

10-25-2012

## Open Access Week 2012: OA Economics - Is Our Current Model Sustainable?

Todd Chavez  
*University of South Florida*, [tchavez@usf.edu](mailto:tchavez@usf.edu)

Follow this and additional works at: [https://digitalcommons.usf.edu/tlar\\_scpub](https://digitalcommons.usf.edu/tlar_scpub)



Part of the [Library and Information Science Commons](#)

---

### Scholar Commons Citation

Chavez, Todd, "Open Access Week 2012: OA Economics - Is Our Current Model Sustainable?" (2012).  
*Scholar Commons Publications*. 7.  
[https://digitalcommons.usf.edu/tlar\\_scpub/7](https://digitalcommons.usf.edu/tlar_scpub/7)

This Presentation is brought to you for free and open access by the Tampa Library at Digital Commons @ University of South Florida. It has been accepted for inclusion in Scholar Commons Publications by an authorized administrator of Digital Commons @ University of South Florida. For more information, please contact [digitalcommons@usf.edu](mailto:digitalcommons@usf.edu).

# Open-Access Economics: Is Our Current Model Sustainable

Todd Chavez

Director, Academic Resources

2012 Open-Access Week

October 25, 2012

# Presentation Goals

- Current trends in the OA movement
- Overview of economic issues
- USF's Scholar Commons strategy
- Questions



RESEARCH · PUBLISH · DISCOVER · SHARE · COLLABORATE

# Open-Access Publishing

---

## Current Trends

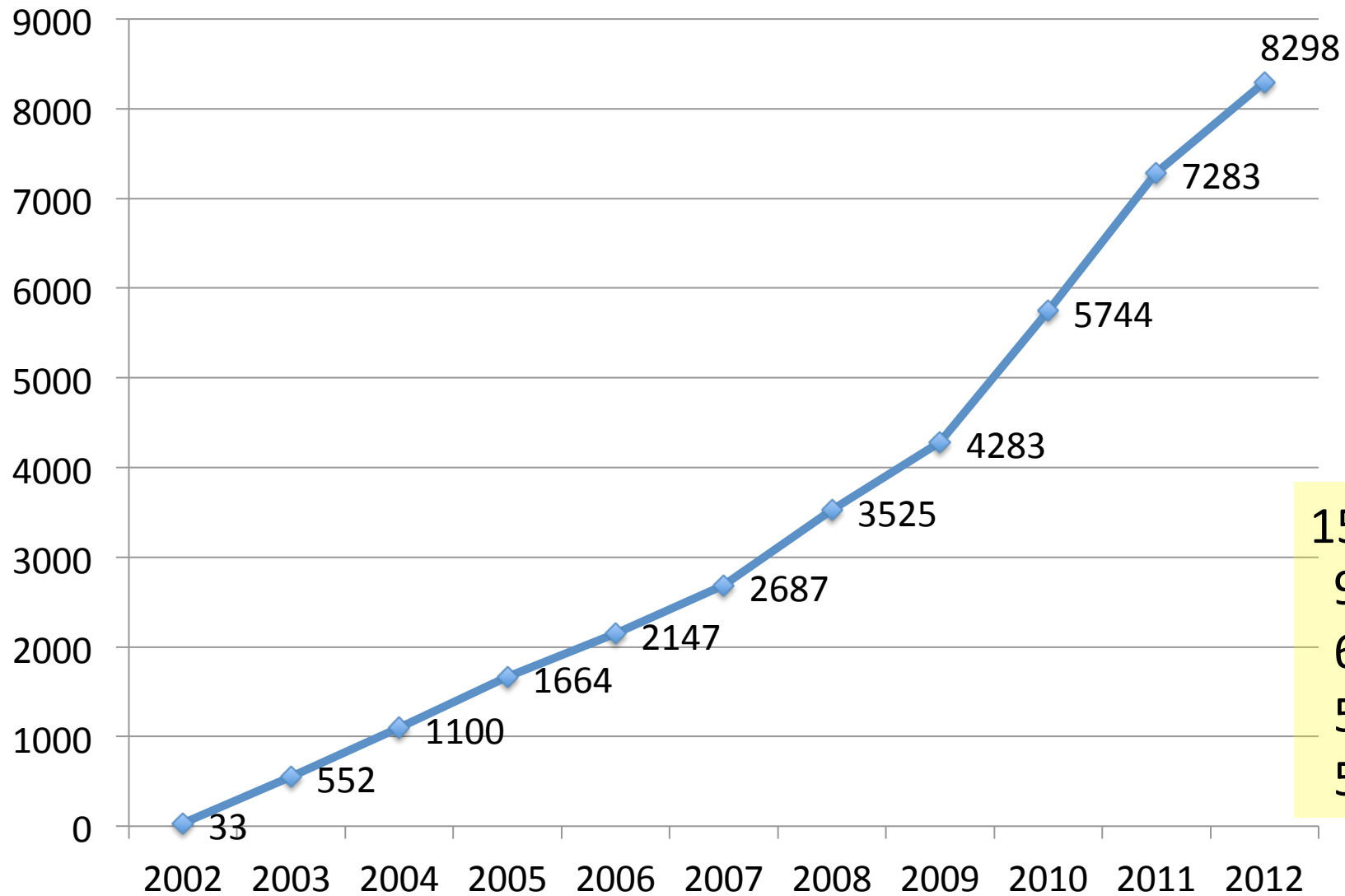


A publication model wherein neither readers nor a reader's institution are charged for access to articles or other resources. Users are free to read, download, copy, distribute, print, search, or link to the full texts of these articles. The only constraint on reproduction and distribution, and the only role for copyright ... should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited.



Library of Congress

### Number of Titles

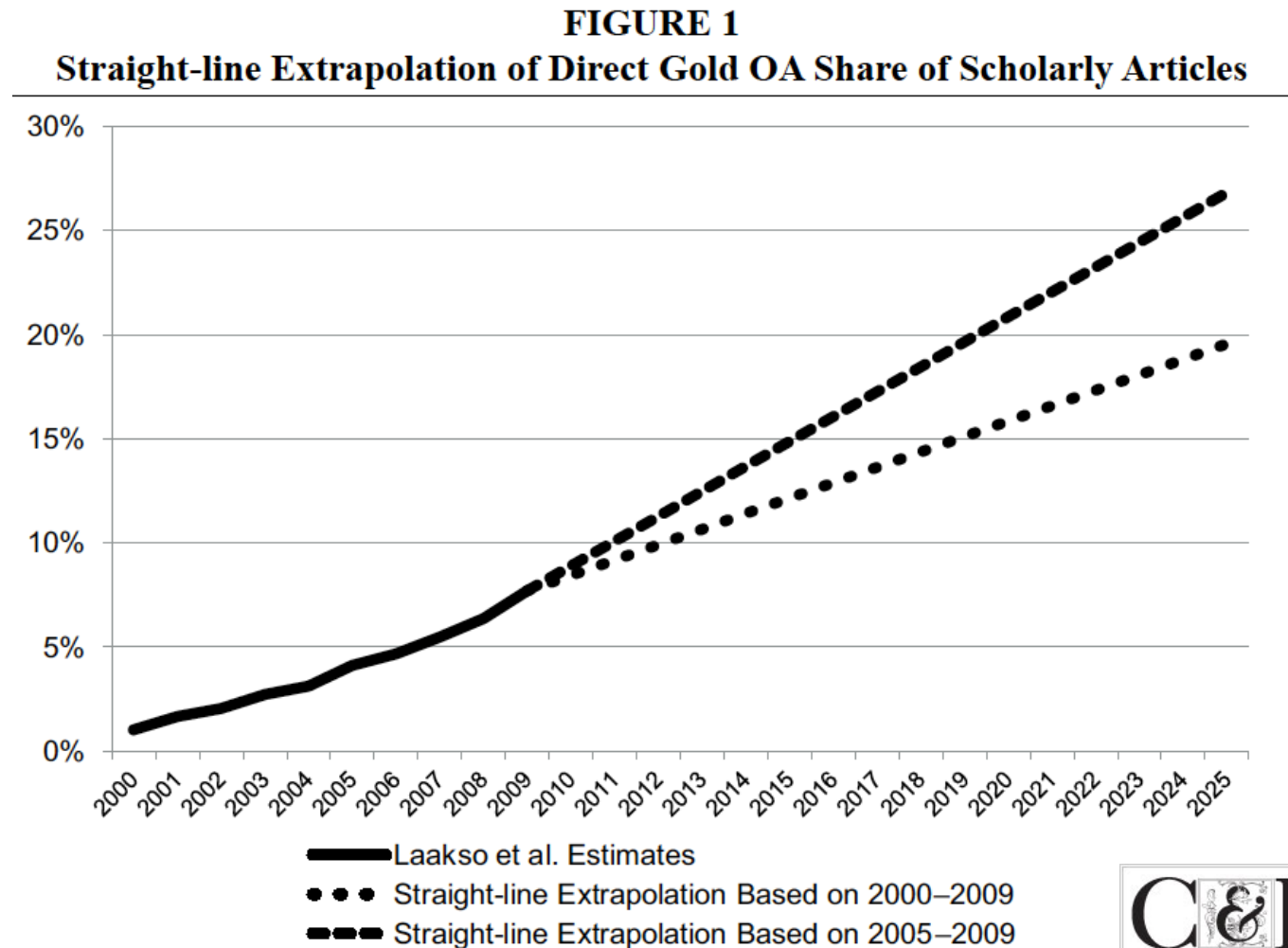


15% USA  
9% Brazil  
6% UK  
5% India  
5% Spain

# The Inevitability of Open Access

“This analysis suggests that Gold OA could account for 50 percent of the scholarly journal articles sometime between 2017 and 2021, and **90 percent of articles as soon as 2020** and more conservatively by 2025.”

David W. Lewis, 2012



**OPEN ACCESS**

Advances in information technology enable open access publication models that grant anyone connected to the internet access to published work. Along with other scholarly communities, AAA faces difficult choices on if and how to pursue a transition to open access publications. This question involves considerations of the viability of journal finances, the quality of scholarship accessed by various publics, and AAA's commitments to its mission and ethics statements. The articles in this series, co-edited by Jason Cross and Stacy Lathrop, examine these high-stakes choices.

## Open Access and AAA



“I feel strongly that what we write today is tomorrow’s historical record, and ... the ability to set the record straight should not be limited to students and faculty at elite institutions ... The historical record should be open and everyone should have access.”

Lee D. Baker  
Duke University



The New York Times

# The Opinion Pages

OP-ED CONTRIBUTOR

## Research Bought, Then Paid For

By MICHAEL B. EISEN

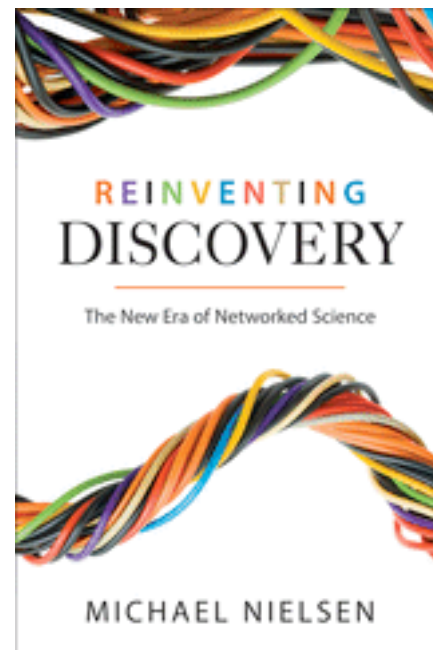
Published: January 10, 2012

**H.R.3699 -- Research Works Act** (December 16, 2011) – Reverses the trend whereby publicly funded research data is openly-accessible to the public.

“The system is hidebound, expensive and elitist, they say. Peer review can take months, journal subscriptions can be prohibitively costly, and a handful of gatekeepers limit the flow of information. It is an ideal system for sharing knowledge, said the quantum physicist Michael Nielsen, only ‘if you’re stuck with 17th-century technology.’”

Thomas Lin

“Cracking Open the Scientific Process,” NYT 1/16/12



ECOLOGICAL SOCIETY OF AMERICA

esa

“The Society has published ecological research in journals widely available to the public in libraries and universities for over 90 years. However, it is important to note that there is a significant difference between research results and peer-reviewed publications. **Publishers such as ESA have a long record of reporting, analyzing and interpreting federally funded research.** It is not appropriate for the federal government to expropriate the additional value publishers add to research results.”

# Social Media Collective

Research Blog

A Research Blog

[Home](#) [About](#) [Events](#) [In the News](#) [Past Events](#) [Publications](#)

## Save Scholarly Ideas, Not the Publishing Industry (a rant)

DECEMBER 11, 2011

“... WTF? How did academia become so risk-adverse? The whole point of tenure was to protect radical thinking. But where is the radicalism in academia? I get that there are more important things to protest in the world than scholarly publishing, but why the hell aren't academics working together to resist the corporatization and manipulation of the knowledge that they produce? Why aren't they collectively teaming up to challenge the status quo? **Journal articles aren't nothing ... they're the very product of our knowledge production process.**”

Danah Boyd

Senior Researcher, Microsoft Research  
Research Associate, Harvard's Berkman Center for Internet & Society



“In my view, substituting open access for closed access journals is a necessary but not sufficient change to our system of academic communication.

We need to recognize new modes of publication and dissemination of knowledge that are relevant beyond the academy, and we need to formalize credibility in this new, broader context.

That would be truly radical.”

John Hawks  
Paleoanthropologist  
University of Wisconsin-Madison





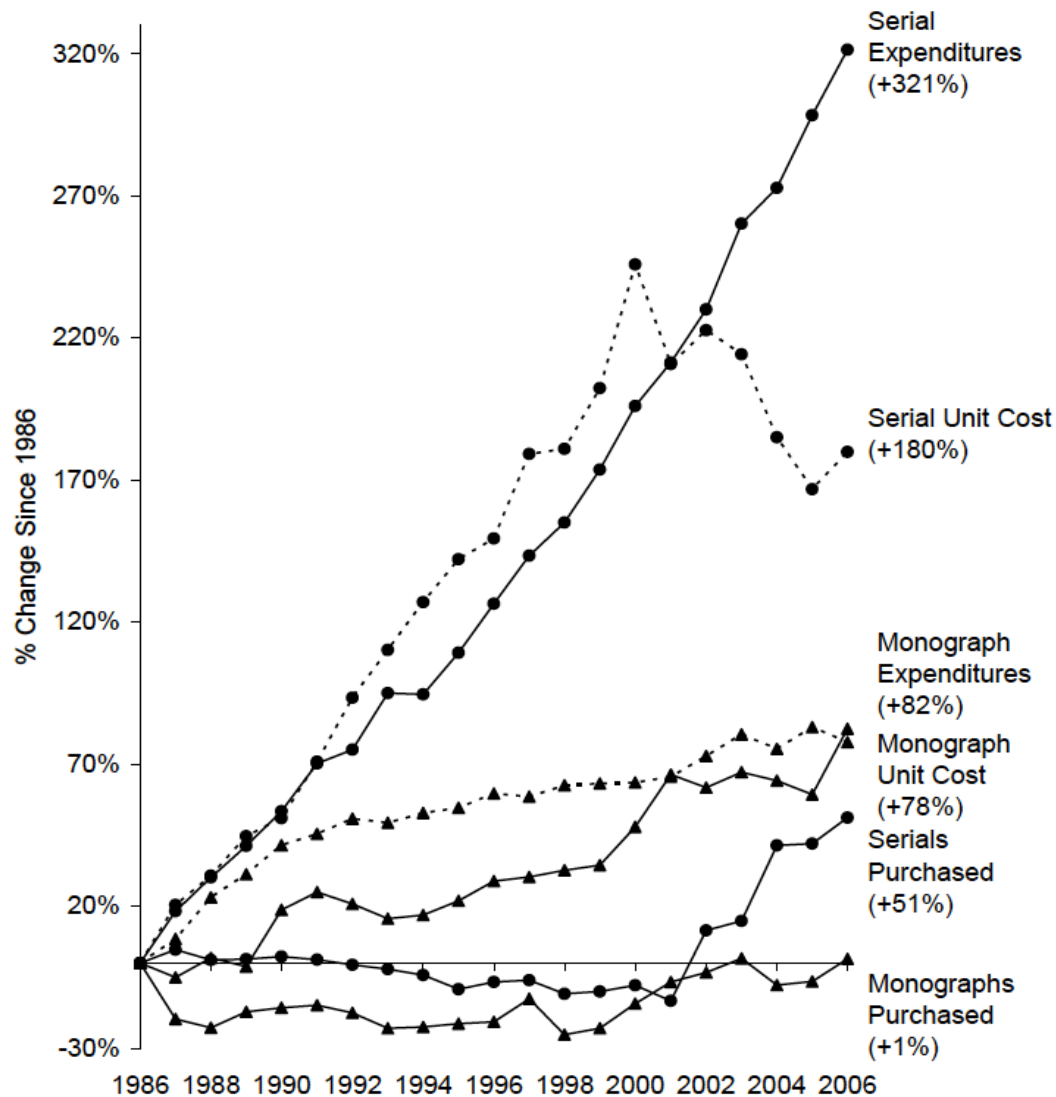


# Open-Access Publishing

---

## The Economics

Graph 2  
**Monograph and Serial Expenditures  
 in ARL Libraries, 1986-2006\***

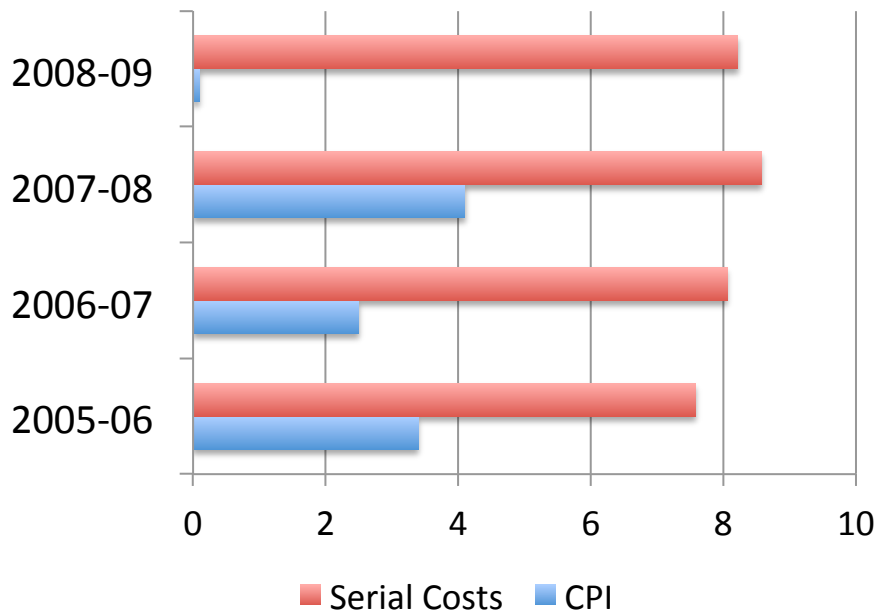


Source: *ARL Statistics 2005-06*, Association of Research Libraries, Washington, D.C.  
 \*Includes electronic resources from 1999-2000 onward.

Journal vendors  
 operate outside of  
 corrective market  
 forces.



# Serial Subscription Costs vs. Everything Else



**Table 1**  
**Serial Subscription Costs and the CPI**

| Library of Congress Subject   | Percent Change |             |             |             |
|-------------------------------|----------------|-------------|-------------|-------------|
|                               | 2005/06        | 2006/07     | 2007/08     | 2008/09     |
| Agriculture                   | 7              | 8           | 7           | 7           |
| Anthropology                  | 5              | 8           | 12          | 9           |
| Art & Architecture            | 8              | 7           | 10          | 6           |
| Astronomy                     | 10             | 4           | 8           | 9           |
| Biology                       | 10             | 9           | 7           | 7           |
| Botany                        | 8              | 8           | 8           | 8           |
| Business & Economics          | 6              | 7           | 8           | 7           |
| Chemistry                     | 8              | 7           | 7           | 7           |
| Education                     | 9              | 11          | 10          | 8           |
| Engineering                   | 7              | 7           | 7           | 9           |
| Food Science                  | 8              | 5           | 8           | 9           |
| General Science               | 6              | 9           | 7           | 9           |
| General Works                 | 5              | 9           | 8           | 5           |
| Geography                     | 6              | 9           | 9           | 5           |
| Geology                       | 5              | 8           | 9           | 8           |
| Health Sciences               | 9              | 9           | 9           | 8           |
| History                       | 8              | 9           | 12          | 9           |
| Language & Literature         | 6              | 8           | 11          | 5           |
| Law                           | 10             | 11          | 7           | 10          |
| Library & Information Science | 5              | 7           | 8           | 6           |
| Math & Computer Science       | 5              | 7           | 7           | 6           |
| Military & Naval Science      | 19             | 3           | -9          | 7           |
| Music                         | 4              | 9           | 16          | 6           |
| Philosophy & Religion         | 7              | 10          | 10          | 6           |
| Physics                       | 6              | 9           | 6           | 5           |
| Political Science             | 10             | 11          | 11          | 9           |
| Psychology                    | 8              | 8           | 9           | 10          |
| Recreation                    | 7              | 6           | 15          | 30          |
| Sociology                     | 8              | 10          | 9           | 9           |
| Technology                    | 7              | 7           | 8           | 7           |
| Zoology                       | 8              | 10          | 12          | 9           |
| <b>Median Change</b>          | <b>7</b>       | <b>8</b>    | <b>8</b>    | <b>8</b>    |
| <b>Average Change</b>         | <b>7.58</b>    | <b>8.06</b> | <b>8.58</b> | <b>8.22</b> |
| <b>CPI</b>                    | <b>3.4</b>     | <b>2.5</b>  | <b>4.1</b>  | <b>0.1</b>  |

Sources: Adapted from Van Orsdel and Born 2009; CPI data from U.S. Bureau of Labor Statistics 2009.

**Production Costs for an Anonymous Society Journal**

| Subscription Journal |                | Open-Access Journal |                |
|----------------------|----------------|---------------------|----------------|
|                      | Cost (\$)      |                     | Cost (\$)      |
| Composition          | 102,000        | Platform            | 5,000          |
| PDF Creation         | 3,600          | PDF Creation        | 3,600          |
| Archiving            | 1,300          | Archiving           | 1,300          |
| Staff                | 339,500        | Staff               | 104,000        |
| Author Alterations   | 11,600         | Author Alterations  | NA             |
| XML Conversion       | 20,000         | XML Conversion      | NA             |
| Overhead             | 252,200        | Overhead            | 92,400         |
| <b>TOTAL</b>         | <b>730,200</b> | <b>TOTAL</b>        | <b>206,300</b> |

Probably lower today  
given tools &  
technologies available.

Source: Johnson (2005).

**Summary of Morris' "True Cost" of Scholarly Communication**

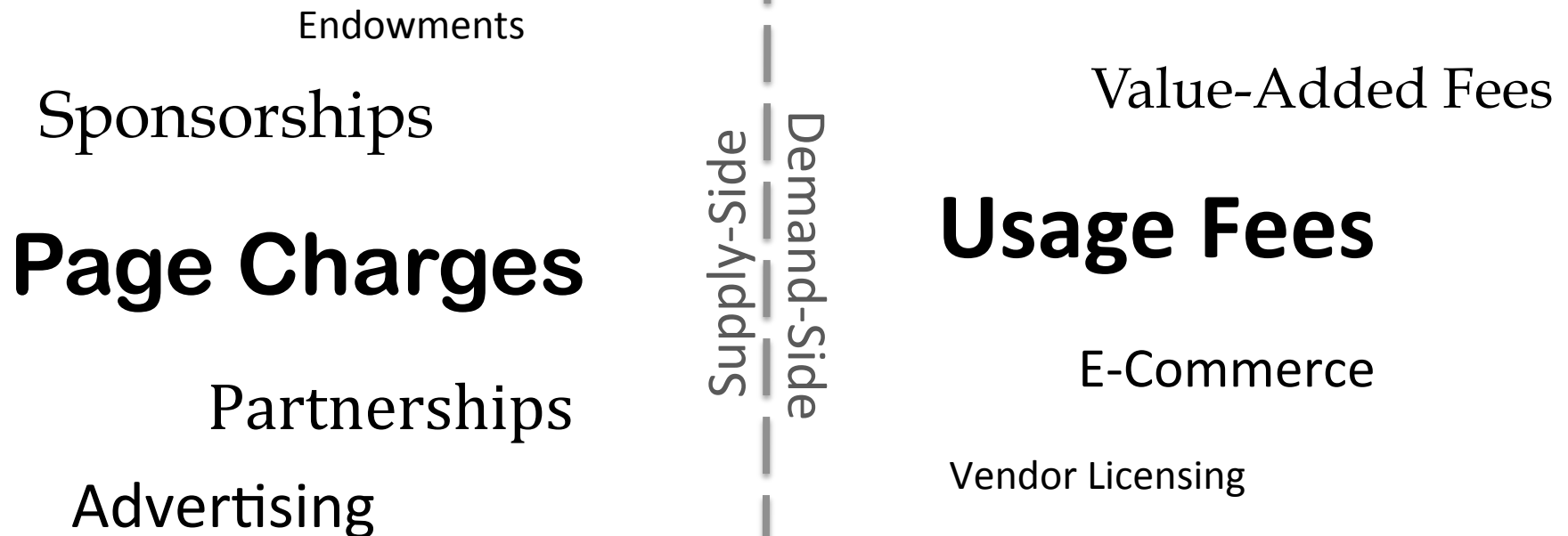
|                  |               |                          |
|------------------|---------------|--------------------------|
| Pre-Publication  | Research      | \$50,000                 |
|                  | Writing       | \$6,700                  |
| Publication      | Refereeing    | \$5,640                  |
|                  | Publishing    | \$2,250 – 4,375          |
| Post-Publication | Acquisition   | \$2,820                  |
|                  | Library Costs | \$4,230                  |
|                  | Preservation  | Unknown                  |
|                  | Reading       | \$30,600                 |
| <b>TOTAL</b>     |               | <b>\$97,140 – 99,265</b> |

Difficult to compare,  
difficult to accept ...

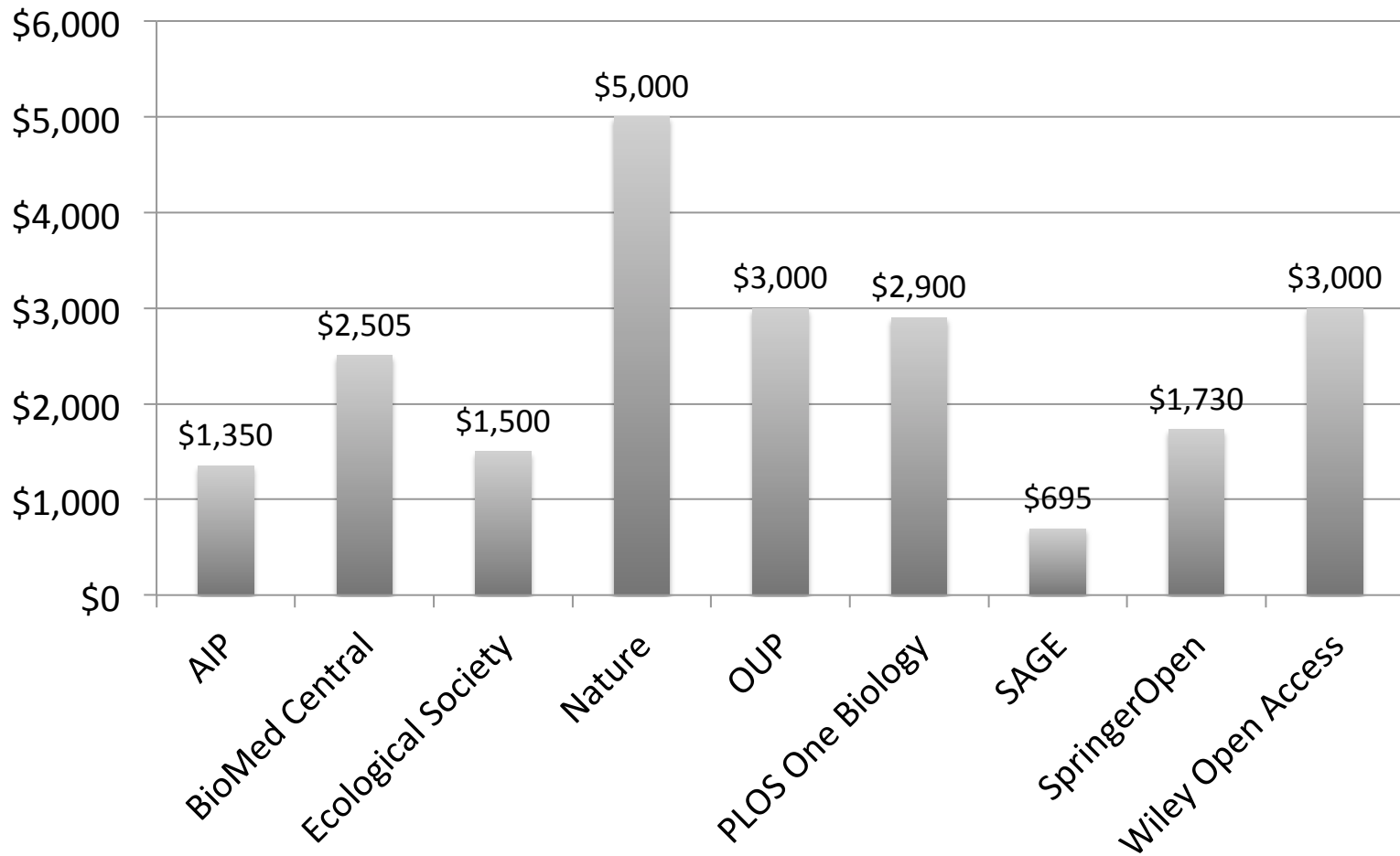
Source: Morris 2005, 122



# Paying for Open Access

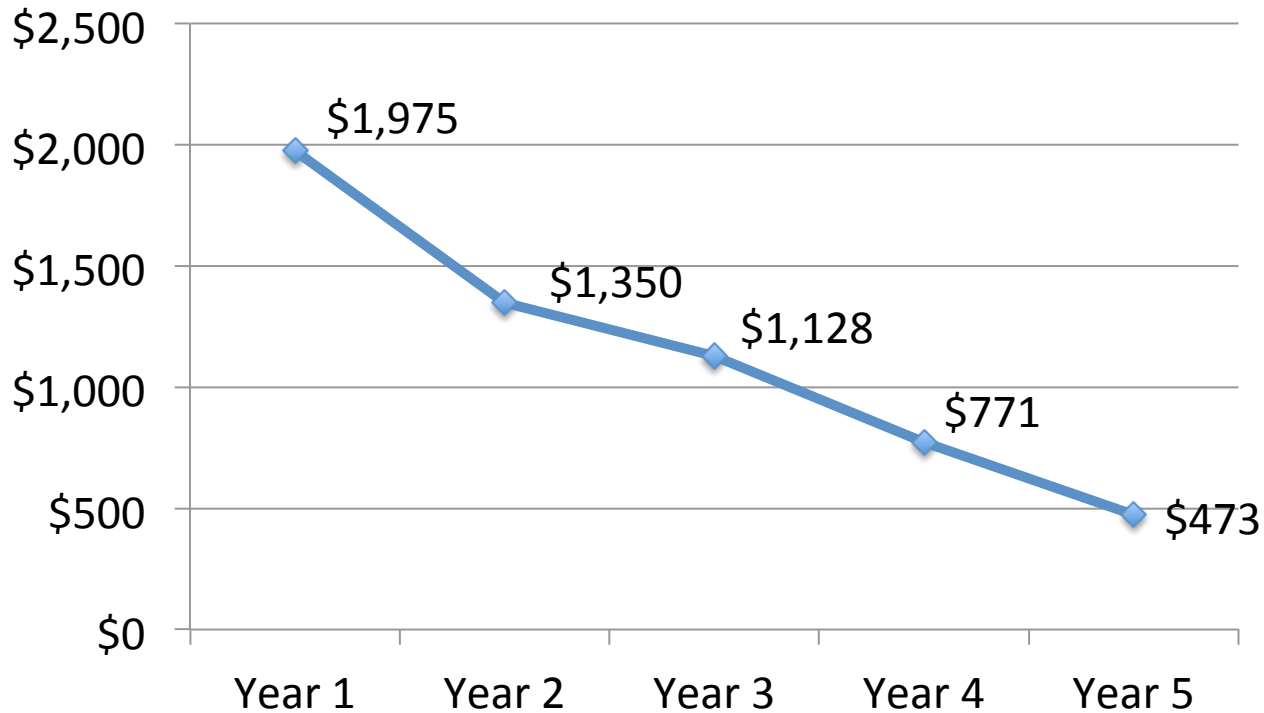


## Publication Fees

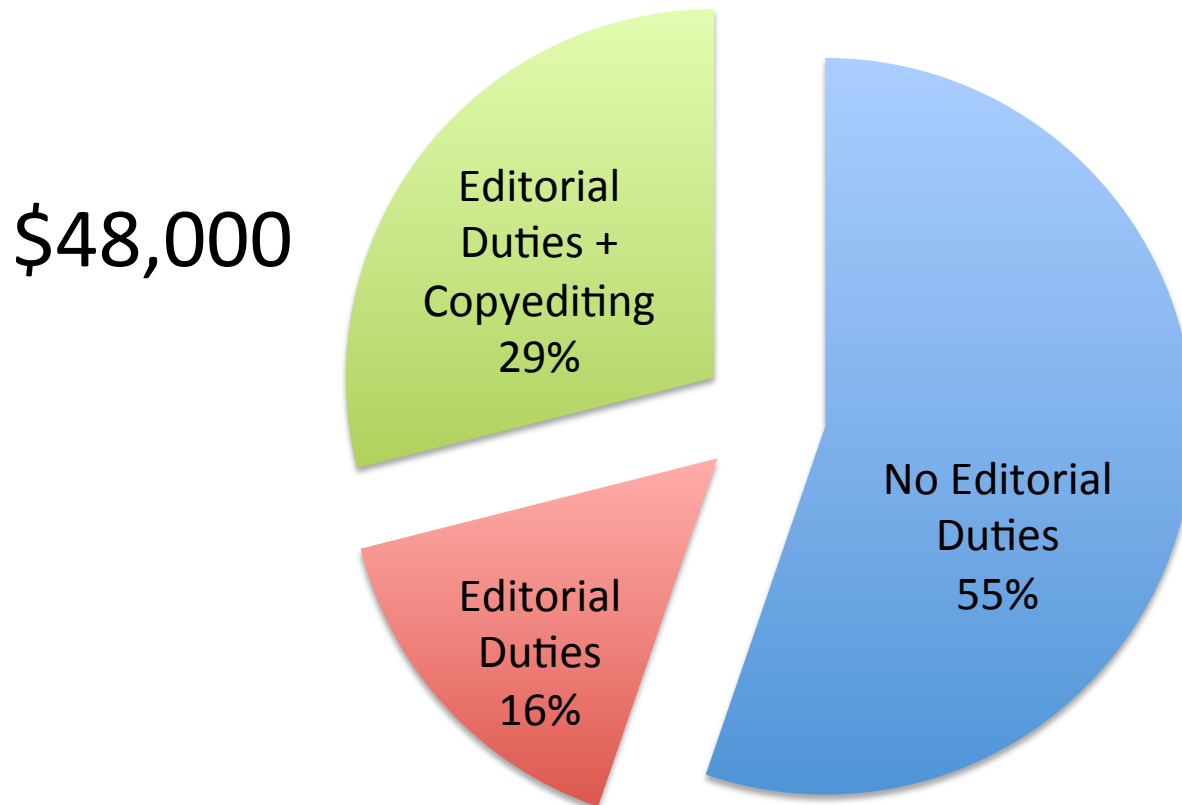


# What Does OA “Cost” the USF Libraries?

## Cost Per Article



# Copyediting Needs Among USF STEM Faculty





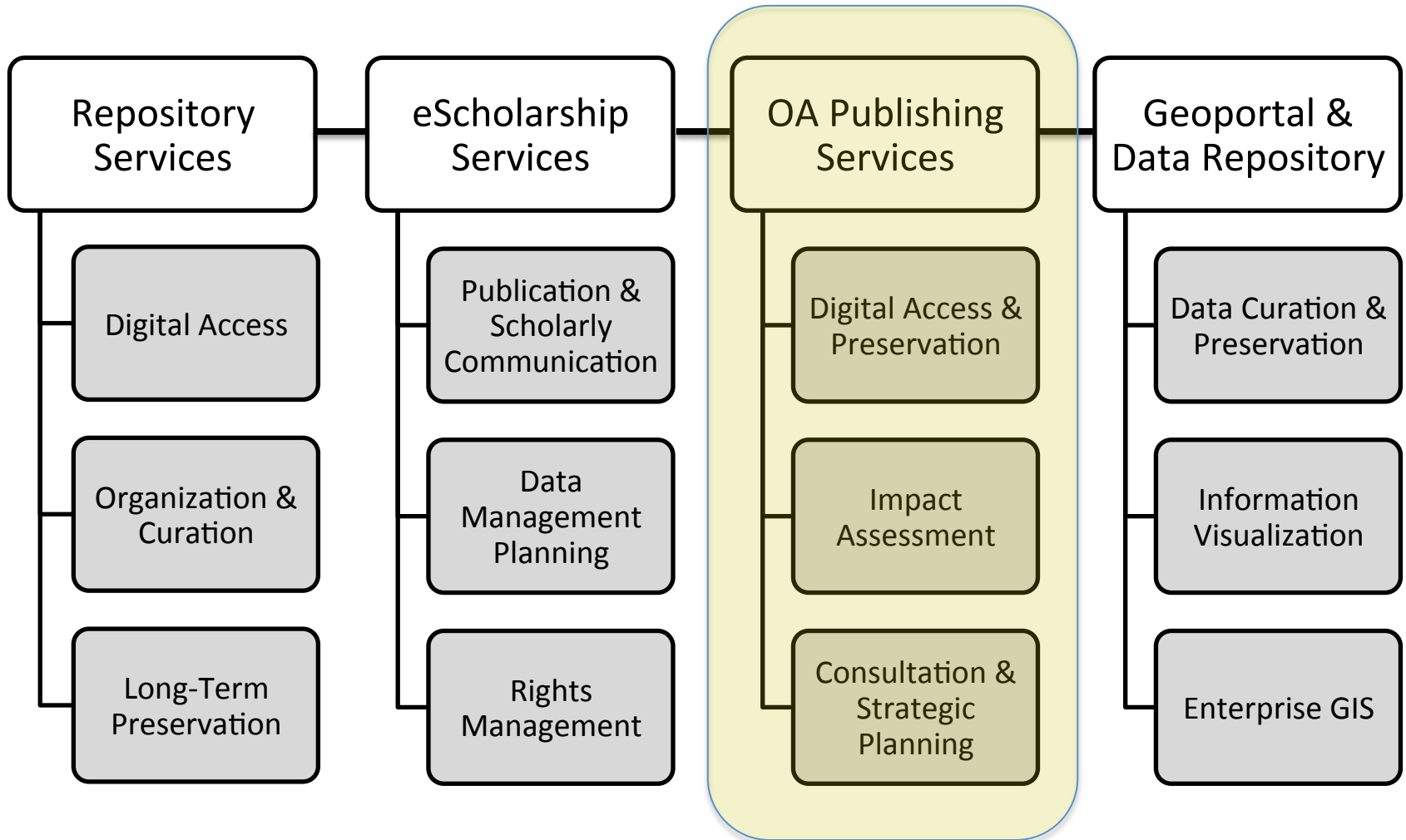


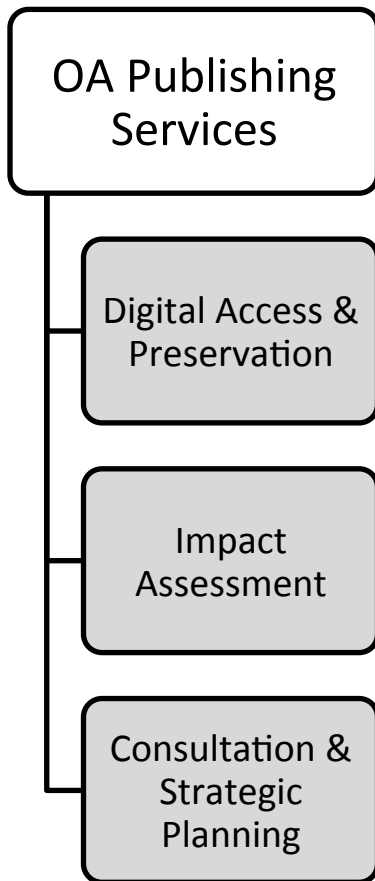
RESEARCH · PUBLISH · DISCOVER · SHARE · COLLABORATE

# Open-Access Publishing

---

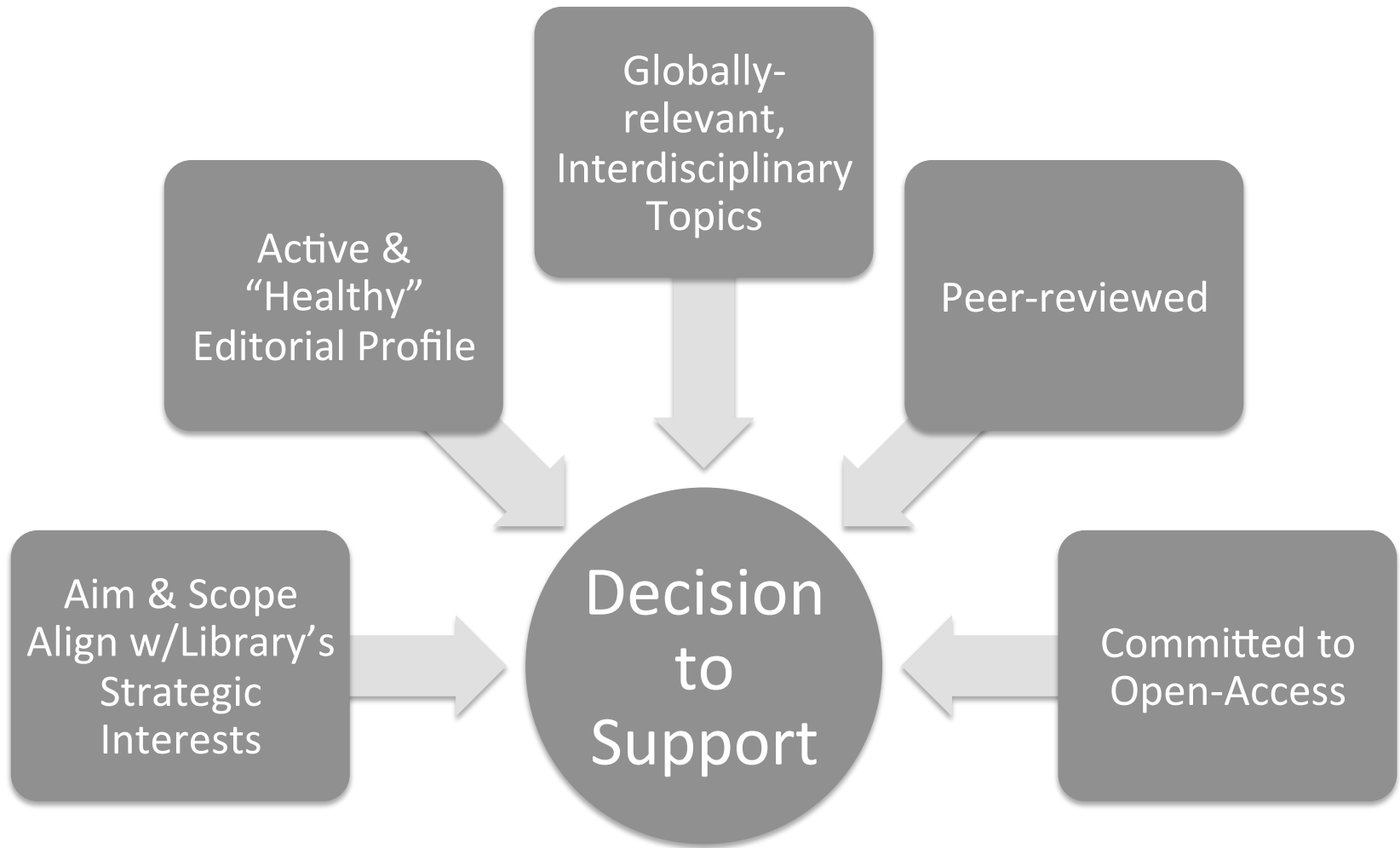
## Tampa Library's Strategy





## Library's publishing targets ...

- Open-access journals
- Open-access ebooks
- Open-access collections/digital projects
- Electronic theses/dissertations



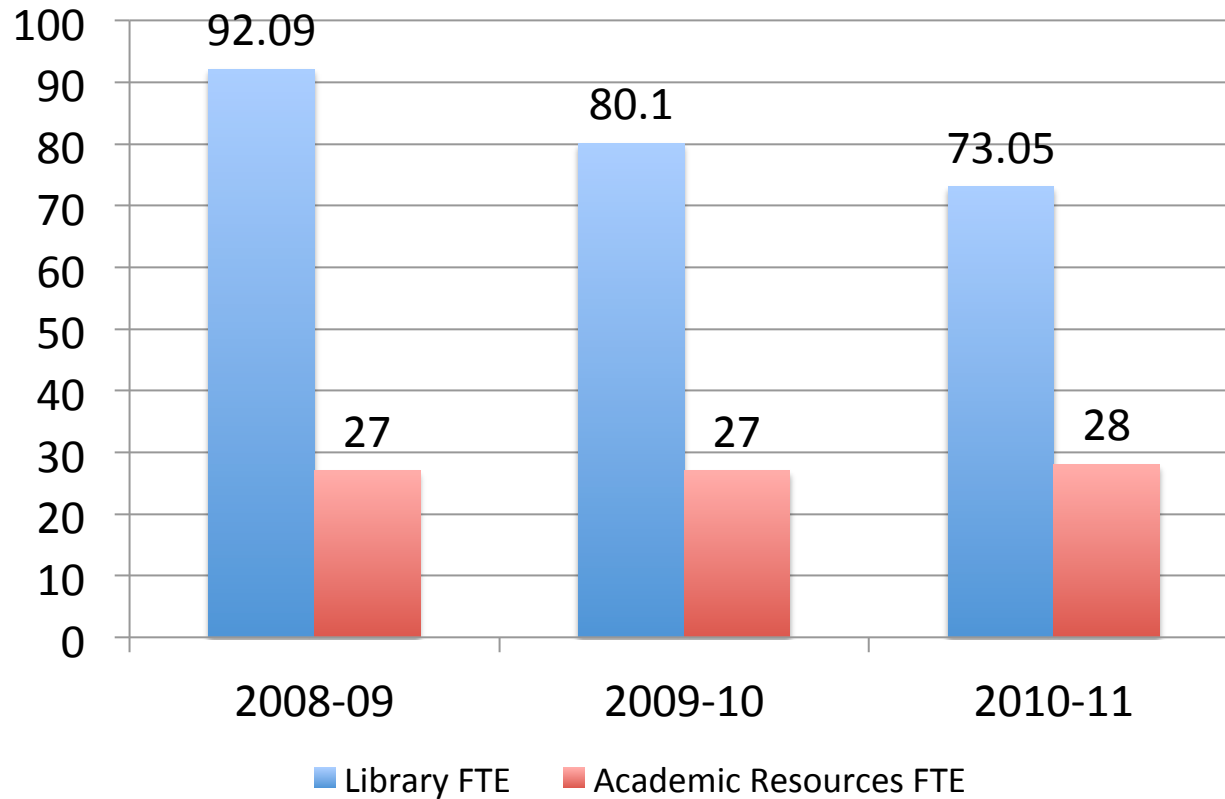


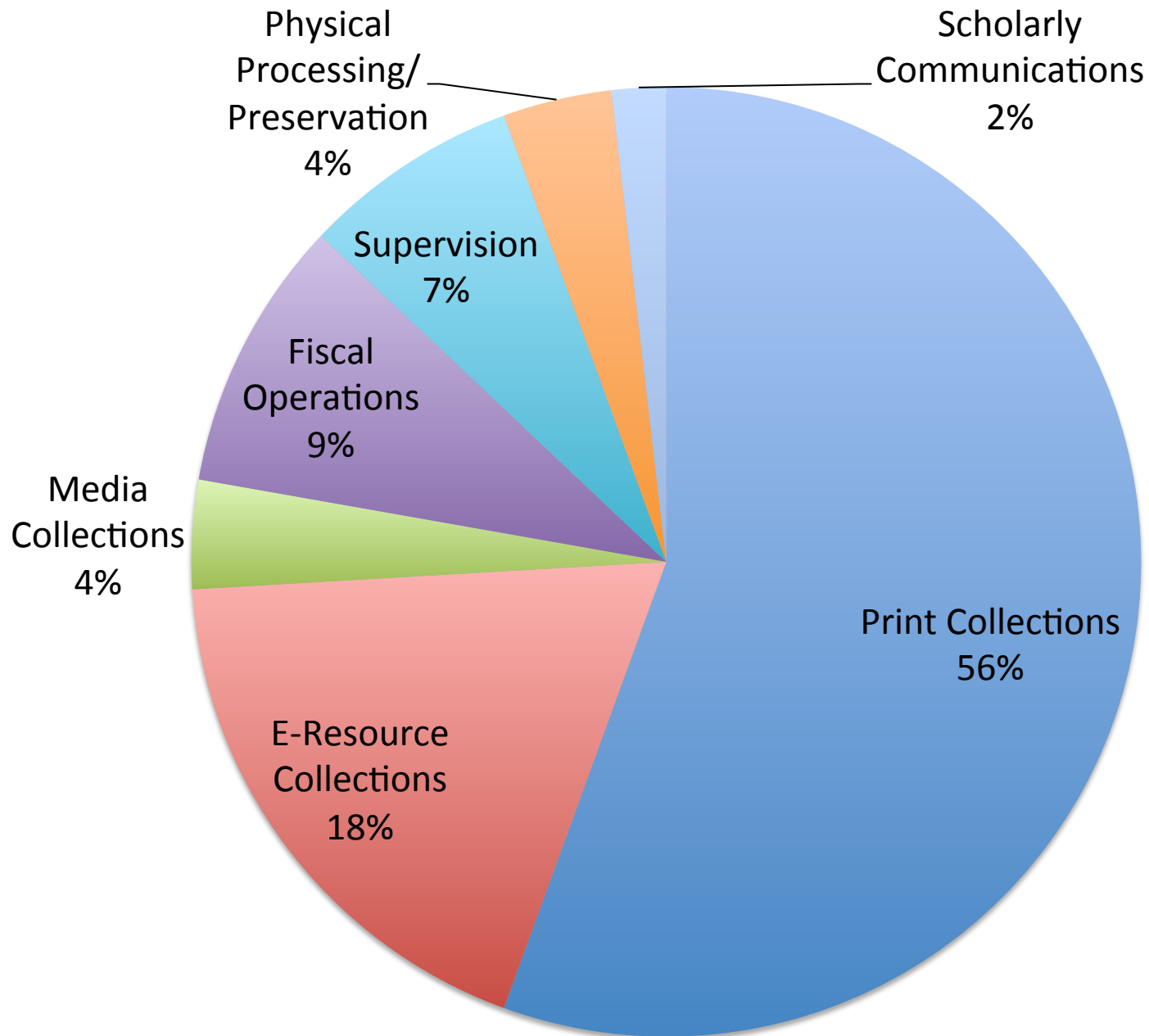


RESEARCH · PUBLISH · DISCOVER · SHARE · COLLABORATE

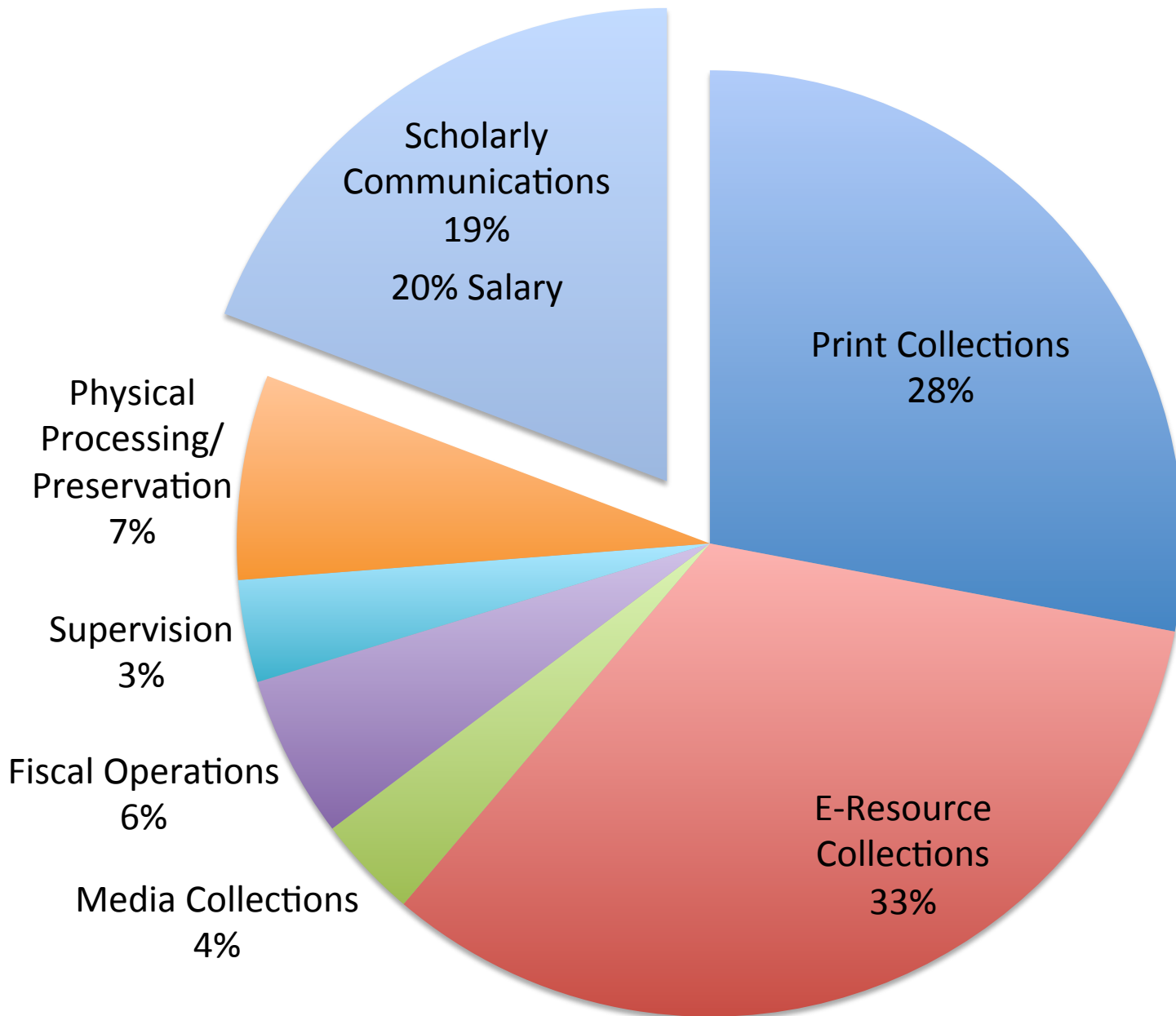
# Operational Matters: People & Workflows

USF UNIVERSITY OF SOUTH FLORIDA *libraries*





Allocation of FTE, 2008 (n=27)



Allocation of FTE, 2011 (n=28)



## Scholar Commons Team

### Data Management

Beverly  
Caggiano  
Data Mgmt.

Pete Reehling  
GIS/Data Mgmt.

Richard  
McKenzie  
GIS Spatial  
Analyst

### OA Publishing

Carol Ann  
Borchert  
OA Publishing

Julie Fielding  
OA Journals

Brenna  
Mathiesen  
OA Journals

### IR Management

Rebel Saul-  
Cummings  
IR Mgmt.



Carol Ann Borchert



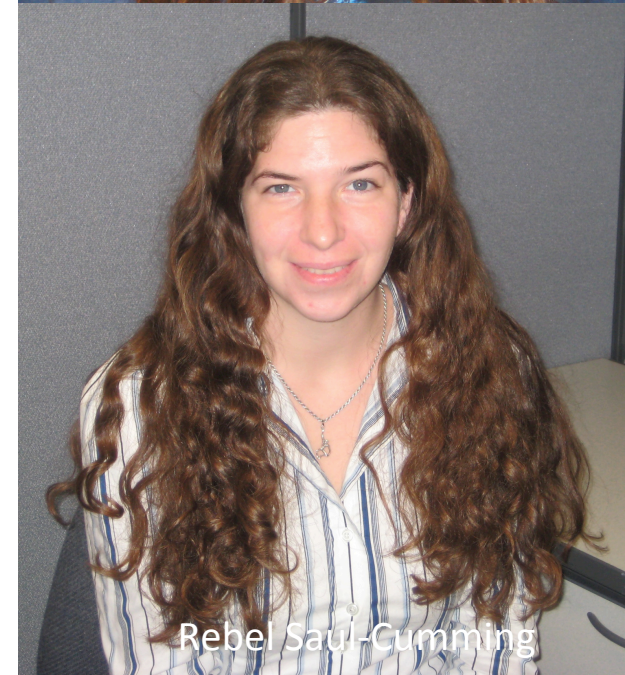
Julie Fielding

## Valuable Skills & Experience

Serial Collection Management  
Acquisitions  
Vendor Interactions  
Record of Publishing  
Editing Skills  
Layout & Graphics  
Cataloging & Metadata  
Database Management  
XML Markup  
Batch Record Loading & MS Excel  
Rights Management  
Publishing Trends  
Experience with Social Networking  
Knowledge of Persistent IDs  
Understand Peer Review  
Project Management  
Metrics Applied to Journals

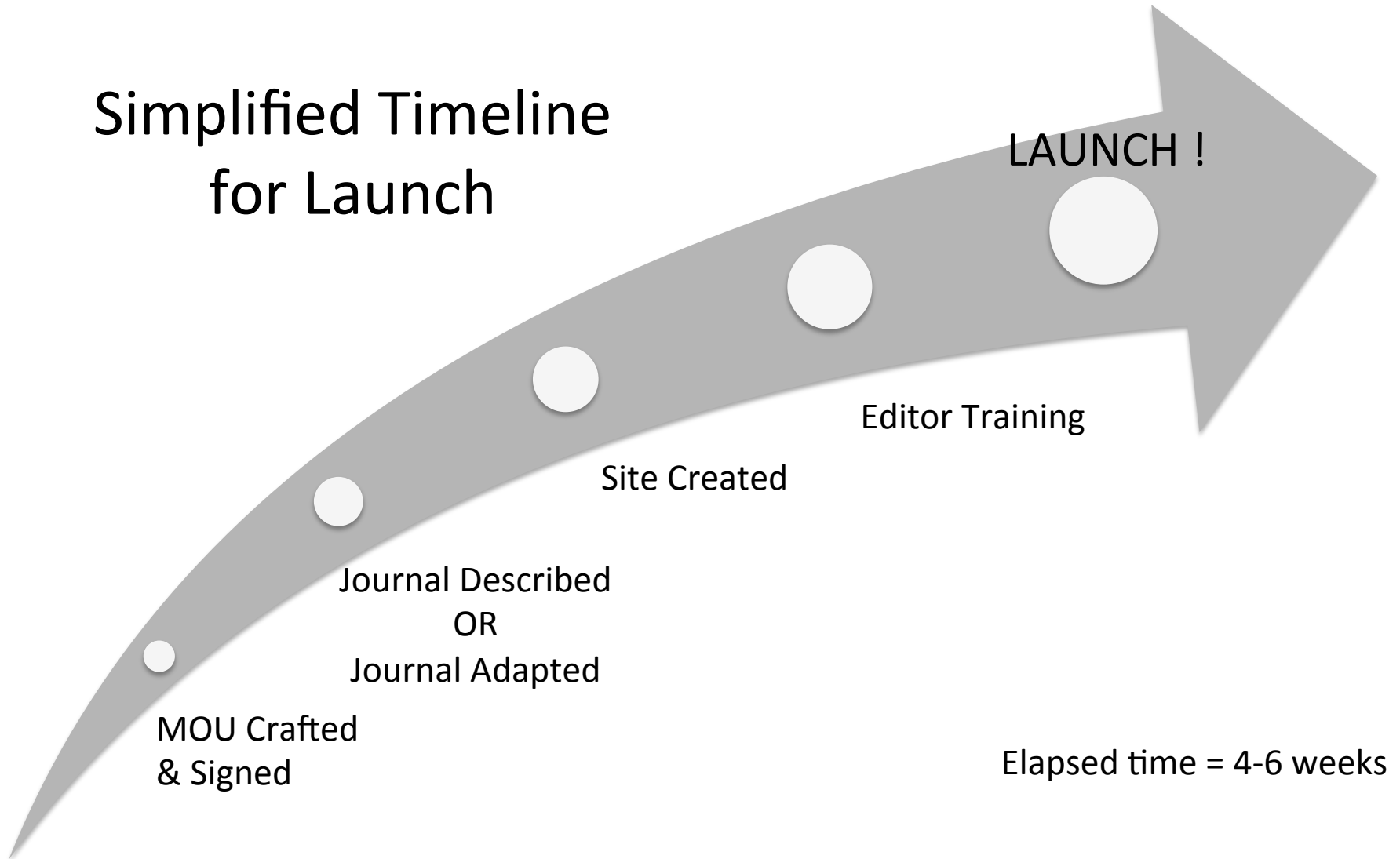


Brenna Mathiasen



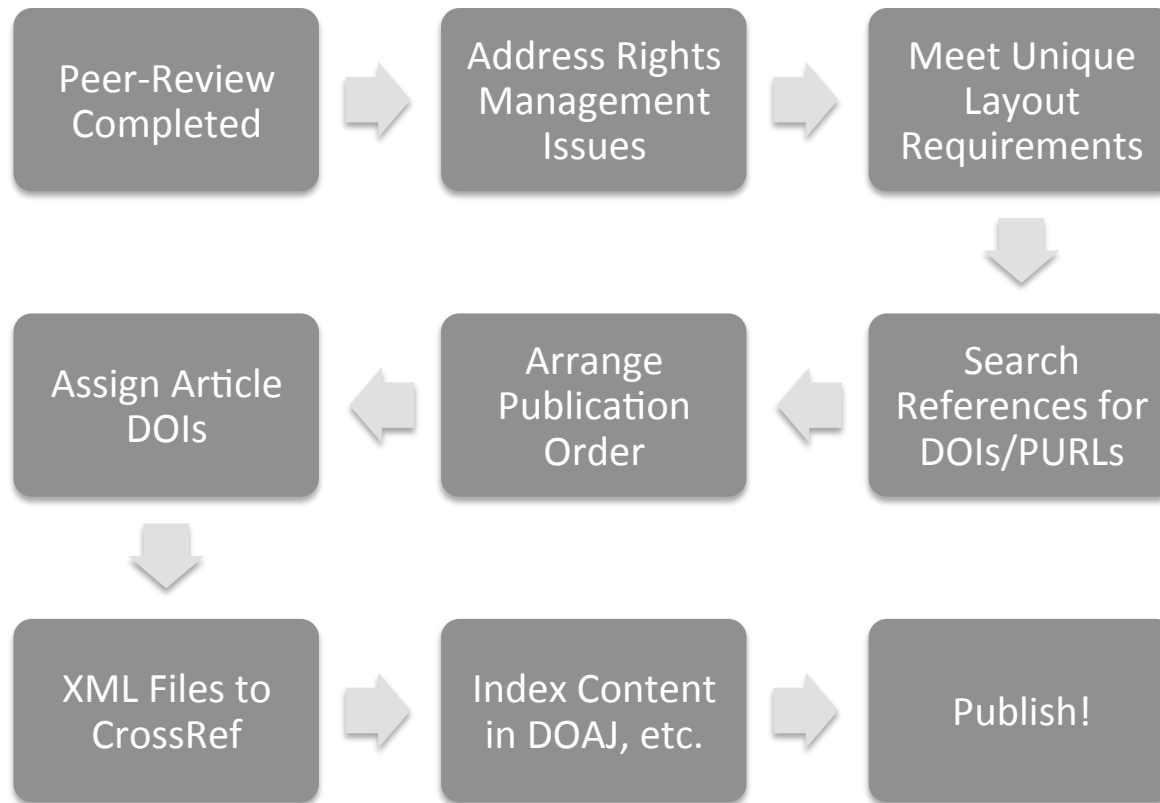
Rebel Saul-Cumming

## Simplified Timeline for Launch

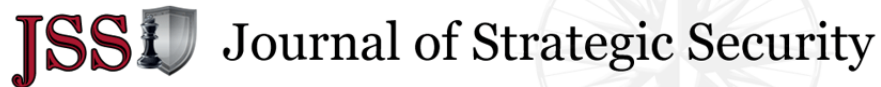




## “Typical” Workflow\*



\* No such thing as “typical”







RESEARCH · PUBLISH · DISCOVER · SHARE · COLLABORATE

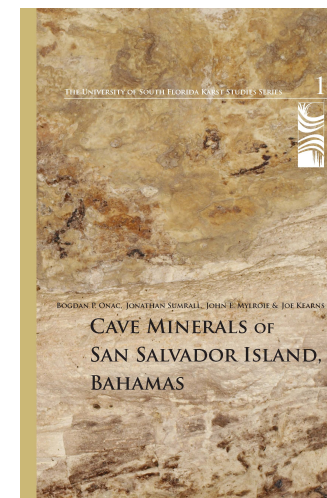
# Evolutionary Process



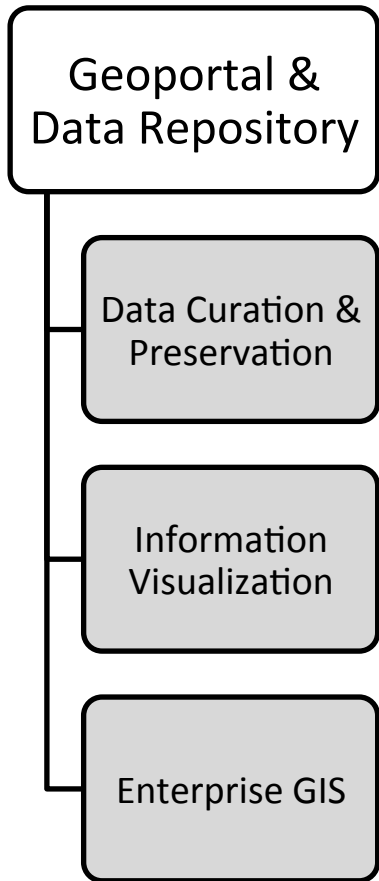
The Textbook Affordability Project (TAP) counters rising education costs by connecting students and faculty with alternatives to full-price textbooks.



The Library's Environmental Sustainability initiatives include materials published by the library and by strategic partners.







## Bringing data to the OA process ....

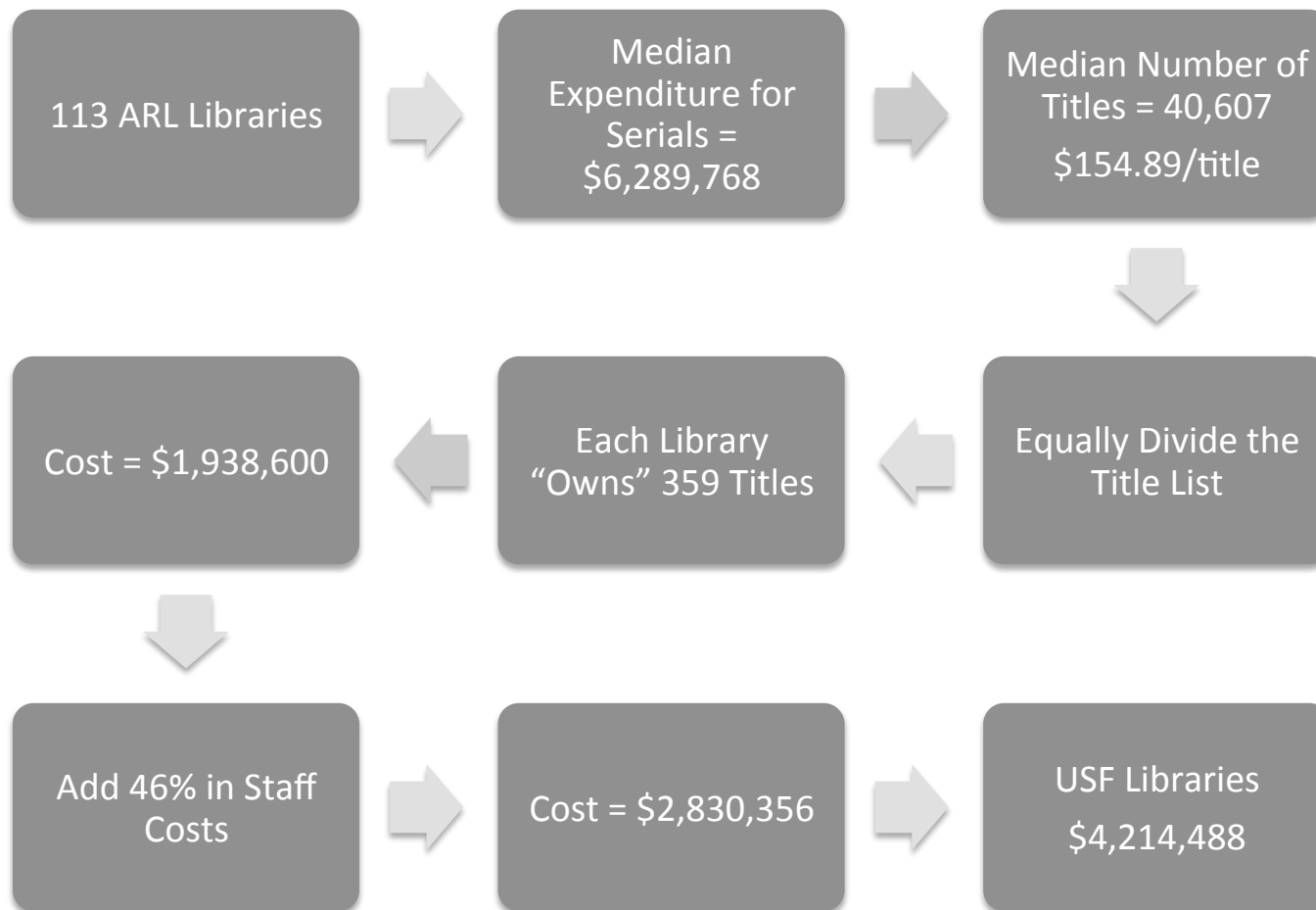


Richard McKenzie  
GIS Specialist

Beverly Caggiano  
Programmer  
System Architect

Pete Reehling  
Data Librarian  
GIS Specialist

# Is Our Model Sustainable?



# Presentation Take-Aways

- With faculty, cost-benefit discussions take second place to those regarding the public good and impact
- Our model works and is scalable
- Skills, skills, skills – the people you have can retool/retrain to be OA experts
- Success breeds success – plan to grow





RESEARCH · PUBLISH · DISCOVER · SHARE · COLLABORATE

Questions  
&  
Thank You