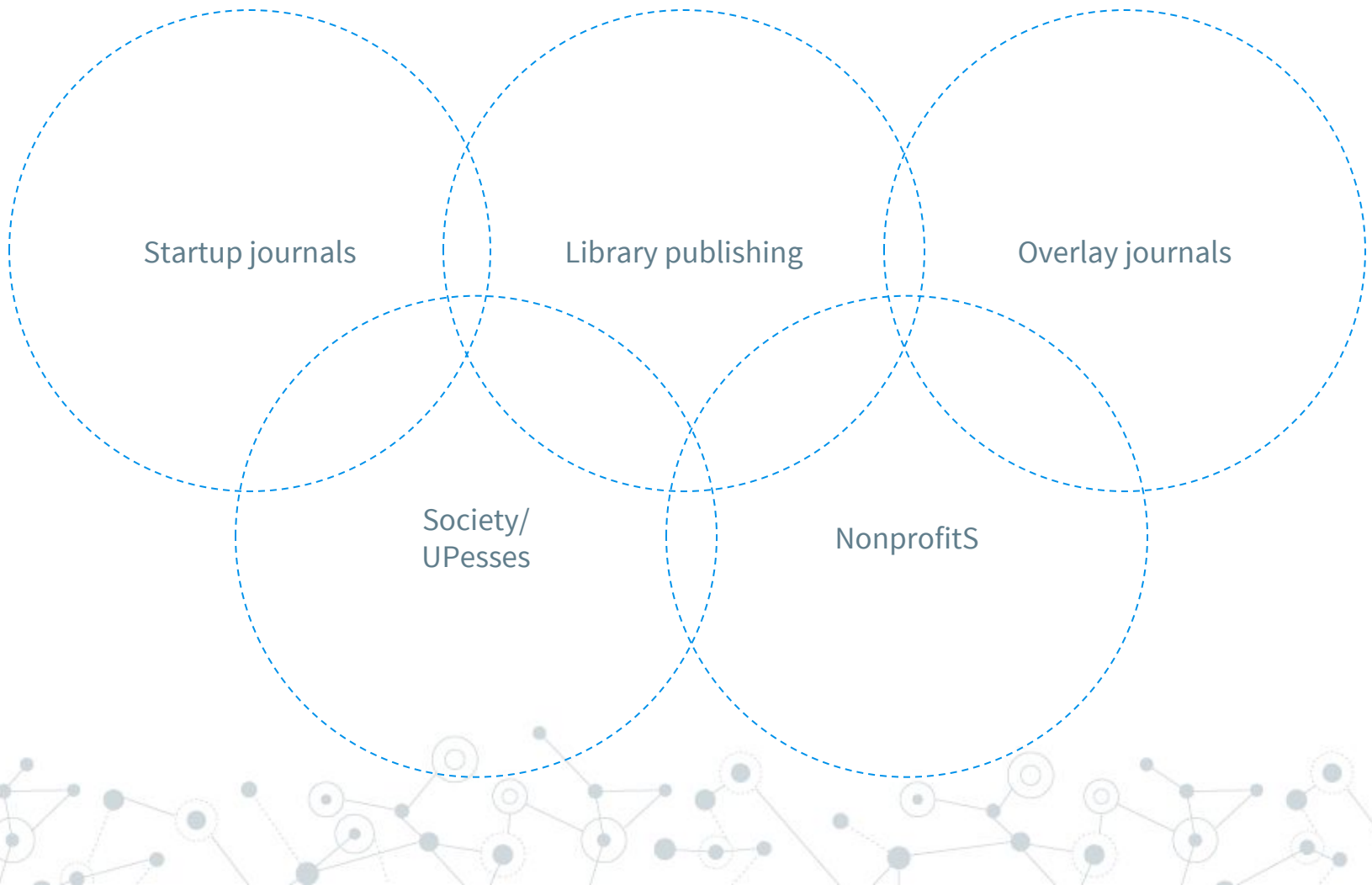
The nonprofit sector must regain control of journals



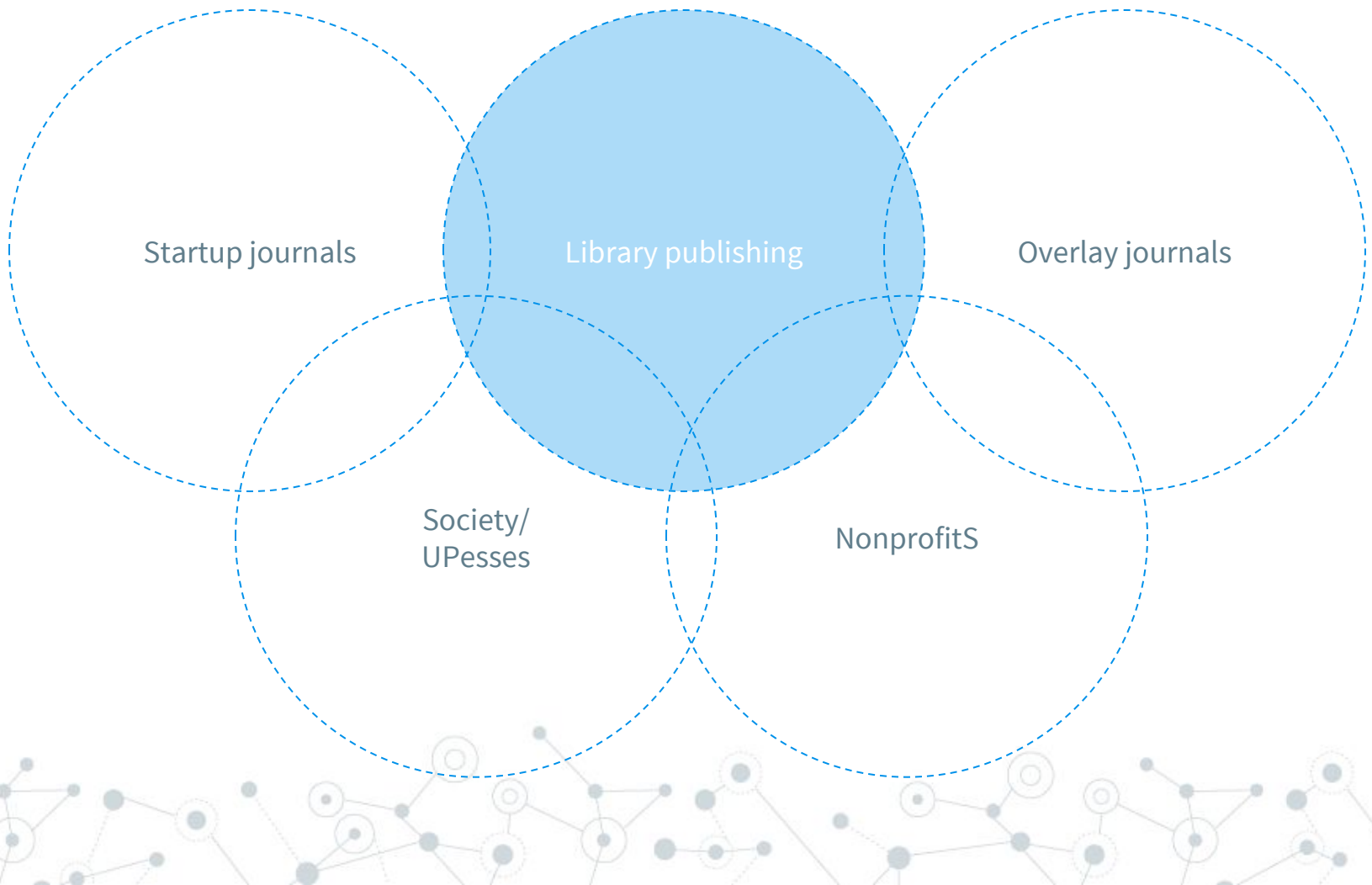
“Our scholarly communication system is still grappling with OA. Together we should be creating new solutions that offer a diversity of approaches.”

- Roxanne Missingham

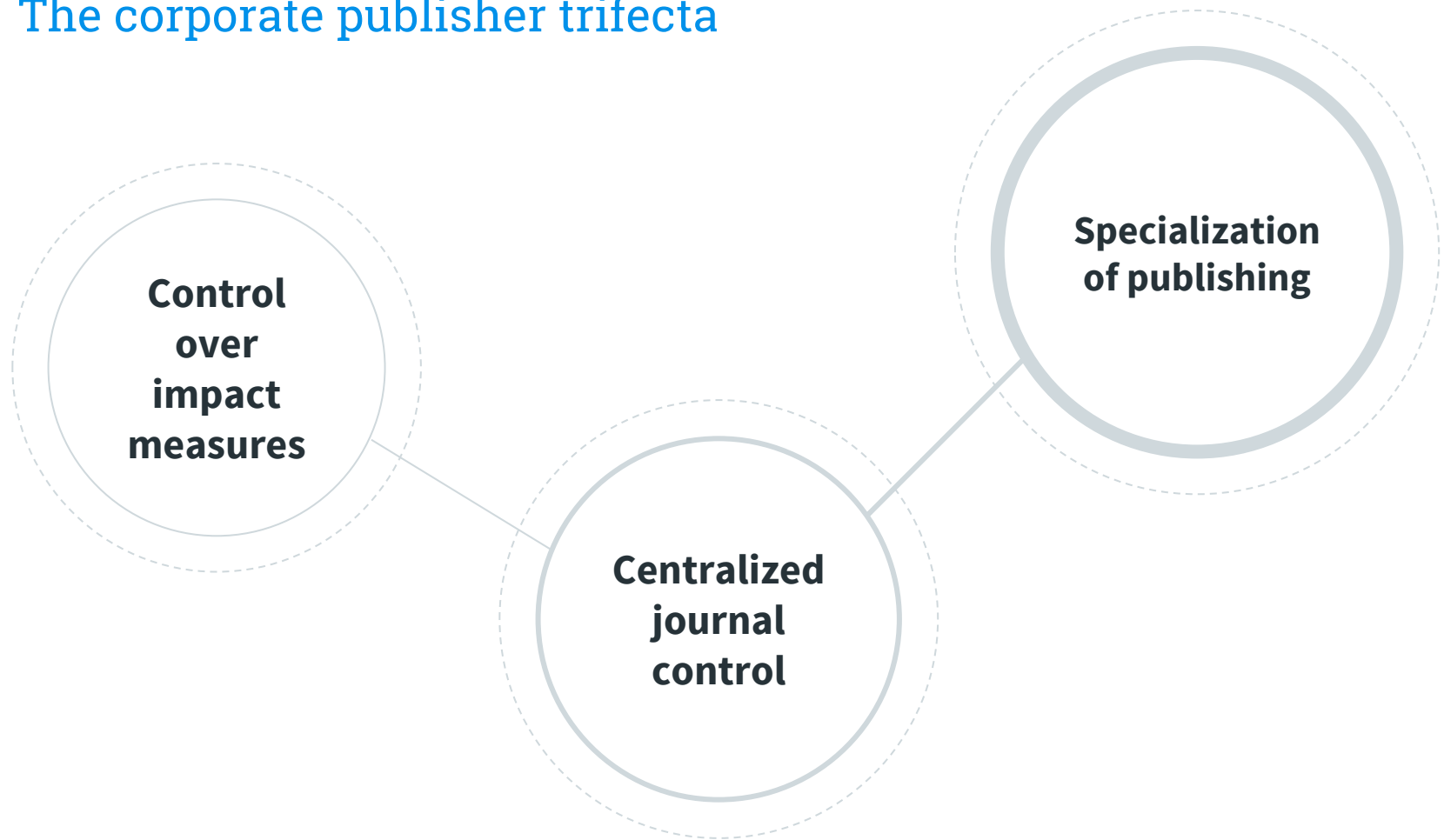
Future of OA: Library publishing is one part of the solution



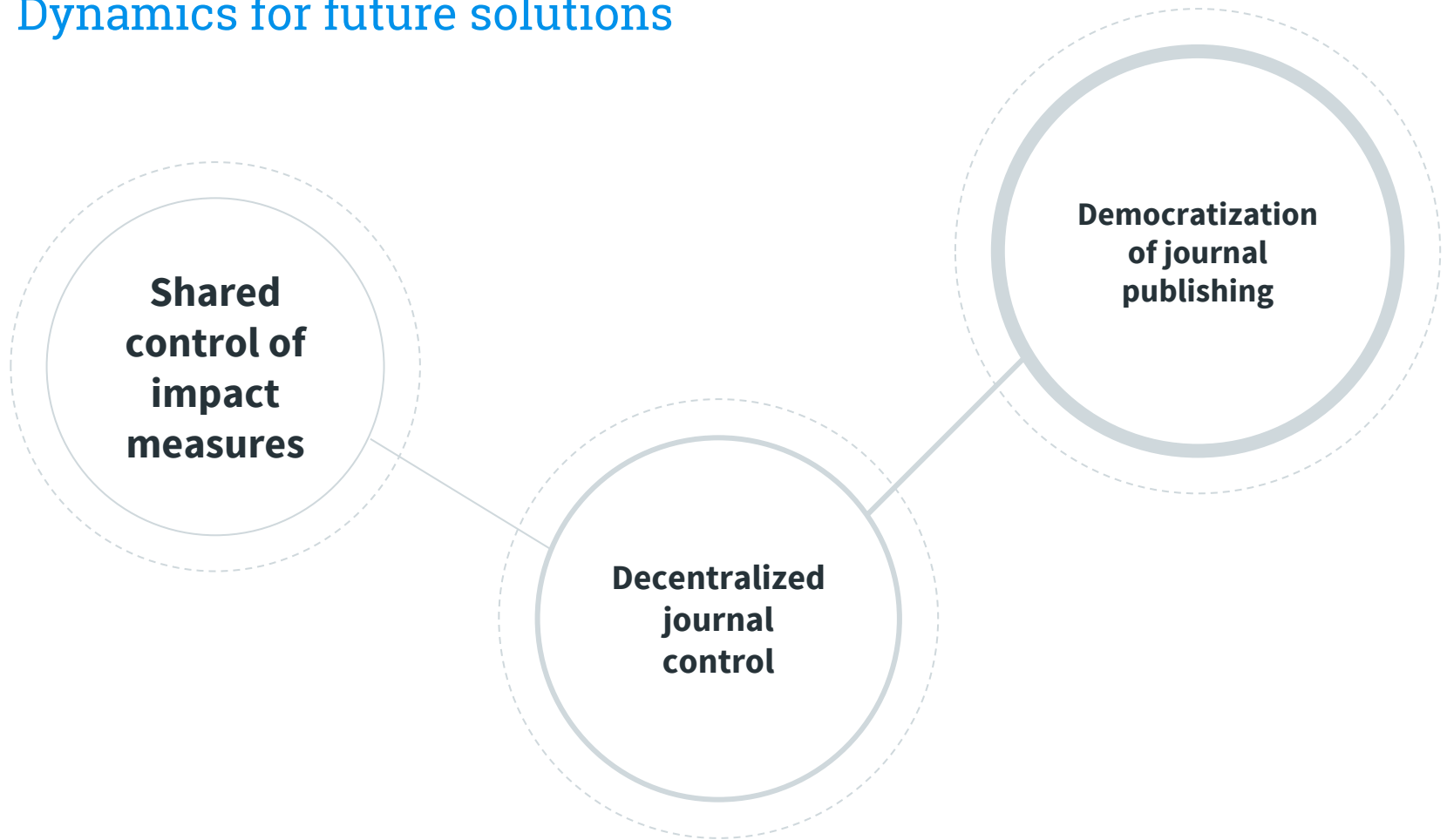
Future of OA: Library publishing is one part of the solution



The corporate publisher trifecta



Dynamics for future solutions





“

Democratize:

*Verb: to make (something)
available to all people: to make it
possible for all people to
understand (something)*

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3.

But what can YOU do?

(here are those action steps)

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Action step: ask how my library can support...


Journal flipping

- ◎ *Glossa*
- ◎ *Evolutionary Ecology Research*
- ◎ *Internet Mathematics*

“Startup” journals

- ◎ *Discrete Analysis*
- ◎ *Sociological Science*
- ◎ *Journal of New Librarianship*

Nonprofit publishing orgs

- ◎ Open Library of the Humanities
 - ◎ Society presses
 - ◎ University presses
- 

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



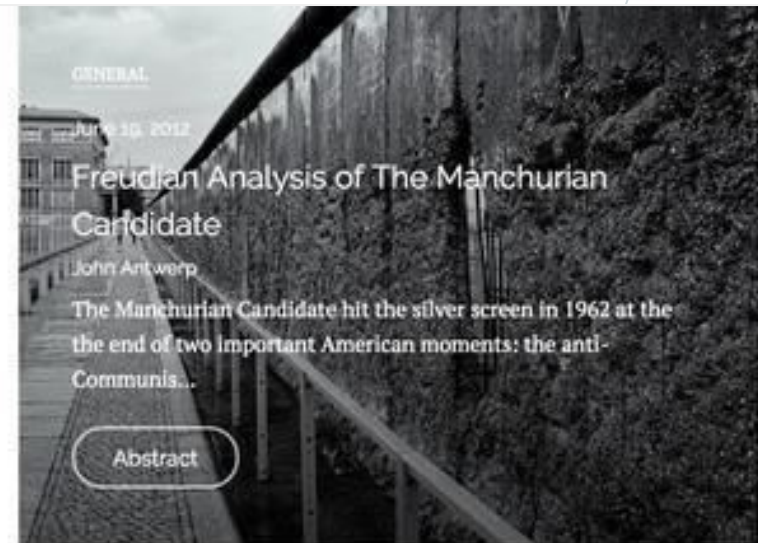


Action Step

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”

How to Perform an Operational Audit of the Scholarly Journals You Publish



Action Step: Be an educator.

Spread awareness
among all groups
about:

- ◎ Cost of access
- ◎ Complications in Gold OA
- ◎ Role of Green OA archiving

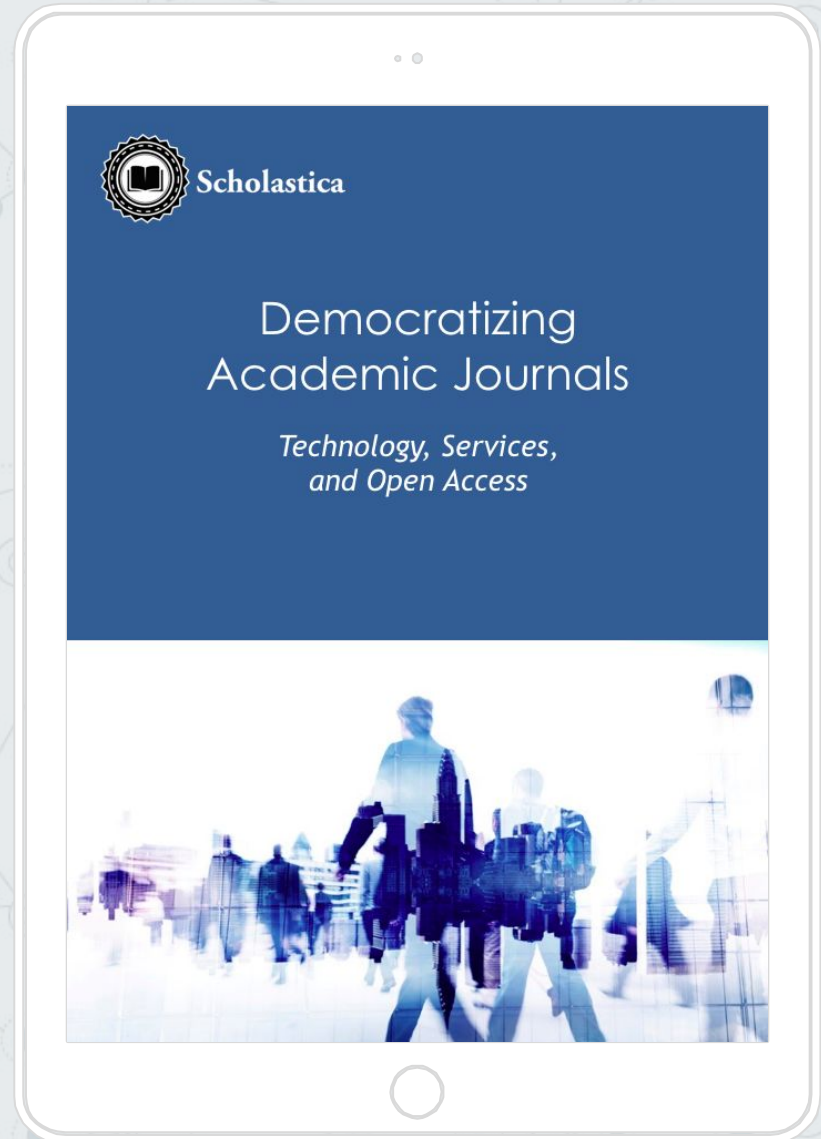




Download the white paper on democratizing academic journals

<http://scholasticahq.com/resources>

resources.scholasticahq.com/democratizing-journal-publishing-white-paper/



Take advantage of free resources



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Thanks!

Any questions?

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