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ILR Review Presentation - Charleston Conference

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ILR Review Presentation - Charleston Conference

Abstract


Presented by Mary Newhart, Web and Digital Projects Manager, Catherwood Library, School of Industrial and Labor Relations Cornell University. As part of the panel on The Confluence of Open Access and Licensed Content, 2005 Charleston Conference: Issues in Book and Serial Acquisition, November 2-5, 2005.

Industrial & Labor Relations Review



A leading interdisciplinary journal publishing original research on all aspects of the employment relationship. Published quarterly since October 1947.

- Peak paid subscriptions – 4000 : Currently - 2000
- Full-time Managing Editor, Brian Keeling
- Faculty Editor, Tove Hammer; four Associate Editors, and Editorial Board of eighteen
- Boyd Printing, Albany, NY - 6 consecutive 3 year contracts
- Website provided an index of all articles and book reviews and abstracts of all articles
- Articles available through EBSCO (Business Source Premier) or JSTOR (at least 3 years old)

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- Affordability is a point of pride
 - The Review has always been solvent, but only because of subsidization from the ILR School
 - Revenue from the small base of paid subscribers, and from various other sources such as royalties, simply cannot defray costs
 - The final cost per copy distributed is over \$30 - \$120 for four issues in a year subscription



New Model for ILR Review

- New site offers the full text of articles and book reviews dating from April 2003. *All visitors* can view and download (a) any book review archived in this site and (b) any archived article that is 1-1/2 years old or older. *Subscribers* can, in addition, view and download recent and current articles.



Why Last Five Issues?

Experience and Observation:

- Current articles account for more than half of all demand
- Articles from previous issue, perhaps $\frac{1}{4}$ of demand, and so on.
- Belief that public free access to articles that are 18 months old and older will not detract from readers' incentive to subscribe



How the Hybrid Model Emerged

- Threat to recognition and existence
- Since there is no way to “beat” the Internet, they need to join it
- Goal of creating a site where visitors can find full text of current and recent issues
- Desire to gate access to current issues
- Need to increase subscription rate – value added by online access



Editors Outlook

Pessimistic:

“After the journal has ceased print production, there will still be a place for people to *see us*.”

Optimistic:

“Rebound in subscriptions once the site becomes well known in the labor relations community.”



Why Catherwood & DigitalCommons?

- Desire to capture the intellectual output of the School
- Pushing beyond the accepted model of an institutional repository
- Close working relationship with faculty and staff



Our Outlook for the Review:

- Meet current needs
- Service saves them the cost of independently contracting – helps sustain the Journal
- System can “grow” with the Review –as they become more comfortable with online publishing



What We've Learned

- Importance of “selling” the service
- Need to provide customization in both design and functionality
- Meet desire to be in control

Most importantly, that it can be done and done successfully



..Pitfalls and Headaches...

- Hybrid model requires dual systems – for both submissions and subscriptions
- Training time – desire of Review to manage all uploading of material and subscriptions
- Current contracts - EBSCO and JSTOR



Rewards:

I could hardly be happier with the site. Simply having the journal online is a huge relief--if we do wink out of existence (my persistent nightmare, because of declining subscriptions), it won't be because we're behind the curve. The site's manageability, too, is very much to its credit: a few simple protocols seem to be all I need in order to periodically upload new articles and book reviews and to keep up on subscribers' access.

...Brian Keeling, Managing Editor, ILR Review