

Funding Open Access

Christine Fruin

Scholarly Communications Librarian, University of Florida

Fred Rascoe

Scholarly Communications Librarian, Georgia Institute of Technology

Financing the Publication of Scholarship

Traditional Business Model

- Subscriptions (Publishers)
- Memberships (Scholarly Societies)

New Business Model - Open Access

How is Open Access publishing funded?

Funding Open Access

Article Processing Charges (APCs)

- Grants
- Publisher Memberships
- Institutional Open Access Funds

Emerging Funding Models

- Self-Funded Publication
- Author Memberships
- Crowdfunding

Paying Article Processing Charges

Grants

- HHMI (USA)
- Wellcome Trust (UK)
- RCUK block grants (UK)
- More soon? (depending on OSTP memo outcome)
"Part of the cost of doing research"

Memberships & Discounts

- SCOAP3, BioMed Central, RSC

Institutional Open Access Funds - Source

- Collection Budget - repurpose funds
- Library Administration - discretionary funds
- University's Research Office
- Academic departments/colleges
- Central Funding - Provost or other officer
- Combination of these
- Examples
 - UF
 - Georgia Tech (*proposed*)

Institutional Open Access Funds - Eligible Applicants

Possibilities include: Faculty, Research staff,
Post-docs, Grad Students

Considerations in deciding on applicant
eligibility:

- OA Policy - who is covered?
- Targeted college or school
- Source of funds
- Metrics of success

Institutional Open Access Funds - Eligible Publications

Open Access Journals

- Quality criteria
 - DOAJ
 - OASPA Code of Conduct
 - Beall's List
 - Peer Review
- Hybrid Journals - yes or no?
 - Pro - support OA, quality publications, faculty preference
 - Cons - "double dipping," lack of accountability

Open Access Books

Institutional Open Access Funds - Awards

Pro-Ration - Partial award for multi-author articles

Reimbursement vs direct payment to publisher

- Reimbursement may have tax implications

Caps (per article, per author)

First come, first served?

Institutional Open Access Funds - Post-Award Requirements

Acknowledgement in article of funding support

Deposit in the university's open access repository

Embargoes - publisher required, author preference?

Institutional Open Access Funds - Marketing

Free money - marketing is easy, right?

Still takes effort!

- Word of mouth
- Subject librarians
- Newsletters, blogs, etc
- Press releases
- Social media
- Find out what marketing strategies have worked for other library services

Institutional Open Access Funds - Assessment

How will the fund's success be measured?

- Total number of applications
- Applications by college/department
- Number of unique authors supported
 - Status of authors -- faculty, students, staff

How often conduct assessment?

- Pilot project - set period for assessment
- Calendar year, fiscal year?
- Annually, quarterly?

Who receives assessment report?

- Who are the stakeholders?

Deans, governance leaders, other administrators

Emerging Business Models: Self-Funded

Funding agencies moving beyond support of existing journals and setting up their own open access journals

Example: eLife (<http://www.elifesciences.org/>)

- Three major research funders: Howard Hughes, Max Planck Society, Wellcome Trust
- Open access journal publishing high impact, peer reviewed research in life and biomedical sciences
- Review and publication is conducted independent of business of funders -- independent academic reviewers

Emerging Business Models: Author Memberships

Experimental alternative funding -- low cost "membership" fee paid by author or institution in return for unlimited publication of articles

Example: peerJ (<https://peerj.com/>)

- Biology journal founded by PLoS's Peter Binfield and Mendeley's Jason Hoyt
- Author membership fee allowing limited and unlimited publication of articles (12 authors or less - each pays)
- Cost management -- customized software for submission and peer review; journal content on Amazon's S3 service; archiving through PubMed
- Encourages open peer review; continued membership may be conditioned on willingness to provide peer review
- Optional preprint publication in peerJ PrePrints

Emerging Business Models: Crowdfunding

Funds come from anyone interested

e.g., Open Book Publishers and Unglueit

- Partnership: Funds raised on unglueit can promote publishing of new monographs

Emerging Business Models: A Sponsoring Consortium

SCOAP3 - A consortium of libraries, in agreement with publishers, redirecting funds from subscription to OA publishing

Questions?

Christine Fruin

christine.ross@ufl.edu

Fred Rascoe

fred.rascoe@library.gatech.edu