

VIVA'S EXPERIENCE BUILDING A MORE SUSTAINABLE AND OPEN MODEL WITH WILEY

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VIRGINIA'S ACADEMIC LIBRARY CONSORTIUM

- VIVA is the consortium of 71 academic libraries within the Commonwealth of Virginia.
- For 25 years, VIVA has created significant savings through cooperative purchasing, resource sharing, and, more recently, open and affordable course content.



VIVA has demonstrated a cost avoidance of over
\$1,000,000,000
through group purchases
since it began in 1994.



VIVA LEVELS THE PLAYING FIELD

- VIVA provides shared access to high quality academic resources.
- The same core collection is available at all of the public institutions.

175
databases

42,000
e-journals



VIVA resources get
extensive use -
over 15,000,000
uses each year.

315,000
e-books

40,000
videos

THE GLOBAL LANDSCAPE

Publishers

- Vendor consolidation
- Expanding content available for publication
- Increased technical challenges

Libraries

- Diminishing budgets
- Fewer technical services and subject expert staff
- Performing more roles

- Big Deals crowding out diverse content
- A variety of Open Access approaches
- Expanding resource and format needs

VIRGINIA UNREST

Big Deals



**Institutional
Budgets**



“Come help us ditch the Big Deal”

– John Unsworth, University of Virginia.



CHARGE TO THE TASK FORCE

Design a sustainable journal pricing model that is built on VIVA collection development priorities with a focus on VIVA's mission and the core values of the VIVA member libraries.



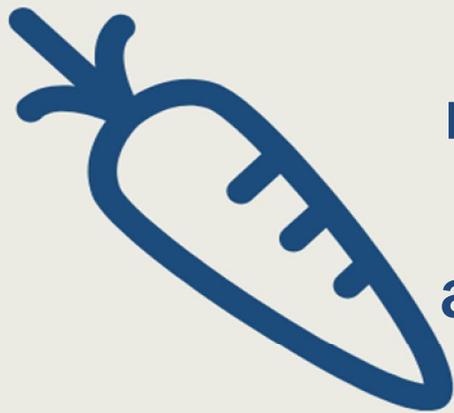
FOUNDATIONAL ELEMENTS FOR A NEW MODEL

- **Consensus:** It is critical that all voices are heard, so that each institution can fully support actions taken.
- **Sustainability:** It is about more than price – it is also about the ways in which the content can be used and progress toward Open Access.
- **Model:** We need to get out of the reactionary consumer model and reframe the conversation as a partnership stake with publishers.

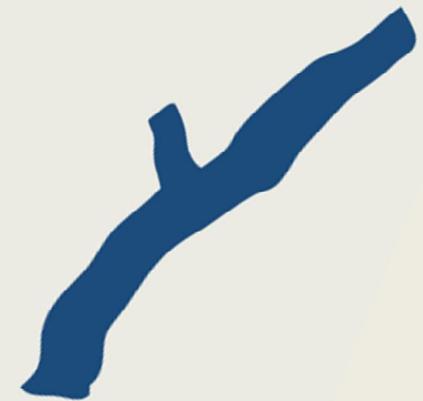
MODEL EXPECTATIONS

- **Annually evaluate amount of OA content** available in publications, as well as Virginia author OA content, and adjust price accordingly.
- **Cap the inflation to a standard measure**, such as CPI-W, HEPI, or another well established cost-index.
- Include **robust deposit rights** for non-OA content.
- **No DRM** and the ability to share through ILL without embargo.
- Provide a fair method for **disentanglement from all-access packages** for individual institutions no longer able to participate.

CREATING LEVERAGE



Sustainable pricing and acquisition models for major journal publishers should be coupled with a **shared commitment to programmatically reduce statewide spend with publishers that will not work with the consortium.**



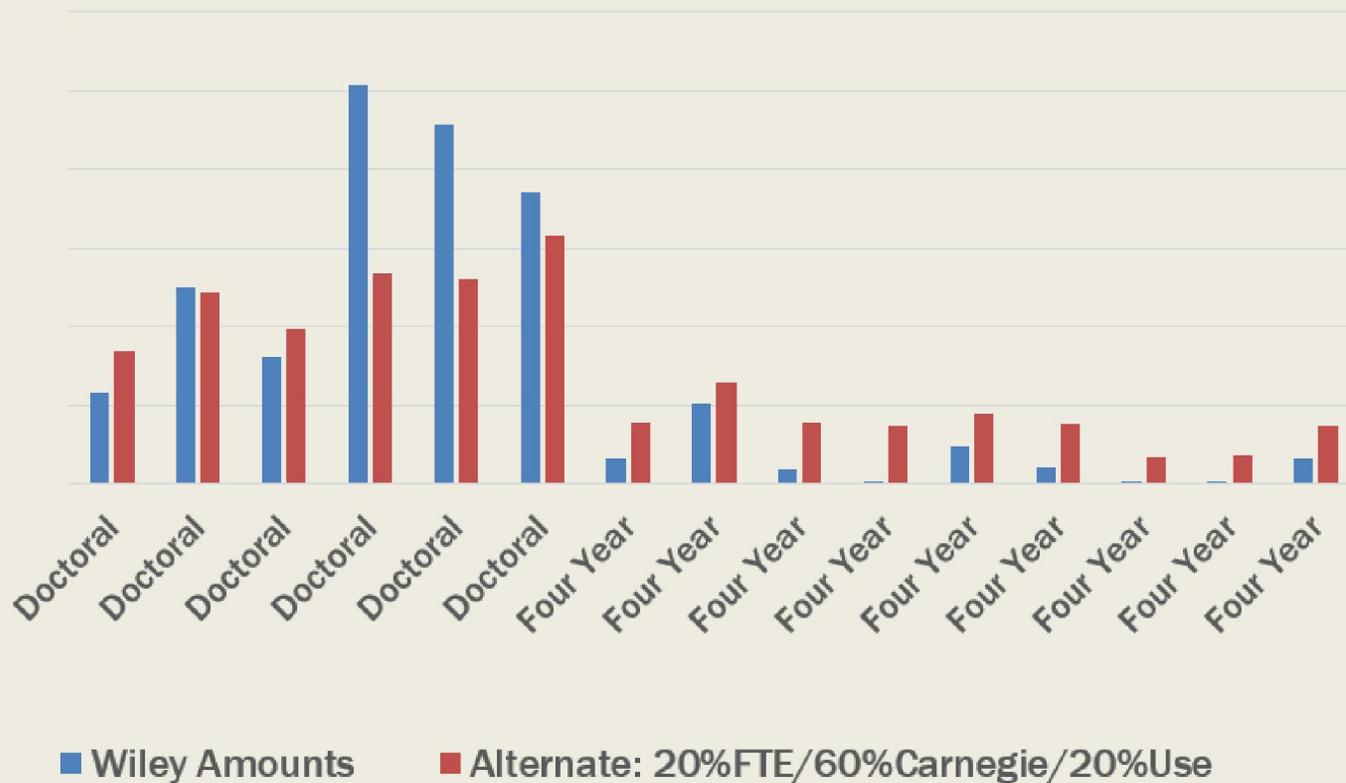
VIVA'S HISTORY WITH WILEY

- In 2006, VIVA started a shared **Blackwell journals** subscription.
- In 2010, this became a broader Wiley **title reconciliation subscription** on a sole source contract.
- In 2015, in preparation for the 2016 subscription year, VIVA agreed to move to the **Wiley Database Model**, which includes all current titles.
- The Wiley Database Model moved to a new Wiley ebooks RFP contract in 2016, which contained an **annual price cap for ten years**.

THE CONVERSATION IN 2018 AND 2019

- All Big Deals were on the table for Virginia.
- Based on the Sustainable Journal Pricing work, VIVA was focused on:
 - Decreasing direct costs
 - Decreasing the impact of historical print pricing
 - Incorporating Open Access

HISTORICAL PRINT PRICING VS. VIVA COST SHARE



We compared the existing institutional distribution in the Wiley deal to a more typical VIVA cost share of 20% FTE/60% Carnegie/20% Use.

PUTTING THIS INTO PRACTICE

- We negotiated for a lower overall percentage on a yearly basis, saying that we would not **push the realized savings** equitably but **to the schools off model**.
- Most schools and the central subsidy paid the original contractual cap, and **the schools that were overpaying** relative to the typical VIVA cost share **received their respective percentage of the savings**.



INCORPORATING OPEN ACCESS

- In 2019, VIVA had originally negotiated an APC discount, but this became a **percentage refund on fully gold OA** payments because the Wiley infrastructure was not yet in place.
- In 2020, the planned discount was put into place, as was a shared **OA Funder Account**. As this was included as a percentage of the existing expenditure, it is essentially new money for OA authors.



DIRECTING THE FUNDS

- Concerns about supporting hybrid OA publishing, viewed as an unsustainable model, came to the surface in committee discussions. VIVA committees voted to fund only **fully Gold OA** articles.
- **No institution gets a preference, and no author gets a preference**: graduate students and small community college faculty have the same access to the funds as tenured faculty in major research institutions.
- It will be difficult to account for **grant funding** in this process, and we recognize this is a significant challenge.

THE OA FUNDER ACCOUNT WORKFLOW

- With Wiley's infrastructure, there are **choices** to be made.
- The system **can accommodate individual institutions** approving their own authors' funding requests, but that would **require allocating funds to institutions**.
- Individual institutions could also **set up preferences** for who they fund and why, but VIVA has approved a **first come/first served** approach.
- For these reasons, VIVA has opted to **centralize all funding and approvals**, although central staff will confirm each transaction with the institution.
- Individual institutions still have their **own dashboards** to view account activity.

NEXT STEPS

- Evaluate this approach – does it get us where we want to be?
- Continue to try out new models with our publishing partners.
- Work throughout the state to build consensus on these changing models and speaking with a common voice.
- Ensure that statewide spend decreases with publishers that are unwilling to build toward more sustainable approaches.



NOUN PROJECT IMAGES

- Branch by Noël Rasendrason, FR
- Carrot by Strongicon
- Hand Hold Tree by Berkah Icon, ID
- Money by Gregor Cresnar
- Pacman by Adrien Coquet, FR
- Pacman by achmad, ID
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