

ACUP

ASSOCIATION OF CANADIAN UNIVERSITY PRESSES

Open Access and Canadian University Presses
a white paper

MARCH 22, 2010

ACUP's reasons for commissioning the white paper

- Very little information exists about Open Access (OA) and university press book publishing
- Impact of the Ithaka report as a game changer
- Recognized the need for a foundational document as the basis for future discussion

BOAI definition of Open Access for journal articles

... the free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full text of the articles, crawl for indexing, pass them data to software, or use them for other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. The only constraint on reproduction and distribution, and the only role for copyright in this domain, should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited.

OA issues shared by journals and book publishers

- Reprint Rights
- Costs
- User-pays model to author-pays model

OA issues specific to book publishers

- Peer review
- Market
- Revenue and Costs
- Dissemination

Brief snapshot of relevant OA ventures in the United States

- AAUP issues a statement affirming that its members are open to further the dissemination and use-value of scholarship in a way that balances “the mission of scholarly communication with its costs”
- National Academies Press continues to provide free online access to all of its publications

Brief snapshot of relevant OA ventures in the United States (cont.)

- Increase in the number of US university presses experimenting with some form of OA = 30+
- Committee on Science and Technology endorsed expanding public access to publicly funded journals but recognized the need for varying embargo timelines for sciences and humanities and social sciences (HSS)

Brief snapshot of relevant OA ventures in Europe

- **DECEMBER 2006:** the European Research Council mandated that any ERC-funded work (primarily referring to journal articles) must be deposited into an OA archive within 12 months; later amended to 6 months
- **AUGUST 2008:** the European Commission launches an OA pilot project requiring that 20 per cent of the EC's research budget must be spent on programs whose results would be made freely available

Brief snapshot of relevant OA ventures in Europe (cont.)

- UK's Joint Information Systems Committee (JISC) released a study saying the OA journal publishing is significantly more cost-effective than traditional journal publishing, though results in a “reduction of revenue to the publishing industry”
- **OCTOBER 2008:** Open Access Publishing in European Networks (OAPEN) is launched in A partnership of eight European university presses, OAPEN is currently funded by a 900,000 euro grant from the EC

Brief snapshot of relevant OA ventures in Canada

- Directory of Open Access Journals (DOAJ) = 137 journals, or just under 10 per cent of all journals produced in Canada
- Erudit is a partial open-archive project shared by Université de Montréal, Université Laval, and UQAM. Ten years old, it comprises 80 per cent OA journals
- Synergies project currently in development. Journals-based project for HSS, funded by the Canada Foundation for Innovation

Brief snapshot of relevant OA ventures in Canada

- Athabasca University: formally requests that all faculty research be deposited into the university's archives (details on similar University of Ottawa statement not known at this time)
- University of Calgary facilitates faculty publishing in OA journals through its Open Access Author's Fund
- Canada has no broadly funded OA mandate similar to that of the EC

OA and Canadian University Presses

- Canadian Association of Research Libraries (CARL) undertakes a study of scholarly communication that indicates “the majority of articles and monographs written by Canadian researchers are published outside of Canada”
- Infrastructure initially built to support Canadian research publications in a poor economy-of-scale environment has yet to adjust to OA model
- Two significant book-grant federal agencies still base grants on sales thresholds, and this is not expected to change in the near future

OA and Canadian University Presses (cont.)

- Grant shortfall assistance would be required from parent institutions
- Most Canadian university presses do not have the financial ability to undertake a OA publishing model
- Athabasca University Press (AUP), funded by its university, is the sole exception

Athabasca University Press publishing model overview

- Affiliated with an open university, so matches its parent model
- Print books and online OA version are released simultaneously
- AU covers the cost of bringing each title to the point of online publication
- Cost of print production must be recouped through sales and/or grants

Athabasca University Press publishing model overview (cont.)

- AUP contracts have an author copyright clause based on Creative Commons license
- AUP is involved with John Willinksy's Public Knowledge Project and uses its OpenJournalSoftware
- Moving towards producing some electronic-only OA titles
- OA improves accessibility but not without costs

Other Canadian university press OA initiatives

- University of Alberta Press has published two OA titles (working with Athabasca University Press)
- Wilfrid Laurier has published approximately 15 OA titles, all in partnership with other organizations
- University of Calgary Press is moving to an OA model in two years

Twelve models to consider

1. Author-Pays Model
2. Institutional Subsidies Model
3. Third-Party Funding Model
4. Freemium Model
5. Three-Party (aka Two-Sided) Market Model
6. Hybrid Model
7. Embargo Model
8. Advertising Model
9. Collaborative Model
10. SCOAP Model
11. Complete Re-structuring
12. Business as Usual

What the future holds

- University presses will need to continue to produce both print and digital books
- At the same time, presses must keep abreast of developments in the online world of e-books, RSS feeds, Kindle, iPads, website developments, campus initiatives, green road OA, etc.
- Scholarly publishers should anticipate that technological advances and changes will frequently disrupt and challenge existing business models
- No matter how unclear the delivery model is at this time, university presses now offer, and will continue to offer, a highly specialized contribution to the scholarly mandate