

ITHAKA S+R

# RED LIGHT, GREEN LIGHT: ALIGNING THE LIBRARY TO SUPPORT LICENSING

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<http://www.sr.ithaka.org/publications/red-light-green-light-licensing/>



*There is little evidence that open access has led to reduced licensing expenditures.*



See:  
<https://scholarlykitchen.sspnet.org/2017/05/23/open-access-scholarly-communication-defining-success/>

*The most sophisticated commercial publishers have identified new ways to profit further in the emerging ecosystem.*



See:  
<https://scholarlykitchen.sspnet.org/2017/02/09/cobbling-together-workflow-businesses/>

*What if libraries found ways to bring together the whole library behind the objective of stabilizing or reducing what they pay?*

Green: Reasonably priced and generate a great deal of value

Yellow: Generate a more modest degree of value and/or may not be seen as entirely reasonably priced.

Red: Generate a poor degree of value and/or that are priced in ways that are problematic.

Requires that the library systematically identify value.



# TRANSPARENCY

Regularizing these assessments

Shared proactively with content providers

Used for communications with campus stakeholders

Issued to library employees for common action

# PROMOTION

No obligation to promote the use of “red” resources

Align around which resources to promote, which to avoid

Make some resources more discoverable and seamlessly useable, others less so

Encourage authors in some directions, steer them away from others

# FURTHER LICENSING

Resist additional products from  
“red” providers

Don't become dependent of “free”  
resources provided by “red”  
providers

Resist preferential pricing to  
expand the size of “red” bundles

Help other campus offices avoid  
tools and services from “red”  
providers



# PORTFOLIO

Allocate the materials budget to each traffic light category, then “cap and trade”

Requires careful negotiation with campus stakeholders - at a time of the library’s choosing, not during a cancellation crisis

Consider reducing the allocation to “red” resources

# IMAGE CREDITS

## THE METROPOLITAN MUSEUM OF ART

Florine Stettheimer, The Cathedrals of Art,  
<http://www.metmuseum.org/art/collection/search/488732>

Group of offering bearers, ca. 1981–1975 B.C., Egyptian, Middle Kingdom,  
<http://www.metmuseum.org/art/collection/search/544125>.

*Thank You*

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