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## Mining for Gold: Identifying the Librarian's Toolkit for Managing Hybrid OA

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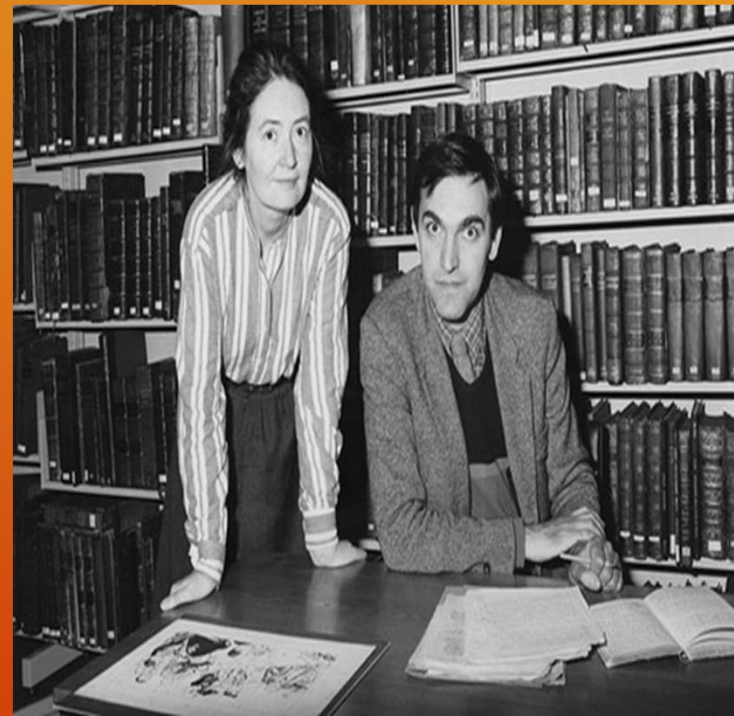
By [State Library of Queensland, Australia](#)

# Mining for Gold

Identifying the librarians' toolkit for managing hybrid OA

# Mission of Librarians

- Mission of Librarians is to Improve Society through Facilitating Knowledge Creation in their Communities
- R. David Lankes, *Atlas of New Librarianship*
- <http://www.newlibrarianship.org/wordpress/>



Angela Raspin, Librarian responsible for Manuscripts and Special Collections with Ben Pimlott when editing the Dalton Diary By LSE Library (London School of Economics Library)

# A Future To Consider

- “Breaking the barriers of time and space: the dawning of the great age of librarians”
- T. Scott Plutchak
- J Med Libr Assoc. 2012 January; 100(1): 10–19.
- doi: [10.3163/1536-5050.100.1.004](https://doi.org/10.3163/1536-5050.100.1.004)



New York Public Library Visual Materials / Lantern Slides / Research Library / Cataloging



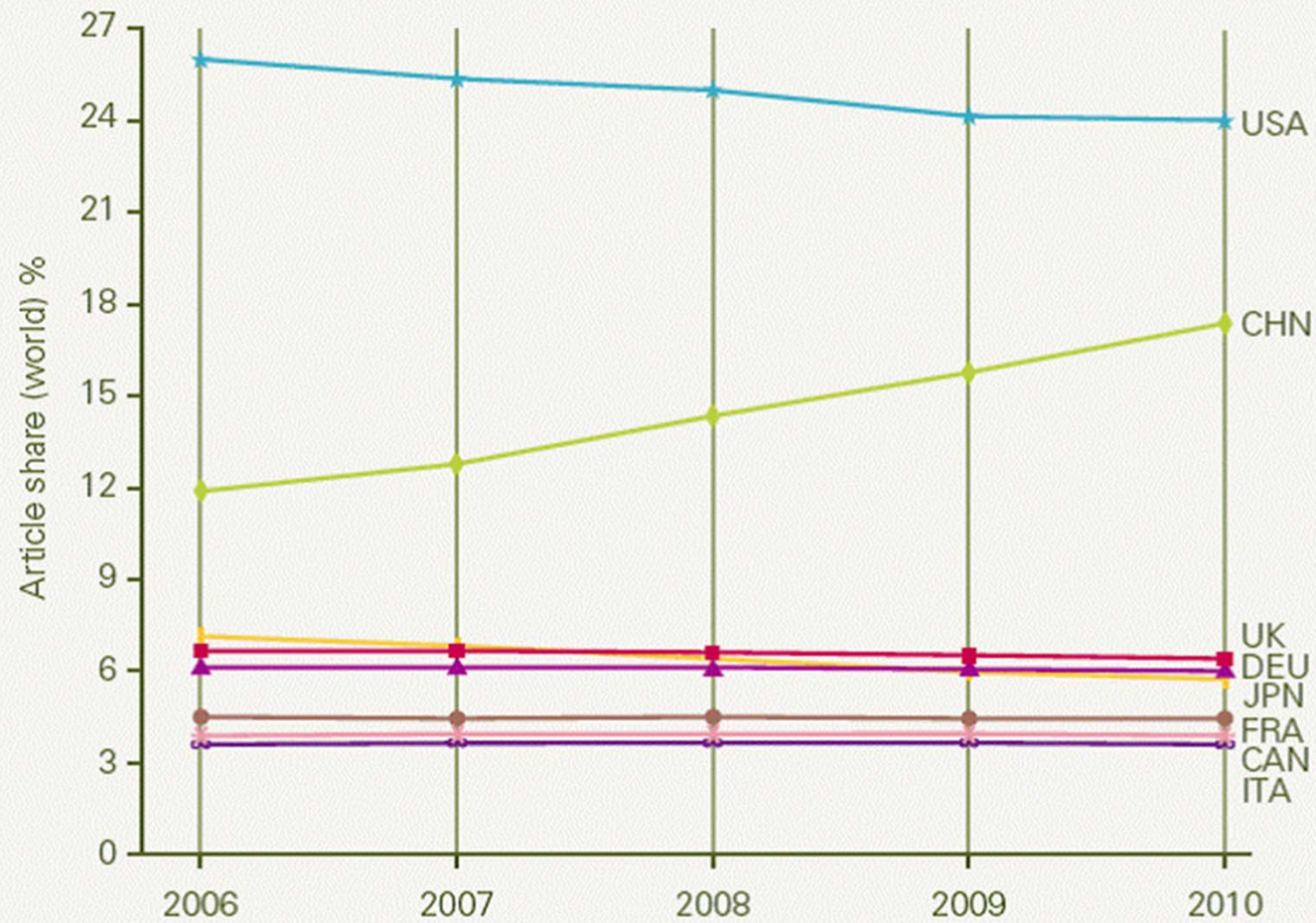
## Three Objectives of This Presentation

- OA = money
- OA = management
- OA = enterprise endeavor



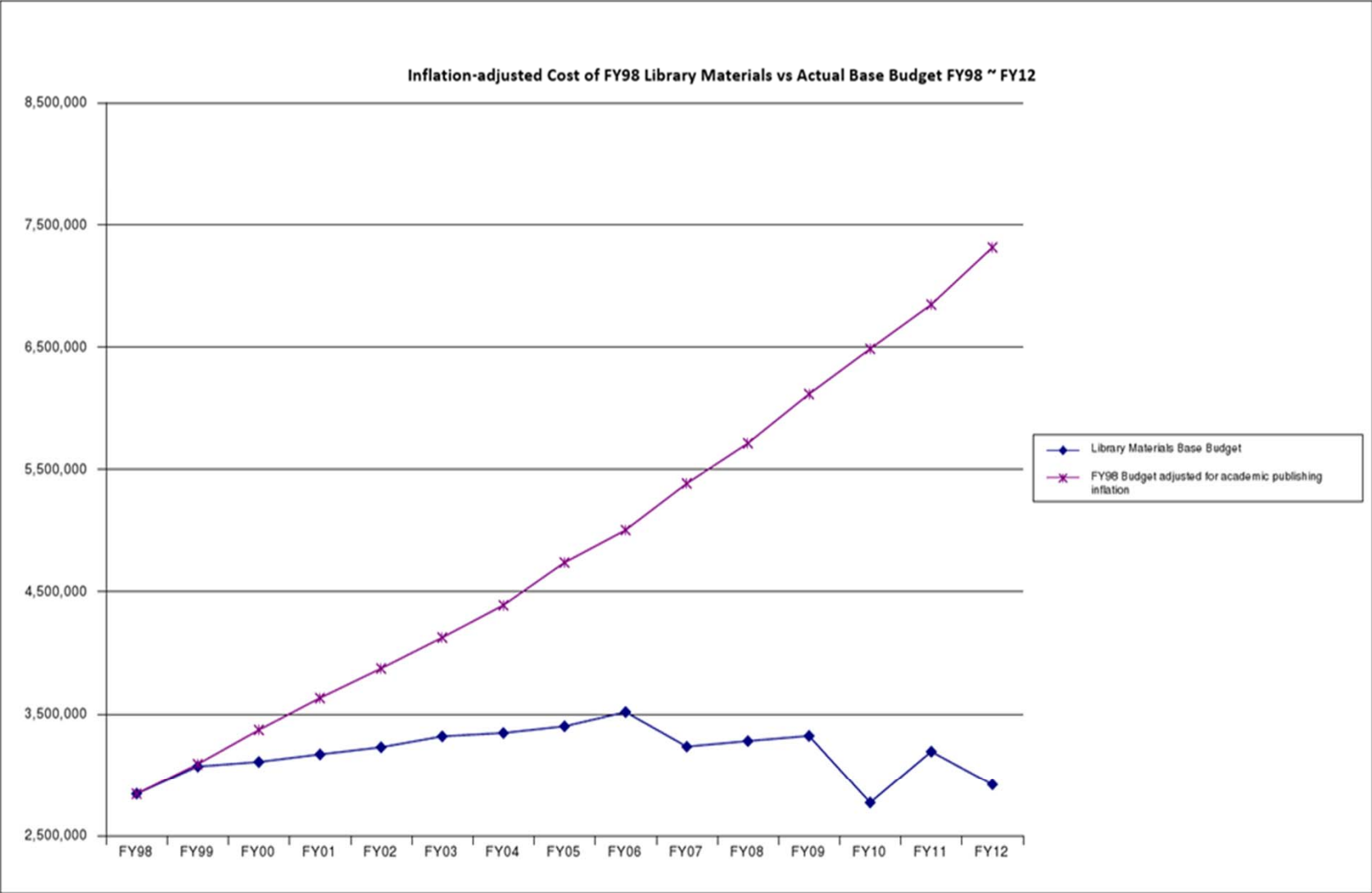
#23-2-749, item AC-ER-03  
Div. Rare & Manuscript Collections, Cornell University  
Library

Figure 4.1 Share of world articles for UK and comparators, 2006-2010.



Source: International Comparative Performance of the UK Research Base – 2011  
Prepared by Elsevier for BIS

Graph





# Background of Survey

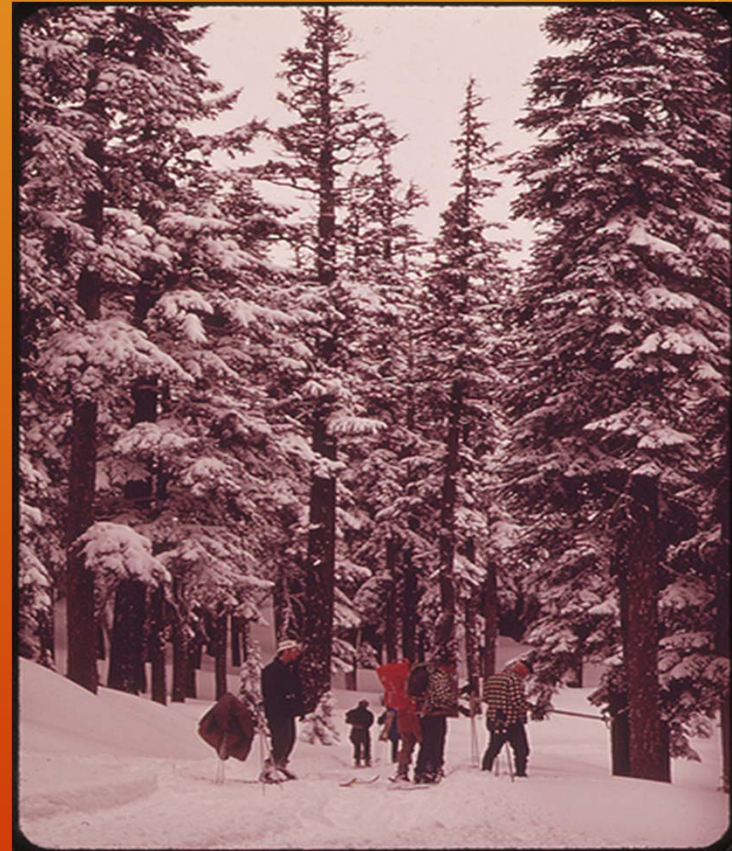
- Survey Team

**Sarah Beasley, Robin Champieux, Jill Emery, Kasia Stasik**

- Choice of Publishers

**Cambridge UP, Elsevier, NPG, Oxford UP, Sage Springer, TnF, Wiley**

- Questions Asked



Still Picture Records Section, Special Media Archives Services Division (NWCS-S), National Archives at College Park, 8601 Adelphi Road, College Park, MD, 20740-6001.



# OA Hybrid Overview

<b>Publishers</b>	<b>Name of your hybrid OA program</b>	<b>Year began</b>	<b># of journals participating (at time of survey)</b>
Cambridge UP	Cambridge Open	2007	120 out of 297 total
Elsevier	Elsevier Open Access	2006	1,500 out of 2,700
Nature PG	NPG Open	2007	47 out of 84
Oxford UP	Oxford Open	2005	110 out of 246
Sage Publications	Sage Choice	2006	200+ out of 632
Springer B.V.	Springer Open Choice	2004	1,400+ out of 1,945
Taylor & Francis Group	T&F Open Select	2006	685 out of 1,600
Wiley/Blackwell Publishers	OnlineOpen	2004	743 out of 1,500

# OA Hybrid Costs

Publishers	OA hybrid costs	Factors	Track source of APC
Cambridge UP	STM: \$2,700 HSS: \$1,350	Production	Yes
Elsevier	\$3,000	Production/ competitors	No
Nature PG	\$2,620-\$5,000	Production/ rejection rates/ Competitors	No
Oxford UP	\$3,000	Production/ Competitors	Yes
Sage Publications	\$3,000	Varies by discipline	No
Springer B.V.	\$3,000	Production	No
T&F Group	\$3,250	Production	Yes
Wiley/Blackwell P	\$3,000	Not Answered	No

# THE COST OF PUBLISHING

JOURNAL PRICES VARY WITH INFLUENCE AND BUSINESS MODEL.

## Price of prestige

Open-access prices correlate weakly with the average influence of a journal's articles.

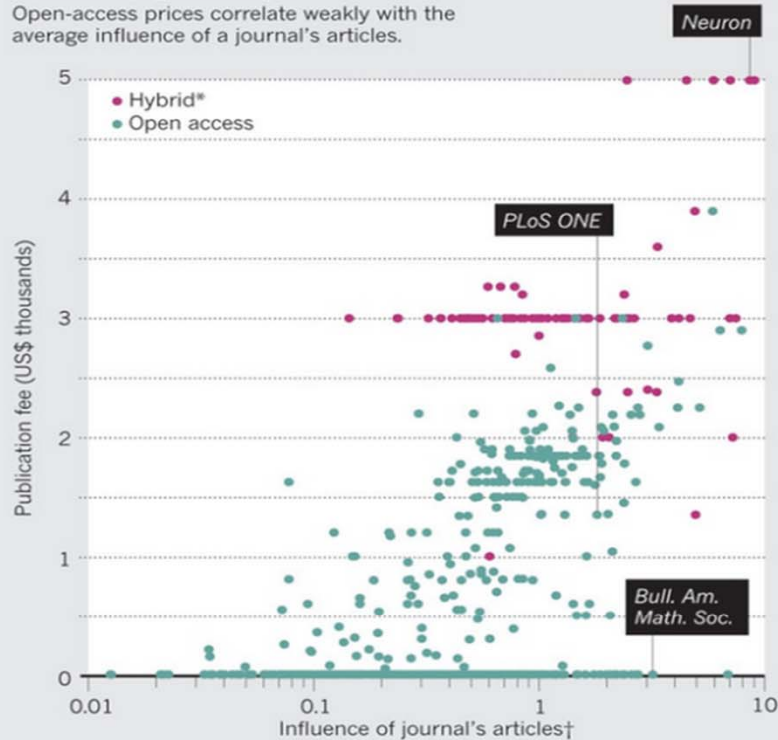


Chart omits open-access journals yet to receive an Article Influence® score.  
\*Subscription journals that give option of open-access publishing. †Relative score, in which 1 = global average.

The Article Influence score measures the relative importance of a journal, based on the average influence of an article in that journal over 5 years after publication, and normalized so that the global mean influence is 1. Like the impact factor, Article Influence is based on citation counts, but gives heavier weight to citations from papers in journals that are themselves highly cited. See [www.eigenfactor.org/openaccess](http://www.eigenfactor.org/openaccess) for more.

## How costs break down

An economic model shows how switching from subscription to open access changes the costs of publishing.

■ = US\$100

Subscription  
**PRINT & ONLINE**  
(\$4,871)



Cuts out costs of typesetting and printing

Subscription  
**ONLINE ONLY**  
(\$3,509)



Simplifies sales administration and user management

Open access  
**ONLINE ONLY**  
(\$2,289)



▨ Voluntary peer review (not counted in price)  
Additional cost if reviewers were paid for their time.

■ Article processing

Administering peer review (assuming average rejection rate of 50%); editing; proofreading; typesetting; graphics; quality assurance.

■ Other costs

Covers, indexes and editorial; rights management; sales and payments; printing and delivery; online user management; marketing and communications; helpdesk; online hosting.

■ Management and investment

Includes cost to establish journal: assumed 20% subscription; 15% open access.

■ Margin

Assumed 20% subscription; 15% open access.

Data from J. Houghton et al. *Economic implications of alternative scholarly publishing models* (Joint Information Systems Committee, 2009). available at [go.nature.com/uqrxqw](http://go.nature.com/uqrxqw).

**J. WEST, C.BERGSTROM, T. BERGSTROM, T. ANDREW/JOURNAL CITATION REPORTS, THOMSON REUTERS**



# OA Hybrid Discounts Offered

Publishers	Discount offered	When	Consortia discount?
Cambridge UP	Uptake has not impacted sub cost	Not applicable	Not applicable
Elsevier	Not explicitly given/ OA still too small %	Not applicable	No
Nature PG	Global discount if over 10% or more of content in previous year OA	Started in 2010	Site license applied
Oxford UP	2013 is discounted based on 2011 OA publishing/mitigation of inflation	Started in 2009	Same as institutional discount
Sage	Monitoring uptake	Not yet	Not applicable
Springer	Significant OA uptake means discount to an institution	Not given explicitly	Each consortia discount is unique
T&F Group	Calculation related to % of OA in previous yr	Not given explicitly	If negotiated for
Wiley/Blackwell	No	Not applicable	Not applicable

# # of Articles & Growth Rate

Publishers	# of articles (at time of survey)	Growth rate	Exclusion?
Cambridge UP	363 since 2007	1%	Society Preference
Elsevier	2,750 since 2007	~8%	Society Preference
Nature PG	822 since 2007	10%	Partner Organizations Choice
Oxford UP	4,340 since 2007	10% in life sci 3% in medicine 1.5% in HSS 2.5% in Math	Law Case Reports Demand lacking Society Preference
Sage Publications	116 since 2007	10%	Society Preference
Springer B.V.	5,912 since 2009	1.1%	Society Preference
T&F Group	312 since 2007	6%	Society Preference
Wiley/Blackwell Publishers	1,864 since 2009	1.2%	Society Preference

# Hybrid OA Marketing & Licensing

- Journal website
- Article acceptance
- Article submission
- Variations of CC-BY-SA-NC or CC-BY-SA-NN



Eason's Book Stall at Waterford Train Station  
By National Library of Ireland on The Commons



# Publisher Tracking of Hybrid

- OA tracking @ point of order for primary author
- Some tracking on APC funding
- Track uptake by journal & funding body but not institution
- Metatags used on articles
- Track usage



Tracks leading into the freight house at Proviso yard. This is said to be the largest covered freight house in the world. C&NWRR, Chicago, Ill. By the Library of Congress

# Libraries Obtaining Lists

- Not easy
- No cross-over between fulfillment system & article processing system
- Download statistics via COUNTER 4 compliant usage reports



Political Goods Price List, Cornell University Collection of Political Americana, Cornell University Library

# Librarian Advantages

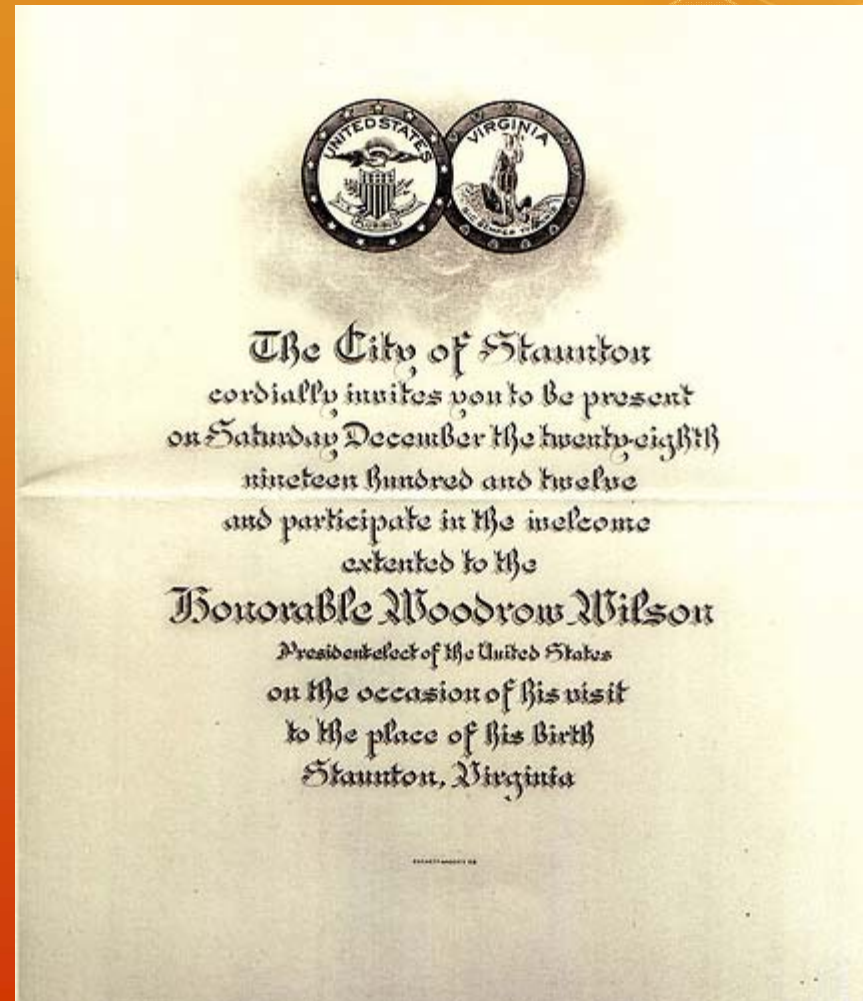
- Librarians & the scholarly publishing ecosystem
- We have experience with article level processing
- We have institutional view of program development & needs





# Librarian Strategy #1

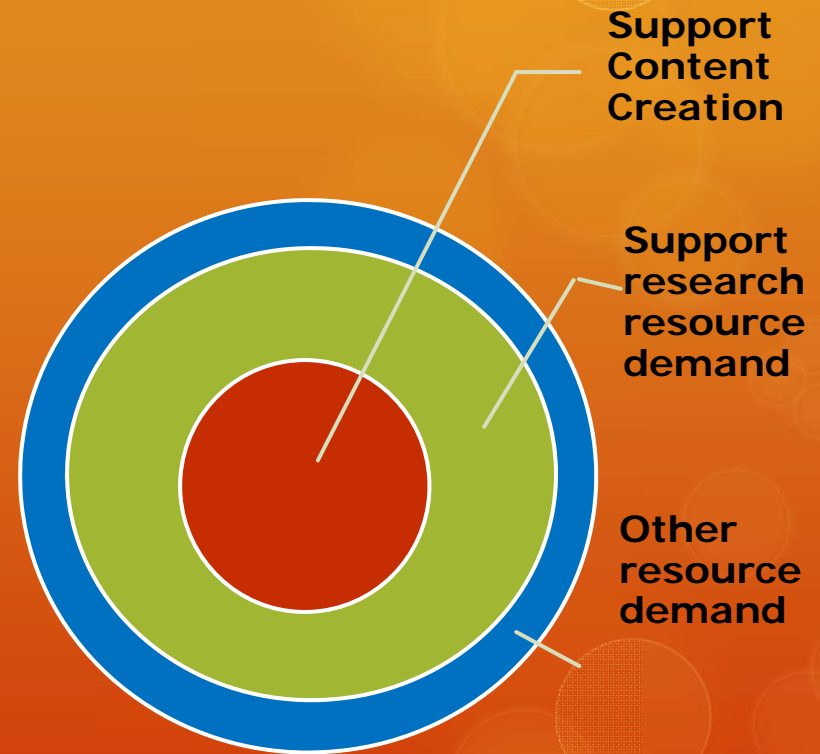
- Talk about hybrid OA
- Identify stakeholders in the library
- Identify stakeholders at your institution
- Build essential partnerships



By [Woodrow Wilson Presidential Library Archives](#)

# Librarian Strategy #2

- Develop funding for content creation
- Re-evaluate research resource demand
- Maintain funding for unanticipated collection purchases/needs



# Librarian Strategy #3

- Become familiar with the standards  
Promote the use of standards to the stakeholders
- Promote use of standards with hybrid OA publishers
- Watch NISO for the development of a standard for Open Access Metadata and Indicators

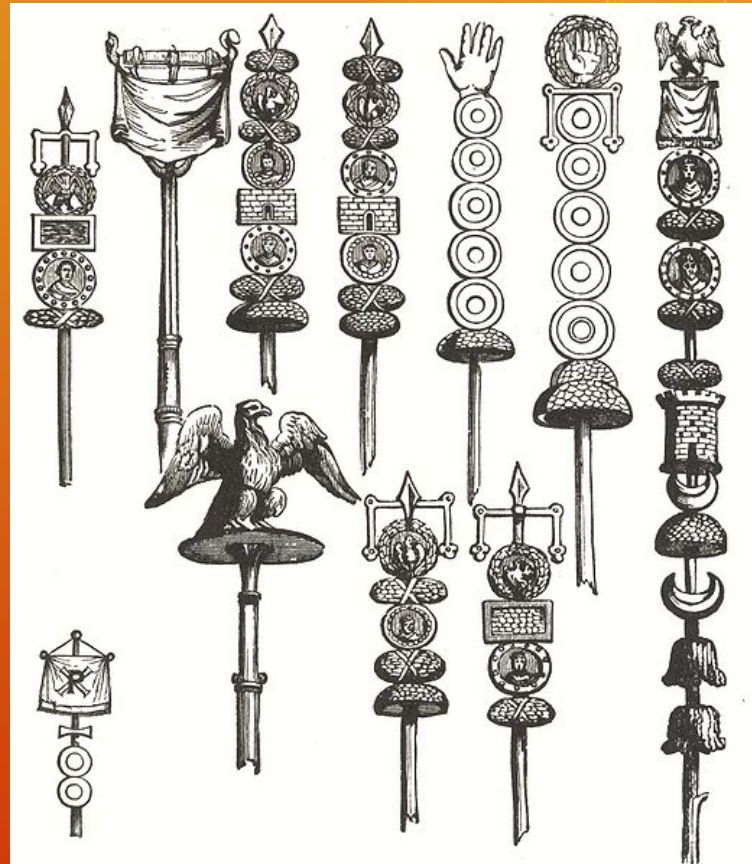


Image taken from Wikimedia Commons  
20/2/2013 listed in public domain.

# Problems with Tracking OA

- Citation tools
- Subscription agents are not there yet
- Stakeholders may have useful information





# Librarian Strategy #4

- **Develop your way to pull together funding management & publication tracking**
- **Assume you will miss something**
- **Explore OAK & CCC options more fully**



# What to Avoid with Hybrid OA

- Separate teams
- Separate processing stream
- Ceding management to another institutional department



Detail of an Engineer and Engine at a Rail Cross Road in New Ulm, Minnesota. By the U.S. National Archives

# From Gold to Green

- Can lead to other options
- Make recommendations
- Offer local publishing options
- Offer maker spaces



# Conclusion

- **Make the investment to support OA publishing at your library**
- **Develop the management structures needed**
- **Engage everyone in OA provision**





# Thank You

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