Funding Open Access

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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?

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