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Biz of Acq — Opportunities for Librarians with Open Access Publishing

by **Barbara Blummer** (Center for Computing Sciences, Bowie, MD; Phone: 301-805-7539) <bablum@super.org>

Column Editor: **Audrey Fenner** (Congressional Research Service, Library of Congress, 101 Independence Avenue, SE, Washington, DC 20540-7480; Phone: 202-707-6213; Fax: 202-707-7021) <afenner@crs.loc.gov>

Column Editor's Note: Librarians rather than IT people have often been leaders in promoting open access publishing and institutional archiving. This article makes the case, providing examples of library initiatives in these areas. — AF

Numerous forces are facilitating the growth of open access publishing or free unrestricted access to research material on the Internet. These forces include rising serial subscription costs, the expansion of the Internet, a change in communication patterns among scholars, and the exponential growth of scientific research. Recently the movement gained national attention with the **National Institute of Health's (NIH)** battle to require grantees of government funded research to provide their findings free to the public within 6 months of publication in a journal. The **NIH** campaign highlighted the people's right to the free availability of publicly funded research. In addition, it also affected commercial publishers and non-profits' attitude toward open access. Although commercial publishers once shunned open access, many have adopted a flexible publishing model in the last two years. The availability of alternative avenues for publishing scientific information creates new opportunities for librarians as well as changes their relationship with commercial publishers, nonprofits and researchers.

Advocates of open access differentiate between types of open access, including open access archives or institutional repositories and open access journals. Archives can contain a variety of materials including preprints, post-prints, e-prints, course materials, data files, audio and video files, theses, dissertations, and any other digital file (Gibbons). According to the **Scholarly Publishing and Academic Research Coalition (SPARC)**, material in an institutional repository must be created by the institution, contain scholarly content, be cumulative and perpetual, be interoperable, and have open access (Smith). Archives that comply with the open archives initiative protocol for metadata harvesting can be searched, but authors can also decide the degree of accessibility to their work (Gibbons; Branschofsky). Open access archives are typically characterized by low maintenance costs for institutions (Suber "Promoting Open Access in the Humani-

ties"). Moreover, authors must consider copyright when depositing in an archive. **Peter Suber** notes that authors do not need permission for preprint archiving since they hold the copyright but permission to deposit post-prints may be needed from the publisher ("Open Access Overview").

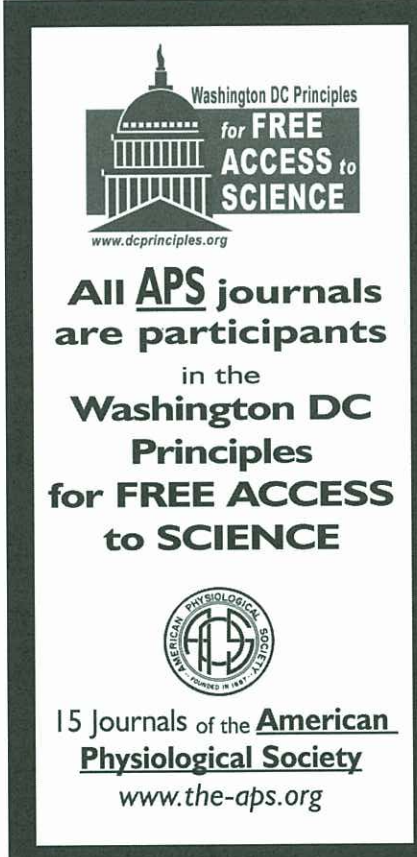
Although material in open access archives typically lacks peer review, institutions gain numerous advantages to hosting open access archives. In a recent workshop on institutional repositories at the **ALA Mid-Winter Meeting** in Boston in January 2005, workshop presenter **Susan Gibbons** described the advantages of the repositories to the institution including: stewardship of research output, efficiencies through centralization, showcasing institutional scholarship and a response to the scholarly communication crisis. She also noted individual advantages such as a wider distribution of the researcher's work, showcasing, preserving, a persistent uniform resource locator (URL), and time savings.

Open access journals represent the second category of open access. Open access journals remain cheaper to produce since they do not have fees for printing, rights management, enforcement, licensing, or marketing (Goodman). In "A Primer on Open Access to Science and Scholarship" **Suber** maintains open access fees represent charges for dissemination, not access, which he equates to broadcast radio and television. **Sally Morris** in "Open Access: How are Publishers Reacting," predicts that the costs associated with the journal access control system as well as subscription processing, license negotiation and sales fees will disappear in an open access model. Fees for open access journals are centered on peer review and dissemination, but as **Suber** notes, many of these tasks can be accomplished through software ("Promoting Open Access").

Open access journals have numerous variations. In a panel discussion at the "Does Open Access Really Work" seminar in Washington DC in 2004, **Suber** noted that some open access journals have enhancements that are not free (quoted by Hogan). According to **Morris**, open access journals are characterized by different "flavors" and some may include delayed open access, partial open access or full, immediate open access. **Stevan Harnad** defines the "gold road" open access as an open access journal, and the "green road" open access as published in a non-open access journal but self archived in an open access archive. **Harnad** remains a strong advocate of


author self-archiving which he believes should be mandated by the researcher's employer.

Despite the controversy surrounding open access journals, they are changing the landscape of acquisitions. **Carol Tenopir**, in "Open Access Alternatives," maintains open access journals are having an impact. She notes that 191 were selected for inclusion in the **Web of Science** database. **Tenopir** also referred



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15 Journals of the **American
Physiological Society**
www.the-aps.org

to an **ISI** study that revealed no difference in citation impact between traditional and open access journals.

According to **Guterman** in "The Promise and Peril of Open Access," a 2001 study in *Nature* showed that in at least one set of disciplines, papers that appear free online are more likely to be cited by other researchers. **Guterman** describes a study in which a scientist at **NEC Research Institute** analyzed nearly 120,000 papers in computer science and related fields. Those that were freely available online had been cited more often in other papers than those not available online. The average number of citations of offline papers was 2.74, com-

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pared with 7.03 for those freely available online.

Librarians, who typically acquire, distribute, and manage primary research materials are especially affected by the transition of scholarship to an open access model. The **Libraries and Publishers Working Group** that produced the "Bethesda Statement on Open Access Publishing" recognizes the role of librarians in developing support mechanisms to foster transition to open access publishing. This can be done through education and outreach activities for users on the benefits of open access publishing, and by listing and highlighting open access journals in catalogs. Other advocates of open access also underscore the importance of librarians in promoting open access. **Suber** believes librarians have a major role in teaching scholars about open access ("Removing the Barriers"). **Richard Geyde** in "Open Access is Only Part of the Story" characterizes librarians as crusaders and urges them to lobby for change and to educate researchers on all the issues of open access.

Numerous authors recognize the important role of librarians in an institutional repository. **Geyde** notes that librarians have the skill to design, develop, manage, and maintain institutional repositories. **Quint** envisions a big depository of all open access scholarly content managed by an information professional who creates institutional repository policies such as permanence and preservation. **Fytton Rowland** and others in "Delivery, Management, and Access Models for Eprints and Open Access Journals" also views library staff as instrumental to ensuring an institutional repository is set up properly and includes the correct content.

Academic librarians worldwide are facilitating the establishment of institutional repositories in their institutions. At the **ALA Mid-Winter Meeting** in Boston in January 2005, **Margret Branschofsky**, DSpace User Support Librarian at MIT, presented a talk on the library's joint venture with **Hewlett Packard** in developing **DSpace**, an institutional repository software designed for MIT faculty members' digitized research and teaching materials. At MIT, the library's role in the institutional repository project centers on marketing the concept to faculty who are responsible for submission, metadata, and decisions regarding content and access. **Branschofsky** described the library's promotion of **DSpace**, which included press releases, brochures, presentations to university groups, announcements on email lists, and hosting events. Recently, the speaker explained, the library hired a marketing consultant who suggested that they identify an audience, locate the decision maker, and provide extensive public relations information. **Branschofsky** believes librarians need to recognize the barriers to participation, anticipate resistance, and develop new approaches to encourage the development of institutional repositories at their sites.

University of Rochester librarians are also active in facilitating an institutional repository

against the grain people profile

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BORN & LIVED: I was born in Washington D.C. and lived in Maryland throughout my life.

FAMILY: My son will be a freshman at **West Virginia University** in Morgantown in August 2005. My daughter is a senior at **Temple University** in Philadelphia.

EDUCATION: I received my M.L.S. from the **University of Maryland College of Information Studies** in 1995 and am currently pursuing a M.A. in Communications with a focus on Digital Library at **Johns Hopkins University**.

FIRST JOB: My first job in the library world was an indexer for **NOAA's National Environmental Satellite, Data & Information Service**.

PROFESSIONAL CAREER AND ACTIVITIES: I serve on the education committees of **Palinet** and the **Library and Information Technology Association Division (LITA)** of **ALA**. I am also on the Publications Committee for the **Association of College and Research Libraries (ACRL)** of **ALA**.

IN MY SPARE TIME I LIKE TO: Read, hike, cook, and garden.

FAVORITE BOOKS: I truly enjoy reading books published by **National Geographic** on areas throughout North America.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Complete a Ph.D. in Communications with a focus on Digital Library.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Digitalized. 

for their institution. At a recent workshop on establishing an institutional repository, **Susan Gibbons**, Assistant Dean for Public Services & Collection Development at the University, outlined her experiences with their institutional repository. **Gibbons** noted the library's role in selecting the repository software, working with the Libraries' information technology staff for set-up and promoting the project to faculty members. Library staff at the University provide support with the deposits, promote the project, provide scanning services, and offer a helpline. **Ms. Gibbons** views the librarian's hardest task as convincing faculty of the need to self-archive.

According to **Paula Callan**, E-print Archive Coordinator Librarian at the **Queensland University of Technology (QUT)**, the library staff is active in promoting an institutional repository at her institution. **Ms. Callan** oversees the development and population of the repository by reviewing metadata for deposited items, performing permission checking and, if necessary, helping academics with permission requesting. **Ms. Callan** also works with liaison librarians to assist researchers through workshops on the deposit process. However, **Ms. Callan** describes her primary responsibility as promoting the repository and especially reminding researchers to self-archive their publications, since **QUT** requires all staff to deposit copies of new scholarly publications unless there is a legal impediment. All costs incurred are supported through the library budget, since the institutional repository is deemed to enhance research impact and so is considered a major benefit to the institution. **Ms. Callan** believes that many of the liaison librarians enjoy promoting and sup-

porting self-archiving since it embeds them in the research process of the University.

Although many open access opponents warn institutional repositories may replace libraries, some librarians maintain they offer new opportunities for information professionals. In the "Repository Adventure," **H. Frank Cervone**, Assistant University Librarian for Library Technology at **Northwestern University**, notes the numerous opportunities for libraries in managing institutional repositories. According to **Cervone**, librarians can move from passive transfer agents of information into active partners in the dissemination process. He believes this will ensure librarians' future position in the digital publishing process. In a presentation **Cervone** delivered at the "**Computers in Libraries Conference**" in Washington, DC in March 2005, he emphasized the importance of preservation and metadata to institutional repositories. He maintained librarians are especially skilled to manage repositories because of their training in metadata creation as well as preservation of materials.

In addition to institutional repositories, librarians are also promoting open access journals. **Edward Iglesias**, Integrated Systems Coordinator at **Loyola University**, noted their librarians have activated numerous open access journals as targets in their SFX server, which allows these titles to be listed in the library's A-Z list of journals. According to **Iglesias**, they also list the **SPARC Directory of Open Access Journals (DOAJ)** in the library's **OPAC** with a link. Although they are treated like other journals, all costs for open access journals at **Loyola** are supported through the Information

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Resources budget and not the serials budget. The **University of Calgary Library** also promotes open access journals. According to **Andrew Waller**, Serials Librarian at the University, the **DOAJ** is a target in their **Serials Solutions** database and SFX server. The MARC records for these titles are in the catalog, and an A-Z list of e-journals exists. In addition, the library manages the institutional repository, which houses one of the open access journals published by the **University of Calgary Press**.

Julie M Hurd, Science Librarian Head & Coordinator of Digital Library Planning at the **University of Illinois**, Chicago, notes that her institution lists open access titles in their journal finder database. According to **Ms. Hurd**, these titles are offered through the **DOAJ** and **Highwire Press Open Access Titles**, and are also integrated into the University's catalog with full MARC records. Library staff believe it is especially important to make these journals easy to access. This attitude is shared by **Ms. Callan** at the **QUT** where open access journals are incorporated into collection development processes. The **QUT** library staff catalog relevant open access journal titles and include them in subject guides. Moreover, the **DOAJ** is listed with the library's subscription-based databases.

Other writers encourage librarians to foster the publishing of open access journals. In "Does Open Access Really Work," **Donald Hawkins** urges librarians to ask publishers for open access since he believes it requires partnership with all in the publishing chain. He encourages librarians to use existing funding to provide open access. **David Goodman** in "The Criteria for Open Access" envisions libraries as publishers, maintaining article databases through funds previously earmarked for publishers. **Geyde** believes open access offers new roles for librarians through participation in open access institutional membership schemes, negotiating discounted open access publications charges, and ensuring maximum availability of quality research material, well presented and secured for the future. In "A Primer on Open Access," **Suber** suggests opportunities for libraries to publish open access journals in less heavily funded fields like the Humanities. He describes *Philosophers Imprint* as a peer-reviewed open access journal published by the **University of Michigan Libraries**. At the **University of Rochester**, it is hoped that the libraries will publish online journals for small scholarly societies (Gibbons).

Librarians have assumed a major role in promoting open access in their insti-

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tutions. A recent post on STS-L, the Science and Technology Section of the ACRL listserv, described efforts to support open access publishing in academic institutions. **Victoria Shelton**, Life Sciences Librarian at **George Mason University**, created an "Open Access @ Mason" Website that contains information on resources and publishing models, as well as tips on starting a journal. In addition, she uses the library's newsletter to promote open access publishing, and reminds faculty about **George Mason University (GMU)** open access institutional memberships and their benefits for all GMU authors (Shelton).

Librarians have also been active in supporting open access throughout the scientific community. In April 2005, the **University of Maryland Health Sciences and Human Services Library** and the **Johns Hopkins Libraries** co-hosted a Webcast on "Ownership and Access in Scholarly Publishing." The Webcast sought to inform faculty and staff of new publishing trends and their effect on professional communication and research. One of the conference organizers described the event as "very worthwhile and rewarding" with more than 183 sites in attendance, including many groups. The Webcast is archived and is viewable at <http://www.openaccess.umaryland.edu/webcast.html> (Knott).

Library professional associations and organizations are also facilitating open access.

The **American Society for Information Science & Technology** is sponsoring "**DASER: Digital Archives for Science & Engineering Resources**" in December 2005. This conference will discuss institutional repositories projects in academic and non-profit organizations, as well as in the commercial and government arenas throughout the world. Recently the **Association of Research Libraries** published *Open Access Bibliography: Liberating Scholarly Literature with E-Prints and Open Access Journals*. This is a compilation of more than 1,300 entries of books, conference papers, journal articles and technical reports in a variety of formats. The bibliography traces the development of the open access movement between 1999 and August 2004.

Contributors to library listservs are also active in promoting open access. Listservs post notices of numerous conferences on the topic and several, such as the STS-L listserv, monitor the release of new open access journal titles and include information on coverage and links to sites.

While open access cannot eliminate all of the problems with the current model of scientific scholarship, nor solve the serials funding crisis in libraries, it offers some hope of improved access to research. **Suber** maintains open access will solve the permission crisis that creates legal and technological barriers through law and licensing ("Creating"). Most importantly, open access provides librarians with alternative solutions to the problems of scientific publishing and empowers

them to oppose publisher price increases. In "Closing in on Open Access," **Lee Van Ordell** and **Kathleen Born** note that librarians refused to accept big deals at **Cornell, Harvard, Research Triangle** institutions in North Carolina and **MIT**. Instead, they decided to select subscriptions title by title and year by year, based on value of the content and not size of the package. In addition, **Regazzi** urges librarians to mediate journal costs through a partnership with publishers. This advice is echoed by **Ewing**, who urges librarians and scholars to stop dealing with high priced journals and encourage non-profits to publish more papers.

The number of open access journals and institutional and governmental repositories continues to increase, illustrating the support for open access publishing in academic and public sectors. This support is the result of rising journal costs, the increasing availability of information in digital format, the growth of the Internet, improvements in search engines, and the formation of groups demanding free access to government-subsidized research. The open access movement changes the means of access to and delivery of scientific information. It fosters opportunities for librarians in promoting the use and development of open access journals and institutional repositories, and in the publishing of serials. In addition, open access has bolstered the librarian's power in negotiations with commercial publishers for the purchase of toll access journals. 🍌

And They Were There

Reports of Meetings — Special Library Association 2005 Annual Conference and 14th Annual North Carolina Serials Conference

Column Editor: **Sever Bordeianu** (University of Mexico, Albuquerque, NM) <sbordeia@unm.edu>

Special Library Association 2005 Annual Conference, "Putting Knowledge to Work." Toronto Metro Convention Center, Toronto, Canada, June 5-8, 2005.

Report by **Ramune K. Kubilius** (Collection Development / Special Projects Librarian, Galter Health Sciences Library, Northwestern University) <r-kubilius@northwestern.edu>

The annual *SLA Conference*, held June 5-8, 2005 in Toronto, Canada, drew 5273 attendees. There were 2,245 *SLA* members, 1584 industry partner representatives, 440 booths in the Info-Expo (exhibit hall), and more than 600 first-time attendees. The 2005 conference theme was "*Putting Knowledge to Work*," which meant that most session topics "fit the bill." During the conference, with great fanfare, *SLA* introduced "Click University," its new members-only online learning community for continuing professional education, (http://slablogger.typepad.com/sla_conference_blog/ www.clickuniversity.com). The *SLA 2005 Con-*

ference Blog included photos, notes and comments about the conference, exhibits, and travels around the environs of the popular conference destination. Readers could see reports of receptions or open houses to which they didn't go...Toronto's newspaper, *Globe and Mail*, on June 9th covered the conference with the headline: "Librarians as tech-savvy sleuths."

It's been a few years since I last attended a *SLA Conference*, and I was pleasantly surprised to meet a number of pro-active library school students who attended anything and everything, and networked well, too. A number of attendees and exhibitors commented on the



light-filled second floor **Toronto Metro Convention Center** exhibit hall in which they spent their conference days, although a few bloggers complained about the heat. (Toronto was experiencing a heat wave.) Many attendees took advantage of CE courses on Saturday or Sunday morning, but the conference officially began Sunday afternoon with the opening of the Info-Expo hall. A number of bloggers commented on the exhibit hall opening performance by the Finnish choir, named "**Huutajat Rajaton**" (**Shouting Men**) and its renditions of "The Star-Spangled Banner" and "O, Canada." (The choir was in town for the Northern Voices Festival). The exhibit hall featured many of the same vendors seen at other library conferences, but the size of the booths seemed to indicate how much the exhibitors thought *SLA* attendees were their

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