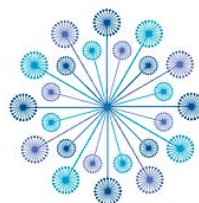


12 Dec. 2019

TSPOA



TRANSITIONING
SOCIETY PUBLICATIONS
TO OA



Society
Publishers'
Coalition

WEBINAR 3: ENGAGING SOCIETIES AND SOCIETY JOURNALS IN TRANSITIONING TO OPEN ACCESS

Welcome to this webinar, Engaging Societies and Society Journals in Transitioning to Open Access, brought to you by two organizations - Transitioning Society Publications to Open Access, or TSPOA, and the Society Publishers' Coalition.

We are co-hosting this webinar because both of our organizations are committed to increasing awareness of the publishing practices and operational needs of societies, and engaging the broader community of publishing stakeholders in discussions and decision-making about how best to support society publishing in an open access landscape.

3-PART WEBINAR SERIES

UNDERSTANDING LEARNED SOCIETIES

20 NOVEMBER 2019 7:30 A.M. – 9:00 A.M. PST / 3:30 P.M. – 5:00 P.M. GMT

Join society publishing experts in a deep dive into the modern purposes, functions, and needs of scholarly societies—with particular attention to the publishing opportunities and challenges they face within an evolving scholarly communication ecosystem.

FUNDING PATHWAYS FOR LEARNED SOCIETY OPEN ACCESS PUBLISHING

6 DECEMBER 2019 7:30 A.M. – 9:00 A.M. PST / 3:30 P.M. – 5:00 P.M. GMT

We next provide an overview of a variety of funding models that scholarly societies may consider in transitioning to open access publishing. We will explore the implications of each funding strategy—the pros and cons—as well as associated implementation needs or partnership dependencies.

ENGAGING SOCIETIES AND SOCIETY JOURNALS IN TRANSITIONING TO OPEN ACCESS ←you are here!

12 DECEMBER 2019 7:30 A.M. – 9:00 A.M. PST / 3:30 P.M. – 5:00 P.M. GMT

The webinar series concludes with an exploration of how authors and libraries can work with and support society journals and publishers as they prepare for and undertake an OA transition. We will examine the kinds of resources, consultations, and advocacy both needed and available for authors, libraries, and society journals.

Today's webinar is part of a three-part series. Recordings of the first two are already available for viewing on the TSPOA website.

In the first webinar, we explored what societies are and do, and what their needs are in terms of publishing. This discussion showed us the unique challenges and opportunities societies face in transitioning to open access publishing. In the second webinar, we examined what funding models currently exist to support open access publishing by societies -- and the pros and cons of those different models.

Today, we will be hearing from a variety of speakers who are immersed in the kinds of discussions and activities that are aimed specifically at supporting learned societies who are contemplating transitioning their journals to open access.

Our goal for today's webinar is to focus on engagement -- exploring how libraries, societies, consortia and editors can work together to reimagine society publishing within an Open Access framework. This necessarily involves concerted efforts to understand areas of need, engage in advocacy, and provide services to facilitate transition. While this all might sound daunting, there are, happily, already tools and resources available to support this work -- as well as an eagerness to identify important areas for future development.

TODAY'S SPEAKERS

- **Catherine Mitchell**, Director of Publishing & Special Collections at California Digital Library; Operations Director, Univ. of California OSC
- **Emma Molls**, Publishing Services Librarian, University of Minnesota
- **Sharla Lair**, Strategist, Content & Scholarly Communication Initiatives team, LYRASIS
- **Rachael Samberg**, Scholarly Communication Officer, UC Berkeley

I am Catherine Mitchell, Director of Publishing & Special Collections at the California Digital Library, Operations Director of the University of California's Office of Scholarly Communication, and member of TSPOA -- and I am delighted to be moderating this session.

We will have three presentations and hope to have plenty of time at the end of the session for questions. As you think of questions for our speakers, please add them to the chat, which can be accessed at the bottom of the zoom screen. I will read all your questions aloud during the Q&A portion of the webinar, time permitting.

Our first speaker, Emma Molls, is Publishing Services Librarian at the University of Minnesota. She will be discussing the important role that library publishers play in the Open Access scholarly publishing environment -- and the particular kinds of resources and services that library publishers can offer scholarly societies.

Following Emma will be Sharla Lair, Strategist on the Content & Scholarly Communication Initiatives team at LYRASIS. Sharla will describe the ways in which LYRASIS is engaged in supporting an open scholarly ecosystem and is working to convene conversations among stakeholders by leveraging its consortial role within the library community.

And finally, Rachael Samberg, Scholarly Communication Officer at UC Berkeley and TSPOA Steering Committee Co-chair, will explore the consultative role that libraries can play in supporting societies as they contemplate a transition to Open Access --

helping to build interest and awareness within the society as well as forging connections to new financial or publishing models that can enable this transition. Rachael will talk specifically about the resources available to facilitate these consultations, materials that support both libraries and societies as they explore these issues together.

Only Connect!

With a nod to E.M. Forster, the slogan (or even hashtag) for today's webinar should be "Only Connect." So much of what is both possible and challenging about this moment in scholarly communication resides in the need to forge new or reconstruct old relationships, transactional models, and ways of doing business, in order to begin to realize the promise and opportunity of open access publishing.

Much of what we will be discussing today is grounded in the necessity of establishing connections that empower the actors in this space (societies, libraries, consortia, editors, authors) to find collective solutions as we seek sustainable and mission-aligned ways forward that both reinforce the role of scholarly societies and reconceive of publishing as a mechanism for global rather than restricted access.

Sometimes these solutions will be purely financial. Sometimes they will also involve new publishing services or infrastructure. In all cases, however, they will require honest conversations, trust, and a recognition that we are all fellow travelers on a road not yet paved and often very bumpy. Luckily, those kinds of roads often lead to all kinds of opportunity.

And with that, please welcome Emma Molls from the University of Minnesota.

Library Publishers

Emma Molls
Publishing Services Librarian
University of Minnesota



Good morning, as Catherine introduced me earlier, my name is Emma Molls and I'm the Publishing Services Librarian at the University of Minnesota in Minneapolis, Minnesota. Today I will speak about a type of publisher that may not be the first type of publisher that comes to mind in conversations about scholarly publishers: library publishers.

Why libraries?

- Expansion of research services
- Centralizing distributed technologies
- Contribution to changes in scholarly communication
- Integration of university presses into university libraries

Gillman, I. The Evolution of Scholarly Communication Programs. In *Library Scholarly Communication Programs—Legal and Ethical Considerations*, 1st ed.; Chandros Publishing: Oxford, UK, 2013; pp. 3–10.

To set the stage, it is important to think about WHY libraries have become publishers. Individual libraries get into publishing for different reasons, many of which are unique to the university and community in which they serve. However, I think we can break these reasons into 4 major categories (on screen).

The first being a natural extension of research services. Libraries, at their core, have a mission to support the research and scholarly activity of campus. For many libraries, becoming a publisher was an expansion of an existing suite of services.

Another reason why libraries have become publishers is a centralization of distributed campus technologies. As department, colleges, and research units began venturing into the tools and platforms that came with digital scholarship, libraries became the natural home for things like article and data repositories. These platforms and services, for many libraries, became the foundation for publishing programs.

Libraries have a unique view of the publishing landscape. Libraries are positioned in such a way that they must react (and predict) the needs of researchers when it comes to publication use AND see the booming costs of subscriptions. As the number of e-journals grew, and the tools to create journals became more accessible (open source), some libraries started to wonder: “Is there something we can do to change scholarly communication in a way that benefits us and our researchers?”

Finally, some universities underwent structural administrative changes that brought university presses into university libraries. A nearly 30-year old example of this is

Purdue University, which moved the press into the library in 1992. This organizational change brought long-standing publishing expertise into the libraries.

Examples:

University of California launched OA journal publishing platform in 2000

University of Michigan Library created publishing options for electronic journals in 2001

Purdue University: Press moved into the library in 1992



1920	National Library of Ukraine publishing journals
2000	University of California launches OA journal platform
2007	NYPL adds Espresso Book
2017	Minnesota launches ebook publishing platform for all public library users

I do want to take a step back for a moment to emphasize that library publishing is not a new idea, and also not an academic idea, really, library publishing likely goes back to Library of Alexandria (ancient Egypt). Thinking in more recent times, I want to share a consolidated timeline of what library publishing CAN look like (examples on slide.). Library publishing is also not unique to the US, North America, or Europe.

However, for the purposes of this presentation, and to keep with my experience, I'll spend the rest of time focuses specifically on scholarly publishing in university libraries.

Not all libraries are library publishers.

- Ask your library!
- librarypublishing.org/about/

Which libraries?

Not all libraries are library publishers. BUT, this is changing frequently. If you are connected to a university, ask your library if they have a publishing program. There is a membership organization, the Library Publishing Coalition, that keeps a list of all members. Members are libraries that have an active publishing program.

- *Panorama* (Association of Historians of American Art)
- *Journal of College Orientation, Transition, and Retention* (Association for Orientation, Transition, and Retention in Higher Education, NODA)
- *Journal of Transport and Land Use* (World Society of Transport and Land Use Research)
- American Woodcock Symposium (Ruffed Grouse Society)

Examples



In my role at the University of Minnesota Libraries, I work directly with editors. I want to take a few minutes to talk about my experience working with society publications. Currently, I work with four societies that have very different publications, with very different histories. I think it is important to recognize that society publications vary, as does their history and experience with open access.

Panorama a journal from Association of Historians of American Art was a publication that the society was self-publishing. The journal is fairly young, with a five year publication history, and was already digital, and openly accessible. However, the society was looking for a publisher to help them manage technical infrastructure, visibility, and workflow guidance.

Journal of College Orientation, Transition, and Retention from Association for Orientation, Transition, and Retention in Higher Education, NODA, was a journal with decades of backfiles. The journal was not fully digital and was subscription only. Although the society was not specifically look to transition from subscription to open access, the society was looking to expand their journal readership (and authorship) beyond member-only. After consulting with our publishing program, the society determined that in making the journal OA, the society's goals for the journals could be accomplished.

Journal of Transport and Land Use from World Society of Transport and Land Use Research is a journal with a rich 10 year history of open access publish. The journal is highly regarded and read. This society was looking to alleviate some recent technical

infrastructure complications. This society partnered with our publishing program in order to manage servers, upgrade their journal (from OJS2 to OJS3) and to help plan long-term sustainability.

Finally, the American Woodcock Symposium from Ruffed Grouse Society is a conference proceedings that functions very much like a journal. Ruffed Grouse Society worked with for-profit publishers in the past to create for-purchase print versions. For the most part, these proceedings are not available digitally, are not available in total in a single location. Our publishing program can offer a wide amount of services for the society, including digitization, preservation, manuscript/review workflow tools, metadata, and indexing.

Library Publishers & Societies

Not all library publishers
publish society journals.

- Ask your library!
- tspoa.org/resources/library-publishing-partners/

As mentioned earlier, not all libraries publish, and not all library publishers publish society journals. The best way to navigate this is to ask the library. I believe we will see an increase in library publishers publishing society journals, especially if demand and interest increases. Additionally, on the TSPOA website, we've included a few libraries that do specifically publish society journals. This is a good starting point for societies that may be interested in exploring library publishers.

Considerations for Societies

Library publishers are often interested in new digital platforms and workflows

- OJS from [PKP](#), based at Simon Fraser Library
- [Fulcrum](#) based at University of Michigan Libraries
- [Editoria](#) based out of California Digital Library
- [Vega](#) based out of Wayne State University Libraries

Finally, I want to conclude with considerations for societies to consider in thinking about library publishers. Library publishers, compared to many long-standing university presses and commercial publishers, are frequently invested in the use and development of new digital platforms and workflow tools. List here are some specific tools that have been developed by, or in partnership with, university libraries (on slide).

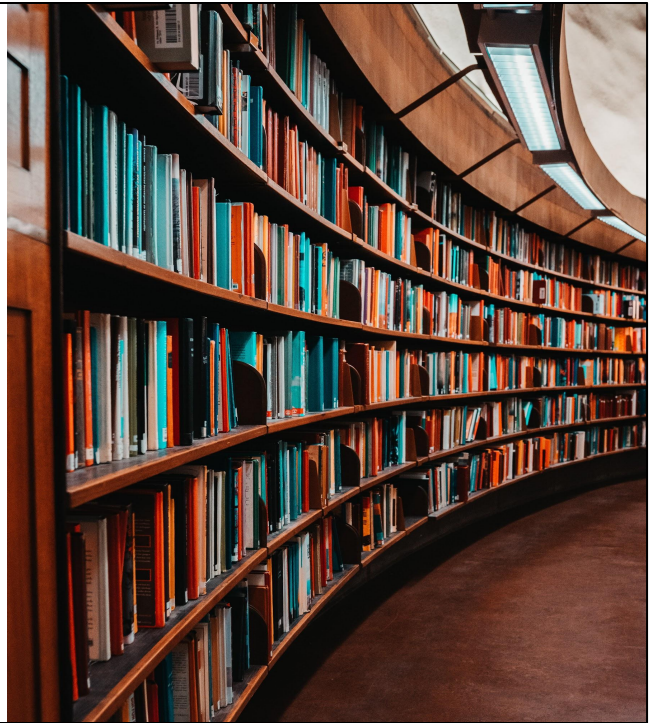
Considerations for Societies

- Majority of libraries have young publishing programs.
- Most library publishers focus entirely on OA publications
- Each library publisher is likely to have a unique business model
- Clients treated as partner vs. customer
- Library values

36% Library Publishing Coalition members are less than 10 years old. The majority of library publishing programs are young! This can provide both challenges and opportunities for some society publications. As of 2018, 82% of library publishing programs focused entirely or almost entirely on open access publications, this could mean that staff in library publisher have little or no experience working with subscription publications. For this reason, it is important that library publishers and societies have long conversations about the needs of the publication. For the society, ask a lot of questions! Ask library publishers about their past experiences in publishing society journals. Each library publisher is likely to have a unique business model because of their university's budget model. This is another area in which societies should make sure to understand before moving forward with any partnership. A library publisher's business model might have implications on: article processing fees, publisher fees, advertising within the journal, third-party services, and more. Library publishers are highly interested in working WITH societies, therefore the relationship will likely be one of partnership rather than customer. This might mean that library publishers can offer societies more autonomy and agency than commercial publishers. Finally, libraries are value-based. Societies should expect that a library publisher is transparent about how these values impact their publishing programs.

Libraries are publishers.

tspoa.org/resources/library-publishing-partners/



In closing, libraries are publishers. Thank you again for your attendance and please check out the TSPOA website for more information.

Engaging Societies

Practices in connection development

A Consortial Perspective

Sharla Lair

I am Sharla Lair, strategist on the Content and Scholarly Communication Initiatives team at LYRASIS. I want to share with you how communities across the scholarly communication landscape and societies can work together to transition to open. I will share some takeaways with you, but because we are at the very beginning of this particular endeavor, I will spend much of my time describing, through my library consortial lens, the paradigm shift that is currently happening as a consequence to the recent efforts we are making in this space. So, somewhat informational, hopefully at the very least, inspirational.

At LYRASIS I spend much of my time negotiating with vendors and publishers for the best pricing and terms for digital content. I am trying to save time and money for our members by supporting libraries' collection development efforts. But the 21st century has brought into question the role and value of collection development. The shift from collections-centered to services-centered library strategies, along with the introduction of time- or money-saving conveniences such as patron driven and evidence-based acquisition models, consortial buying, the Big Deal, aggregator e-book packages, and ubiquitous access to digital content, alongside the exponential growth of open access have raised uncertainties about what a collection librarian's and even the library's responsibility is as stewards of a local collection. I would argue that the library's role of building collections in this complex and evolving environment is now more important than ever. However, instead of focusing on services or collection development, rather the emphasis should be on relationships and **connection** development.

Who is LYRASIS?

- 501(c)(3) non-profit membership organization
- 1,000+ members in 28 countries

Mission: to support enduring access to the world's shared academic, scientific and cultural heritage through leadership in open technologies, content services, digital solutions and collaboration with archives, libraries, museums and knowledge communities worldwide.

- 2019 DuraSpace merger



Before we go much further, I would like to give you a bit of context so you better understand the lens through which I see the world.

I work at LYRASIS. Historically, LYRASIS has always been identified as a consortium in the traditional sense. However, all consortia are snowflakes. Each is unique, guided by their history and the views and needs of the members they serve. So, I will expand. More specifically, LYRASIS is a 501(c)(3) non profit membership organization with more than 1,000 members in 28 countries. It is a mission driven organization that serves a diverse array of archive, library, and museum communities through numerous programs and services. LYRASIS was born out of 4 smaller, consortial communities, who merged together about 10 years ago and the organization continues to evolve.

Many of you may not have been aware of LYRASIS until earlier this year, when LYRASIS announced the merger with DuraSpace. The merger brought together two dynamic communities and made LYRASIS home to even more community supported programs.

LYRASIS is a patchwork of diverse communities who have joined together in order to amplify impact.

What does LYRASIS do?

- Build communities across communities
- Connect conversations
- Facilitate and sustain possibilities for innovation, growth and maintenance



So given this context, it may make more sense to you that building communities across communities is a core strength of LYRASIS and is embedded in the work that I get the honor to do every day.

LYRASIS is well positioned to develop, facilitate and sustain possibilities for innovation and growth because 1) we have evolved as a hub with connections across communities that flow to major parts of the expansive scholarly communication ecosystem; and 2) since we act as a hub, challenges and opportunities flow from all over the sector back to us providing opportunities to continue to evolve and build a stronger, more sustainable community.

How is LYRASIS engaging in “open”?



Fedora



LYRASIS engages with “open” in several ways. We support a variety of community supported programs, including the ORCID US Community, which is supported and led by LYRASIS in a unique, inter-consortial partnership with the communities from Big Ten Academic Alliance, the Greater Western Library Alliance (GWLA), and the NorthEast Research Libraries (NERL). Again, a community of communities.

How is LYRASIS engaging in “open”?

- Support Open Content Initiatives
 - US National Contact Point
 - SCOAP3
 - Knowledge Unlatched
 - Open Library of Humanities
 - Annual Reviews
- Engaged in many Open Content conversations
 - University Presses + Scholarly and Learned Societies = TSPOA



LYRASIS also supports several open content initiatives. LYRASIS is committed to removing the barriers to open access by way of building community, advocating, inspiring and providing administrative support for innovative open access initiatives.

We are constantly seeking opportunities to facilitate access to important content, including through open access. And are currently engaged in several very interesting conversations around open content. Some of those conversations have included TSPOA.

Earlier this summer, Rachael presented on TSPOA during a webinar. I was inspired!

For the last few years I have been seeking effective ways to help smaller publishers build stronger, direct relationship with libraries, so that they can confidently implement sustainable, library-friendly, business models, including Open Access, as well as experiment with innovative approaches to publishing. In her presentation, Rachael described the very real, disconnect between societies and libraries. She also highlighted the cloud of mistrust had between societies and libraries making it difficult to come to any collaborative solutions. Most of the work I have been doing with smaller publishers at LYRASIS is actually with university presses. For similar reasons to societies, university presses have been struggling to develop and adopt sustainable Open Access strategies. Interestingly, many societies have close partnerships with university presses to publish their content; trust has already been established between these to entities. So, I wondered if my efforts with university presses could align with TSPOA's vision of transforming the existing paradigm by connecting this University Press – Society – Library triangle.

I had been attempting to inspire library and university press re-engagement through smaller projects, but there is only so much one entity can do. It takes a village! It was time to scale things up and connect across this multi-stakeholder community, as I did not want to reinvent the wheel. I was thrilled when Rachael and her colleagues at TSPOA were willing to start a conversation and explore the idea of engaging university presses in order to develop strategies for transitioning society content to open access and as a bonus, facilitate stronger connections between society presses and the library community.

How is LYRASIS engaging Societies?



Thus, began our shared journey of connecting conversations across a multiple stakeholder community.

So what has happened since connecting with TSPOA?

We have had numerous joint calls, where representatives from LYRASIS, TSPOA and several university presses have shared and listened to all of our respective stories, honestly just so that we can better understand each other. Our conversations have barely touched the surface of model development or pilot projects. People don't relate so much to issues. We relate to each other – to our stories. Once we understand one another we can identify our shared vision and work to make it a reality.

But understanding each other takes time. Since September we have had conversations with 4 university presses and 1 aggregator of university press content. Interestingly, these calls are extending beyond the typical staff that libraries usually engage with when talking with university press representatives. We are having conversations with Press Directors, yes, but also Directors of Journals divisions, Editorial, and Community Relations Staff. Usually when we think about collaborating with multiple stakeholders in these

kind of endeavors, we typically envision the head of disparate organizations getting together to synergize. Basically a horizontal amalgamation and we erroneously think **that** is where change happens. What has made these particular conversations so impactful is they have been vertical in nature – up and down the org charts. We must take into consideration that when diving into these kinds of endeavors, we need to hear the voices of those who are on the ground, the maintainers, in order for our endeavors to be successful and sustainable.

Although we are still in the early “dating” stage and getting to know each other, there have been a few significant takeaways.

These conversations repeatedly reveal a variety and complexity of business models as well as wide-spread practices of cross-subsidization of funding and revenue not only for programs, but also relationships. This is very difficult to untangle.

Unbeknownst to many folks out there, these particular mission-driven presses are already engaging in open access programs even with their society partners; there is little need to convince them to transition. They are already mentally there. But they are having difficulty scaling in a sustainable fashion, largely because the funding for supporting open access projects is usually either grant-driven or one-off contributions from non-library entities at institutions where the current society journal editor is affiliated. In other words, the funding and supporting infrastructure for maintenance is temporary and unreliable for the long-term. This does not bode well when university presses and the societies with whom they partner are often undervalued by their home institutions and even the library community whose investment, and thereby connection and relationship, has been diminishing year after year. If we as a library community do not wish to see societies and their affiliated scholars and authors running to commercial publishers we must increase support of the non-profit, mission driven infrastructure that already exists through the university presses, societies, society presses and additionally the library publishers and new university presses that have emerged in recent years.

This is our reality. But don't let it get you down. Through one of the most recent conversations a library connected and committed to supporting a society

journal for the next 5 years. It's baby step, but it's one made intentionally, intelligently and through a commitment of deep engagement and collaboration. It's a good start!

(Ch)opportunities

- Connection Infrastructure Needs
 - For editors to reach out to their libraries for support
 - For libraries to systematically invest
 - For societies to communicate needs
- Building trust, one conversation at a time
- Reimagining and retelling stories



There are many more conversations to be had. But we are all committed to having them and expanding the conversations to more stakeholders, including, a broader swath of the library community through intra and inter consortial relationships, as well as with society representatives. Some of these conversations will be difficult and challenging. My colleague and mentor, Celeste Feather, is always reminding me, though, to consider these kinds of challenges as opportunities, or what we call “Chopportunities”, so that we approach them with an empowered mindset.

So what chopportunities are in front of us?

Based on these new connections and conversations, I see an opportunity to build a stronger, more effective connection infrastructure. This would help society journal editors and their partner university presses connect directly to libraries for support when talking to authors about publishing open and dispelling common myths about open access. This infrastructure would connect libraries to programs, initiatives, and even just single society journals so they can invest in a systematic way in bibliodiverse open access publishing programs; And this infrastructure would help societies communicate their needs and connect across this vast multi-stakeholder community.

Another challenging opportunity is building trust. We must see reality through a radical connectedness. It's not just having a relationship that matters, but the quality of relationship or in other words, the level of trust. Trust takes time to build, to listen, to learn, to take risk, to tell a new story.

By engaging, one conversation at a time, with these stakeholders, across and up and down these organizations, our stories are changing. Storytelling is not just a form of communication but also a means of organizing. Every time we tell a story, we create something. We discover ourselves and each other, and what we can accomplish together. Storytelling also opens the door to reimagine our reality. American Novelist, James Baldwin said, “The world changes according to the way people see it, and if you alter, even by a millimeter, the way people look at reality, then you can change it.”

Reimagination and telling new stories is the only path to realize potential futures for our scholarly communication community. In this journey with TSPOA, I have engaged with many people who are willing to reimagine how to honor our missions through deep collaboration and connection development. Together we are sharing risk of reimagining not only business models, we are reimagining our relationships with each other in order to tell new stories. We are taking the first steps to move away from a mere transactional relationship towards a more transformational one.

So, together, by shifting our energies and resources toward connection development, the library and scholarly publishing communities **can** create sustainable infrastructures, which support and even add value to the communities we collectively serve.

Thank you!

TSP**OA**



TRANSITIONING SOCIETY JOURNALS THROUGH *EFFECTIVE ENGAGEMENT*



Rachael G. Samberg

Transitioning Society Publications to Open Access, or TSP OA, is a group of like-minded scholarly communication workers from libraries, academic institutions, publishers, societies, and consortia. We mostly work at academic libraries or academic publishers in the U.S., though we have some international representation, and of course the publisher representatives in our group have international presence.

We've organized to provide support, advocacy, and referral services within scholarly society publishing, and today I'm going to take a closer look at those engagement efforts -- dissecting them to both familiarize everyone with what they can expect if they reach out to us, and analyze how well or whether they are working. We'll also look at how other libraries and societies can get involved in this type of engagement.



Observing and engaging with society needs

But first, I want to quickly explain why we're providing the kinds of services that we are. As of January 2019, there were nearly 1100 societies publishing just over 1000 full (non-hybrid) OA journals. As global publishing shifts toward open access, [societies are wrestling with](#) new revenue streams and publishing strategies not only to ensure cost recovery, but also to sustain the many other society functions once supported by membership or library subscription spends. For some of the TSPOA members, in our individual work within our own libraries, we had been observing this landscape and experimenting with how we could support our own society scholars, and engage with societies more directly--which is somewhat of a new approach for U.S. libraries given that direct interactions between libraries and societies in a subscription-based publishing landscape was not strictly necessary.

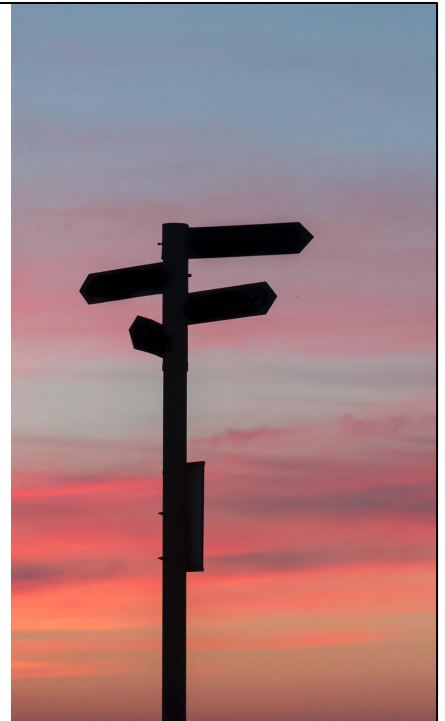
That's because libraries license content through large subscription deals typically with commercial publishers or content aggregators. Some of that money goes to societies through the publishing arrangements between the aggregators and the societies. And the societies may use that money -- as we saw in Webinar 1 -- to cover editorial costs, staff, educational programs, outreach, and more. But the libraries have little visibility into all of this.

By converse, societies may not be familiar with shrinking library budgets and the pressures to curb spending. They may not understand that if libraries stop paying for large subscriptions, that money can't always be repurposed in its entirety to payin mission-driven publishers directly for OA publishing output.

So we've been working on our campuses and within our own organizations to help both societies and libraries (and frankly other non-profit publishers like university presses) understand what kinds of next steps each of them might consider taking to advance open access publishing. Our conversations through local consultations with faculty on our campuses surfaced many questions they had about open access publishing options, and publishing viability generally for their societies. As we engaged with our authors, we became more familiar with their societies' financial landscapes -- and how much those needs and situations differed from society to society, not just discipline to discipline.

Transition Approaches

- Article processing charges (hybrid & fully OA)
- Partnering with universities or low cost publishers as either funders or publishers
- Collectives or partnerships
- Subscribe to Open (Annual Reviews)
- Tiered approach (ACM)
- More. See: Wise, Alicia; Estelle, Lorraine (2019): *Society Publishers Accelerating Open access and Plan S (SPA-OPS) project*. figshare. Collection.
<https://doi.org/10.6084/m9.figshare.c.4561397.v2>



In some respects, it's challenging to help libraries, societies, and non-profit publishers understand what those next steps might be, because the financial and service aspects of open access publishing models from which they can choose are rapidly evolving.

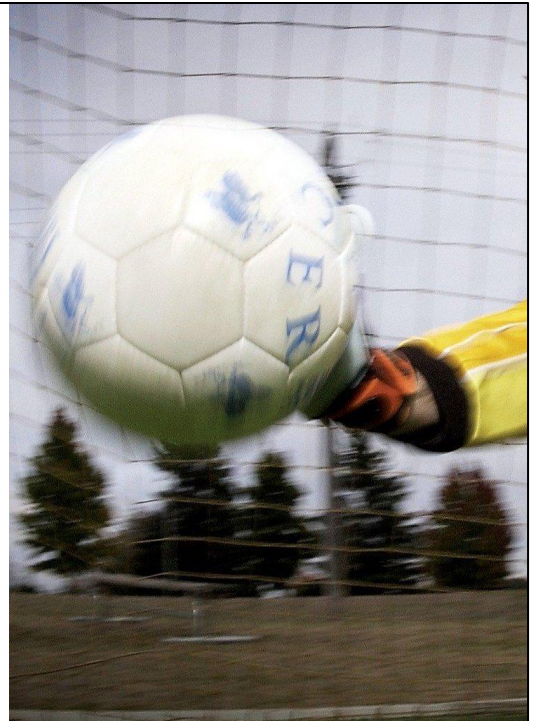
As we saw in Webinar 2, and heard some about today, there are now a variety of financial models to support the transition of society journals to OA, and they present both opportunities and challenges. For instance:

- Libraries providing publishing services directly (Emma just spoke about this)
- Article processing charges
- Investments into or "adoption" of society journals by libraries or collectives
- Subscribe to open (Annual Reviews)
- Tiered approach based on publishing output (ACM)

Neither the societies nor the libraries necessarily have a keen understanding at the moment of which transition approach might be best to experiment with or adopt. And it's not our place as TSPOA to steer them in one direction or another, but rather to help them understand what might be involved with each -- objectively what the implications, challenges, and opportunities are.

Engagement Goals

1. Support is available
2. You can develop capacity to help
3. Support improves with more supporters



So what I'd like to do now is dig into some of the engagement tools and support services that exist -- whether from TSPOA, Society Publishers' Coalition, or some of the many other organizations offering similar support (like SPARC, the University of California's Office of Scholarly Communication, etc.) but I want to frame this first by emphasizing the goals we have through our engagement efforts.

1. First, we want societies and journal editors to know that support is available for them -- that libraries and other mission-driven or non-profit publishers care, and want to be able to connect societies with localized and tailored resources and support. Sometimes that support might be from organizations like TSPOA, but other times it might be from institutions or libraries that bear some connection with the society -- whether by their ability to offer publishing services or as sources of investment and funding
2. We want libraries to be empowered to engage in providing services, themselves -- whether by connecting with society journal editors on their campuses, doing outreach within professional organizations, developing library publishing capacity, or deciding to help connect society journals with funding (including from libraries, themselves)
3. Support works better as more libraries and non-profit publishers become involved in providing support to societies. TSPOA, for instance, has only 15 members. But libraries around the world are canceling subscriptions and looking to support open access, and have opportunities to become part of the

1. solution to support mission-driven publishing that maximizes the dissemination of the scholarly record.

Under the Hood with Engagement Services

- Libraries as publishers
- Libraries as funders / pilot partners
- **Consultations & connections**



Okay so let's talk now about some of the services that are already out there.

We just heard from Emma Molls about services from Libraries as publishers.

There is also a universe in which libraries provide funding. Right now, JISC & Wellcome Trust are sponsoring several pilots for societies. Publishers like Berghahn are trying to transition anthropology society journals to OA through a Subscribe to Open model. There is a lot going on.

What I'm going to highlight for you next are the kinds of services libraries can begin to offer in the form of consultations and connection building. The point of these services is to help societies find support wherever it may lie.

[Guide to Transitioning Journals to Open Access Publishing](#)

[This guide](#) is designed to help stakeholders understand basics about journal ownership, operations, and funding models, and to begin gathering important information necessary for OA publishing decision-making.

[Checklist for Consultations About Transitioning Journals to OA](#)

We developed [this checklist](#) for libraries and institutions who engage in consultations with journal boards and editors about transitioning to OA. The checklist should help facilitate conversations about journal operations, finances, and strategies—so that journal boards and editors can come away from the conversation with a clearer understanding of how to proceed with an OA transition.

[Hosting a Roundtable for Journal Editors](#)

Hosting a gathering of journal editors at your institution to talk about open access flipping considerations can be a useful way for stakeholders to come together and learn about what a flip to open access would look like, and to provide resources and support to those ready to take a lead in transitioning journals. [This document](#) serves to guide libraries and institutions seeking to host a roundtable event for faculty and other personnel with journal editorial roles.

ANATOMY OF CONSULTATIONS & ROUND TABLES

<https://osc.universityofcalifornia.edu/open-access-at-uc/transitioning-journals-to-oa/>

So far, there are two main types of services we've been providing as part of TSPOA, and that some of us have also been providing independently on our campuses. We rely on both our experience and guidance documentation that I co-developed within the University of California's systemwide Office of Scholarly communication.

1. First, within the University of California, we created a guide specifically designed for scholars (faculty, students, professional researchers) from all disciplines who are involved in editing or managing journals and are considering transitioning their affiliated journals to open access, by either: a) Converting (sometimes called "flipping") an existing subscription journal to OA, or b) Stepping away from responsibilities at an existing subscription journal to create a new, open access journal in its place. The guide is intended to help them gather information needed throughout the transition process.
2. Second, in the UC, we created a checklist for libraries and institutions who engage in consultations with journal boards and editors about transitioning to OA. The checklist should help facilitate conversations about journal operations, finances, and strategies—so that journal boards and editors can come away from the conversation with a clearer understanding of how to proceed with an OA transition.
3. Third, although we're not going to be talking about it today, I wanted to mention that Anneliese Taylor at UCSF created a guide for libraries and institutions seeking to host a roundtable event for faculty and other personnel

1. with journal editorial roles. Hosting a gathering of journal editors at your institution to talk about open access flipping considerations can be a useful way for stakeholders to come together and learn about what a flip to open access would look like, and to provide resources and support to those ready to take a lead in transitioning journals. Anneliese has posted on the UC Office of Scholarly Communication blog about how such a round table event went, and I'd encourage you to explore that further.

Consulting with...societies and editors

Understanding journal's current publishing situation

- Ownership, income/revenue, operations/personnel
- Discipline views on OA

Approaching a transition

- Converting publisher-owned vs. society-owned
- Leaving third-party publisher to create new journal

Evaluating financial models

- Compare your data to funding strategies

Familiarize yourself with service models

- Can library publishers satisfy needs? Third-party publishers? For- or non-profit?

Let's take a look at the anatomy of a consultation with a society.

Typically, whether within TSPOA or in the University of California's Office of Scholarly Communication, when we have consultations with society board members or editors, we cover everything from understanding how a journal currently funds its publishing, to identifying the stakeholders with whom you will need to work, and communicating your new publishing model once the transition is complete.

In brief, these consultations will start out by exploring the journals' current publishing situations

- Does your society actually own the journal? If it's publisher-owned or there's some form of existing publishing relationship with a third-party publisher, you'll need to be able to negotiate changes to that relationship or those terms. And sometimes that's not easy or even possible.
- Who earns income or revenue from the journal? What operations or personnel are supported by the journal?
- And of course, we talk about unpacking a journal's financial operations. The money that journals earn from subscriptions, licensing content, advertising, or other income sources may support a variety of publishing-related functions, and may not entirely cover status quo costs. Some journals operate at a loss, and some societies are okay with that. Some journals cover only their direct costs, such as production and hosting, and are staffed by volunteers. Some journals earn enough income to cover direct costs and the salaries of dedicated staff. Some journals earn enough income to support all the above

- plus an entire organization's educational and other services. A society will need to evaluate both its costs and needs vis-a-vis journal publishing in this regard. An experienced publishing professional can estimate costs or explore the operational structure of a journal with you.

Then we discuss considerations in approaching a transition

- How does your discipline feel about open access publishing? Getting a sense of your community's needs and preferences for OA publishing is extremely important, as you may want to consider early on how to bring stakeholders on board and develop a plan for disseminating information about the transition.

Evaluate financial models

- We also help societies understand they need to dig deep into their financial data to evaluate possible financial models. For instance, if you were interested in evaluating whether a per-article cost model could work for you, you'd need to determine the numbers of articles (not issues or volumes) at play each year. Look at how many articles requiring peer review have been published every year, for at least the last five years, and how many articles are submitted to the journal each of those years. This calculus will establish the total amount of editorial activity (measured in # articles) that occurs at the journal, in order to achieve current publication levels. Once you know how many articles are published in a year, you can determine the amount of potential income/revenue that an APC-based business model could generate for your publication. If, for example, you publish 240 articles per year in a field where a common APC is \$2000, then there is a potential revenue of \$480,000. At this point, you can investigate the costs and overheads are for your current journal and roughly determine whether this ballpark revenue figure is enough to cover these costs. You can also think hard about which of the current costs are necessities for your publication. Also, keep in mind that articles which end up being rejected (and therefore do not earn income) may still generate costs that need to be covered, especially regarding time and overheads.

Consulting with...libraries

Help society review its goals and progress

- Why do they want to transition? What steps have they taken so far?

Evaluating financial models

- Revenue from journal, operations costs, other sources of income

Familiarize yourself with service models & platforms

- Service needs (peer review management, editorial selection management, operations management, etc)
- Hosting? Submission management? Article payment processing? Promotion? Archiving? Indexing?

Communications needs

- Preparing communications and preparing for outcomes: Pre- and post-transition outreach plans

So that's generally what a consultation with a society looks like. We also talk to other libraries and consortia to facilitate their ability to have similar conversations with societies and editors.

In these consultations, we encourage libraries to:

Help a society review its goals and progress toward them

1. Why do they want to transition? What steps have they taken so far? What conversations has the society already had with its board, members, and other publishing stakeholders?

Walk societies through how to evaluate financial models

- As we just discussed, it's critical to evaluate revenue from journal, operations costs, other sources of income

Perhaps most importantly, familiarize themselves and the societies with service models & platforms

- Libraries can help societies understand their service needs in any kind of publishing relationship. Do they need a publishing provider to cover peer review management, editorial services, content hosting, article payment

-

Lastly, libraries can help societies consider their communications needs

- This involves working with societies to craft pre- and post-transition outreach plans



REFLECTING ON EFFORTS

So, I thought I'd reflect a bit on how these kinds of efforts are going so far.

- Talk therapy

- Skepticism
- Surprise
- Relief

- Progress

- Mostly small or regional societies with one publication
- Institutional commitments to incentivize pilots

REFLECTING ON EFFORTS

In many ways, the sessions are sometimes a bit of talk therapy. I will be frank that most larger societies or societies with multiple publications are curious but approach the conversations very skeptically even though they were the ones to reach out. In many cases, they're just grateful to have someone to listen, and are surprised that there is a community of supporters out here. We are encouraged at minimum by the fact that they come away from our conversations at least equipped to have their own conversations with their board and members that they want and need to have, but maybe didn't know how to before.

I'd estimate we've had about 20 consultative conversations through TSPOA so far, and I've done about as many with colleagues in the University of California. Our greatest "progress" so far -- and I use that phrase very loosely -- has typically been with small or regional societies looking to bring one journal to open access life. We can find library publisher solutions for them that work well and that cut down on any costs such that open access publishing becomes more attainable for them.

Another boon has been when we, as individual libraries, are able to commit some resources to support a transition directly. This provides some necessary financial reassurance that libraries feel they do have skin in the game, and are committed to repurposing subscription spends when they can (of course, also providing publishing services directly if they can, too).



It's okay to “just” have a conversation

What we've realized with the consultations is that: We're in a period in which many of the consultations we have are exploratory, and many don't always result in a society transitioning their journals just yet. That's because this entire process takes time. A society can't undertake everything it needs to do to transition overnight, and a library can't build capacity for support (whether in publishing or financial/funding) overnight either. But these conversations help -- they reaffirm stakeholders' commitments and keep momentum going. And so we'll keep talking and offering services while our society and library partners take their next steps along their journeys.



BUILDING STRENGTH AS STAKEHOLDERS

I hope you're feeling empowered and motivated to participate in these kinds of relationships too. I want to close with a few thoughts summarizing how societies and libraries can build their own capacities to engage in OA transition efforts.

Step 1:

Take stock of what services you need or might be able to provide: Consultations? Funding? Library publishing?

Step 2:

Identify support organizations, members, editors on your campuses

Step 3:

Reach out. Do the work!

Connect with your members or institutions

If you're a society or a library looking to take the next steps toward building your own capacity to engage, you can:

Step 1:

Take stock of what services you need or might be able to provide: What is it that you can do to get involved? Seek or provide Consultations? funding? Library publishing? It's critical to identify priorities and then develop capacity in gap areas that align with your goals/mission.

Step 2:

Identify support organizations or, if you're a library, identify society members & journal editors on your campuses. Research offices and faculty profile pages are great for this, and a side benefit is forming a stronger relationship between the library and research office or faculty themselves.

Step 3:

Reach out. If you're a society, talk to other societies that have experimented with various OA funding models. Connect with Society Publishers' coalition, or Lyris, or Jisc and other consortia to be put in touch or gather information. If you're a library, reach out to your campus research office or departments to develop those relationships with faculty who are members of societies. Or advocate within societies



contact-tspoa
@googlegroups.com



<http://www.tspoa.org>

**We'd love to
support you**

So, please reach out to us if you edit or publish a society journal and are looking to transition to open access, or if you are a library working to develop capacity to engage with society journal editors seeking transition support. Keep in mind we have full-time day jobs, but we're looking to help when and how we can -- even by connecting you to others to provide similar support.

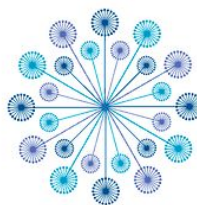
Looking forward to connecting soon! Thanks a lot.

TSP**OA**



TRANSITIONING
SOCIETY PUBLICATIONS
TO **OA**

<https://tspoa.org/>



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