



SCHOLARLY PUBLISHING & ACADEMIC RESOURCES COALITION

An initiative of the Association of Research Libraries

www.arl.org/sparc

Igniting Change in the Scholarly Communication System



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New Routes to Scholarly Communication

11 March 2002 • London • CURL Staffing Event



Presentation Overview

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- Identifying the problem
- Developing a response
- SPARC activities
- SPARC accomplishments
- Other initiatives
- What you can do



The Global Journals Problem

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UK 1989-99

Journals unit cost	+364%
Faculty salaries	+60%

North America 1986-00

Journal unit cost	+226%
Journals expenditure	+192%
Journals purchased	-7%
Monographs purchased	-17%
Faculty salaries	+68%
Consumer Price Index	+57%

Australia 1986-98

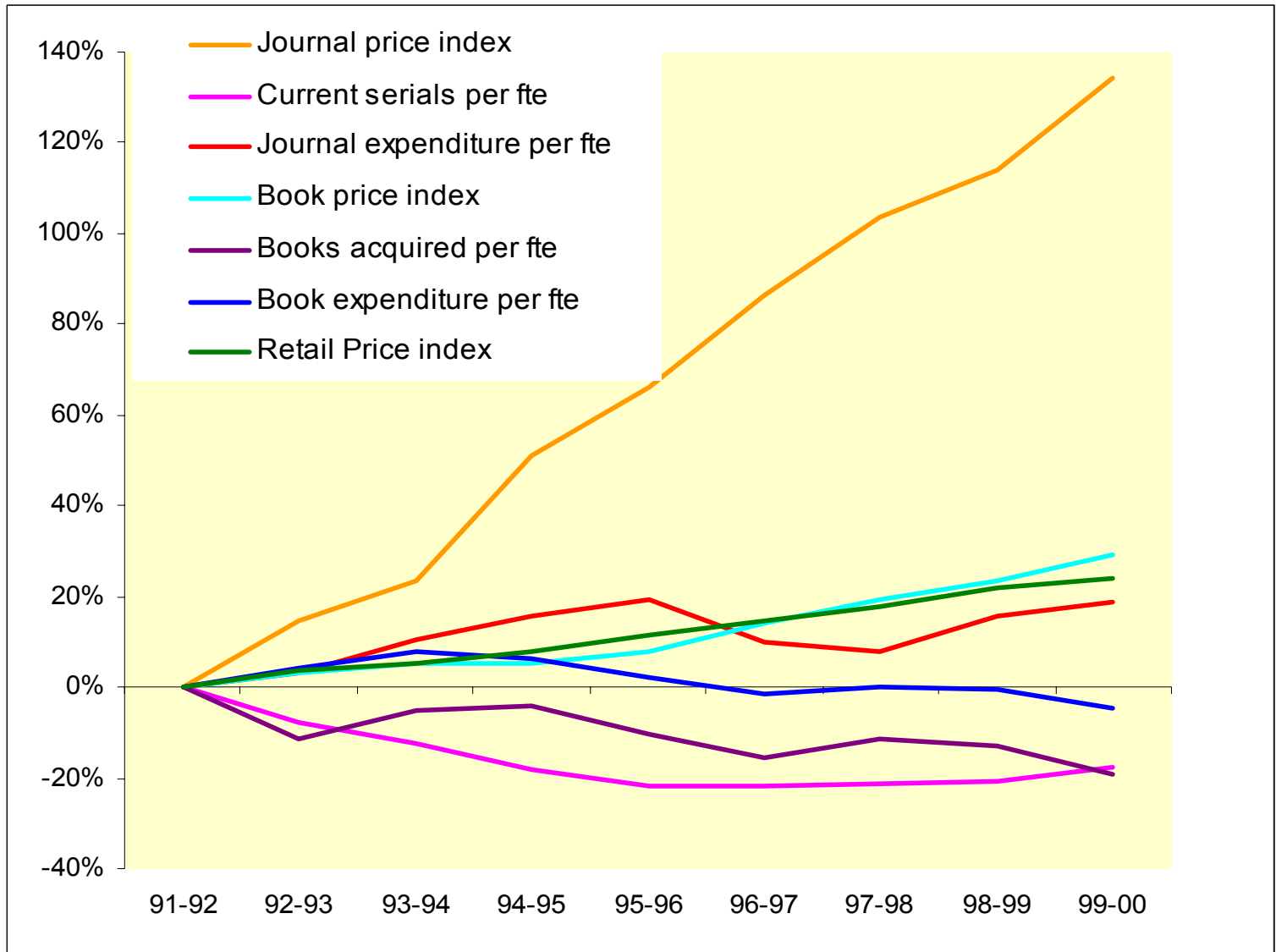
Serials unit cost	+474%
Serials expenditure	+263%
Titles purchased	- 37%





Journal Prices and UK Academic Libraries (SCONUL Statistics)

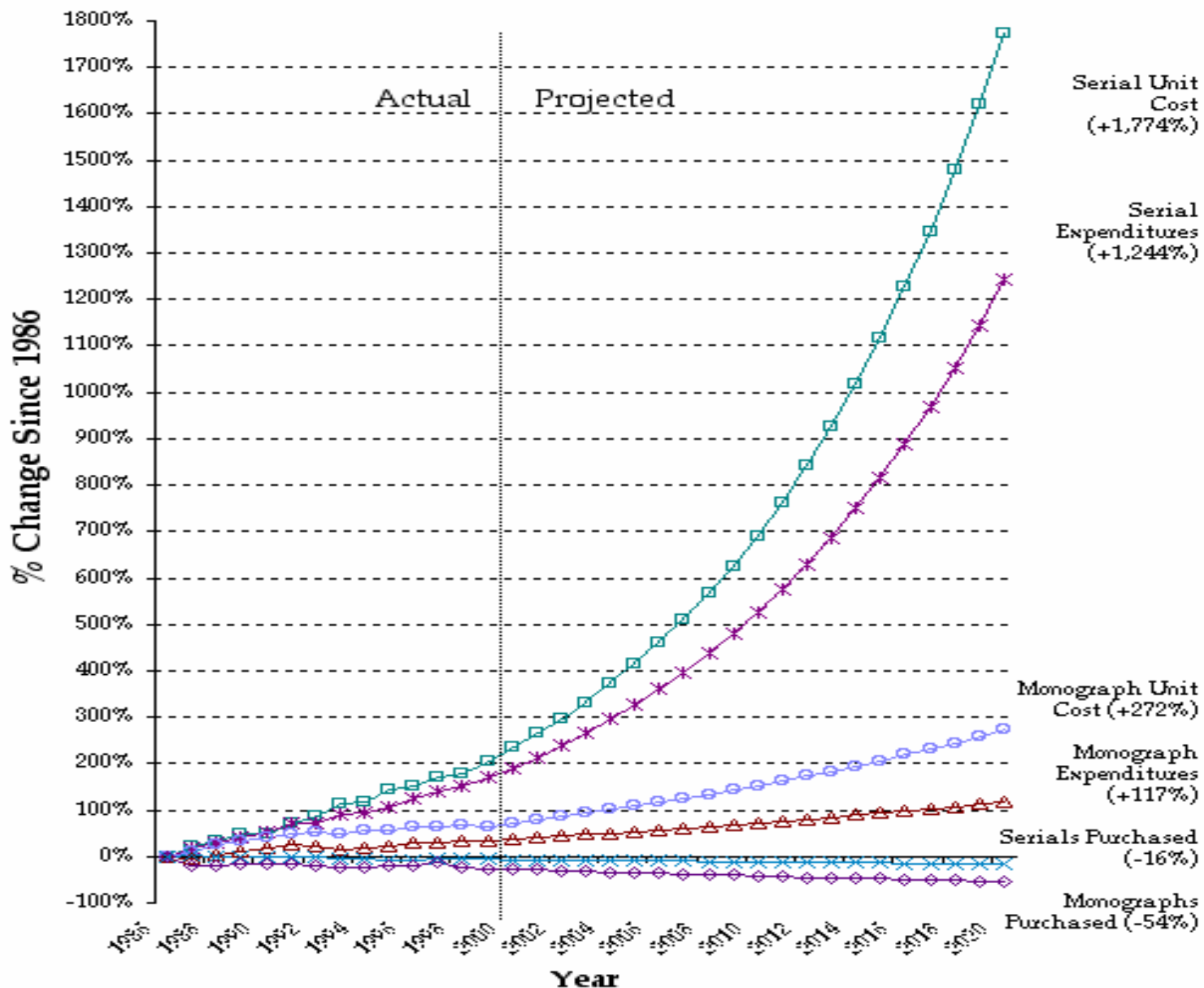
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Monograph and Serial Costs in ARL Libraries, 1986-2020

Scenario 1 Projections





Marketplace Factors

- Robust supply side
- Scarce good - inelastic market
- Barriers to market entry
- Library acquisitions practices
- Faculty expectations
- Disjunction between creator/user and fiscal agent
- Commercial firms, consolidations and mergers



Developing a Response

■ **Reactive**

- ◆ Ask for more money
- ◆ Journal cancellations
- ◆ Improve document delivery
- ◆ Cooperative collection development
- ◆ Consortial buying & site licenses for electronic information

■ **Proactive**

- ◆ Improve value signals between faculty & library
- ◆ Increase promotion & tenure emphasis on quality
- ◆ Create competition in the marketplace
- ◆ Editorial boards gain control over journal business policies
- ◆ Partner for mutual benefit with other players in the information chain
- ◆ Introduce alternatives to institutional subscription model
- ◆ Deconstruct the journal



SPARC

- *Worldwide alliance* of universities, research libraries, and organizations built as a *constructive response* to market dysfunctions in the scholarly communication system
- Serves as a *catalyst for action*, helping to create systems that *expand information dissemination and use* in a networked digital environment while responding to the needs of scholars and academe



SPARC Strategic Thrusts

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INCUBATION OF ALTERNATIVES

Publishing
partnerships

Alternative
business
models

Build
capacity in
non-profit

PUBLIC ADVOCACY

Outreach to
stakeholders

Promote
action
options

Stimulate
expansion of
non-profit

EDUCATION CAMPAIGNS

Publicize
pricing issue

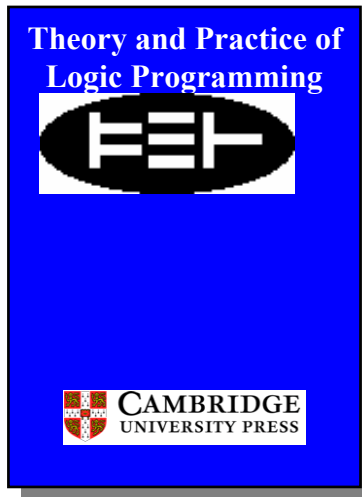
Stimulate
discussion of
solutions

Encourage
institution &
society roles



SPARC Supports Alternatives

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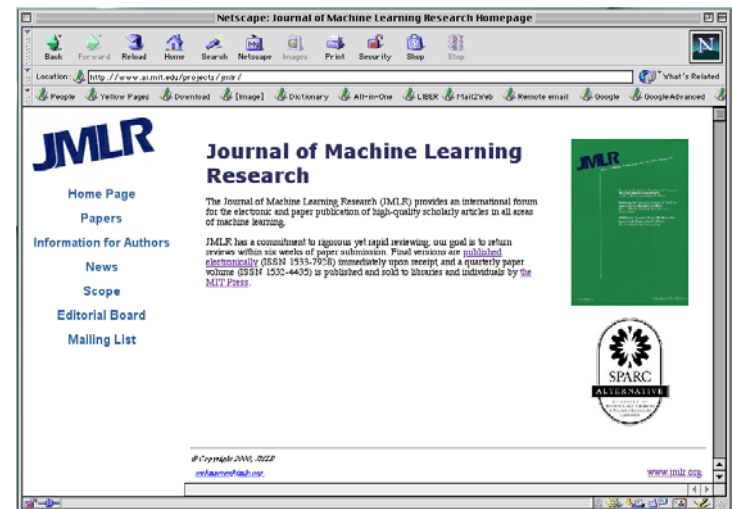
EXAMPLES

50-person editorial board and sponsoring society quit commercially published *Journal of Logic Programming* to start alternative in 2001.

www.cwi.nl/projects/alp/

Editorial board of commercially published *Machine Learning* resigned to launch free electronic journal in 2001.

www.jmlr.org





Pressure to Reduce Prices

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- Society demanded new deal with publisher
- Institutional price dropped from \$2085 to \$1390
- Expanded editorial office support

“SPARC played an essential role in our successful negotiations with our journal's publisher.... [The publisher] knew we'd been in contact with SPARC. Both our journal and association stand to benefit substantially.”

Chair, AAPA
Publications Committee



Impact of Price Reductions

Making more money available ...

Hypothetical Library

2000 spend with one Large Publisher	£ 500,000
“Double-digit” rate increase at 12%	£ 60,000
Actual 2001 increase at 6.5%*	£ 32,500
Hypothetical savings	£ 27,500



SPARC Supports New Players

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**Journal of
Insect Science**

www.insectscience.org



BioOne

www.BioOne.org

University Initiatives

- Univ. Arizona: *J. Insect Science*
- Univ. Bielefeld: *Documenta Mathematica*
- Univ. California: *eScholarship*
- Columbia Univ: *Earthscape*
- Univ. Warwick: *Geometry & Topology Publications*

Independent startups

- *Evolutionary Ecol. Research.*
- *Internet Journal of Chemistry*

Collaborative Partnerships

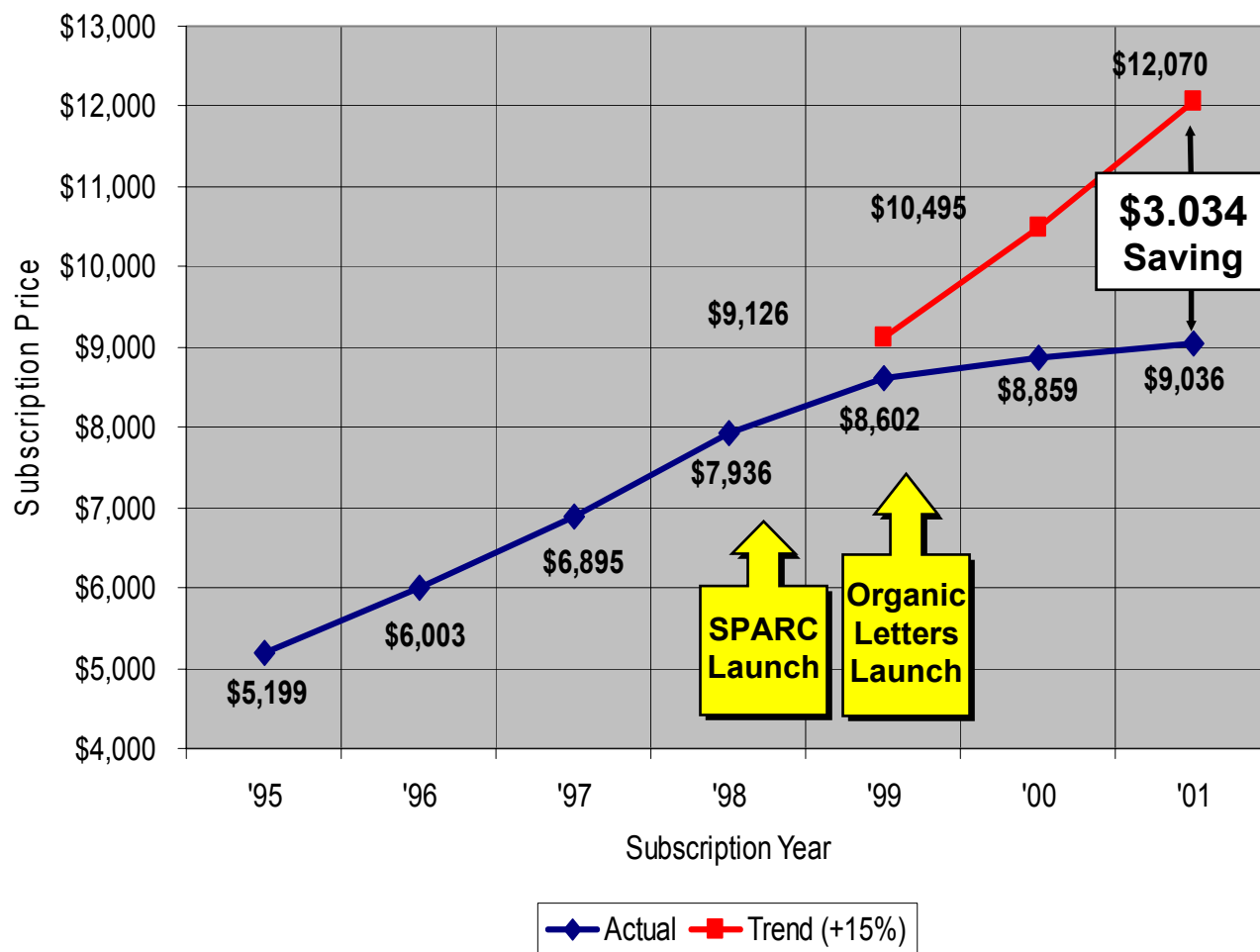
- *BioOne*
- Cornell Univ Lib/Duke Press: *Project Euclid*



The Value of Alternatives

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Tetrahedron Letters: U.S. Institutional Price

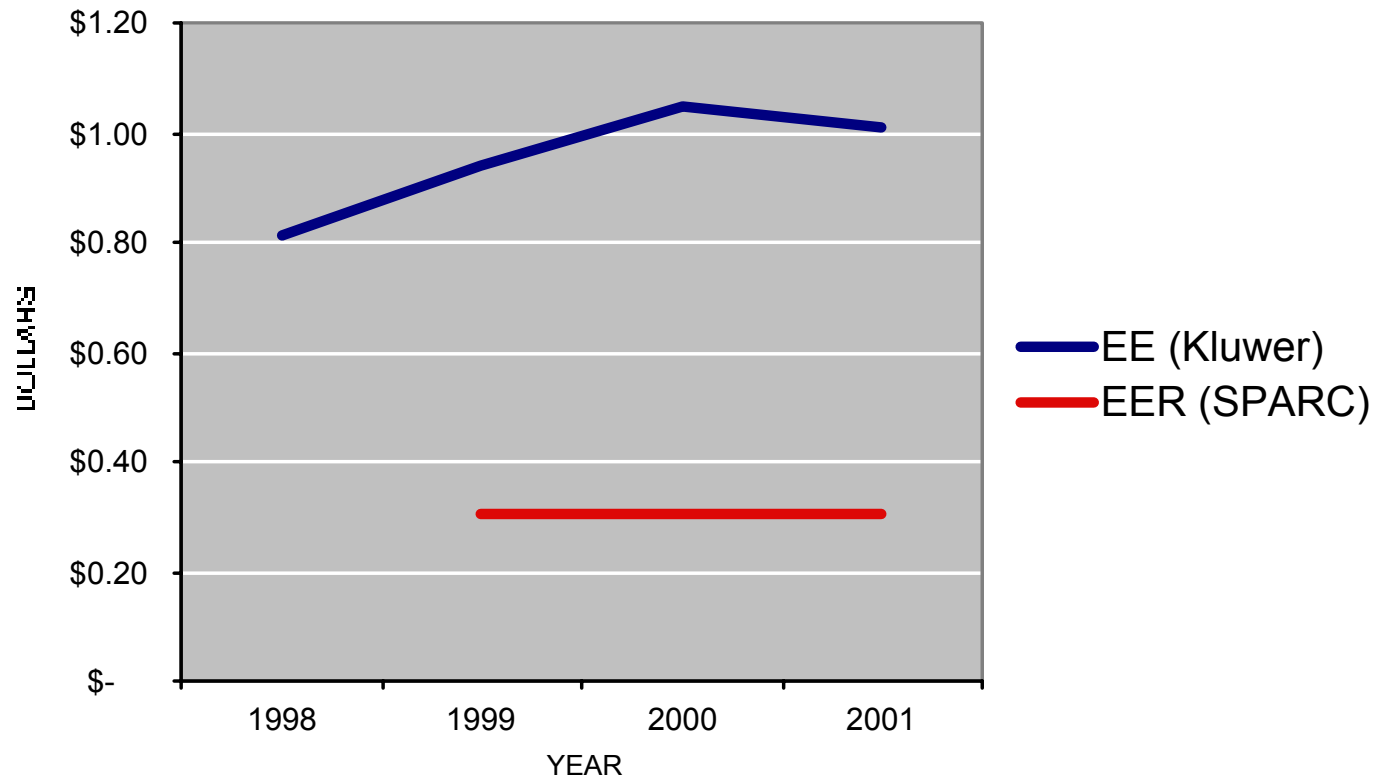




Impact of Competition on Price

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Evolutionary Ecology vs. Evolutionary Ecology Research Price Per Page





SPARC Titles are Less Expensive

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УГЛЕКИСЛИЕ
ЗЪВЪКС

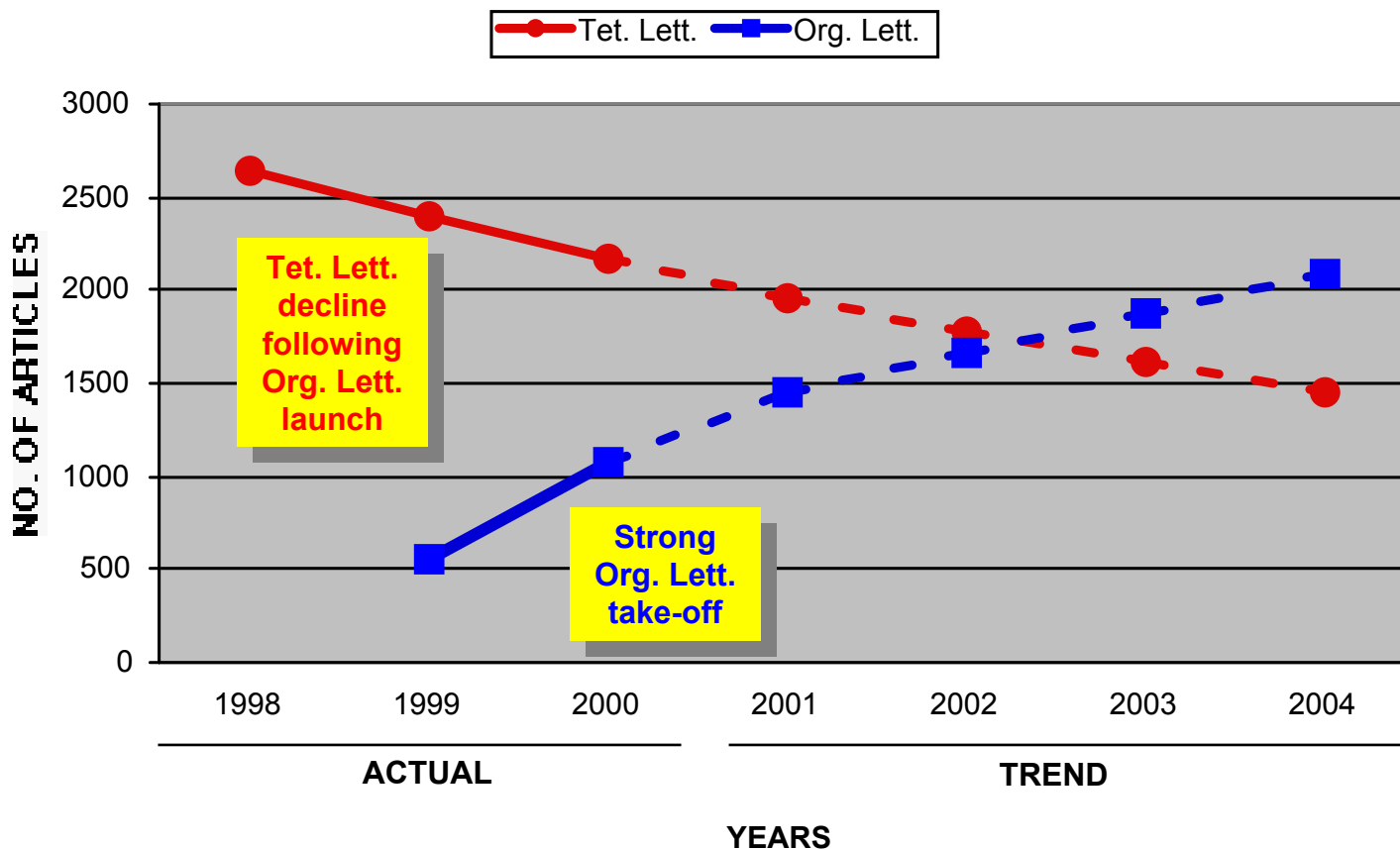
Established Title				Savings Oppty
Title	Price	Title	Price	
<i>Topology & Its Applications</i>	\$2,509	<i>Algebraic and Geometric Topology</i>	Free	\$2,509
<i>Journal of Crystal Growth</i>	\$8,657	<i>Crystal Growth & Design</i>	\$1,600	\$7,057
<i>Evolutionary Ecology</i> <i>(price reduced in 2001)</i>	\$560	<i>Evolutionary Ecology Research</i>	\$305	\$255
<i>Topology</i>	\$1,223	<i>Geometry & Topology</i>	Free	\$1,223
<i>Organic Geochemistry</i>	\$2,359	<i>Geochemical Transactions</i>	\$100	\$2,259
<i>Sensors & Actuators, A & B</i>	\$4,989	<i>IEEE Sensors Journal</i>	\$395	\$4,594
<i>Machine Learning</i>	\$1,006	<i>Jnl of Machine Learning Research</i>	Free	\$1,006
<i>Tetrahedron Letters</i>	\$9,036	<i>Organic Letters</i>	\$2,438	\$6,598
<i>Chemical Physics Letters</i>	\$9,637	<i>PhysChemComm</i>	\$100	\$9,537
<i>Jnl of Logic & Algebraic Programming</i>	\$701	<i>Theory & Practice of Logic Programming</i>	\$300	\$401
	\$40,677		\$5,238	\$35,439



Authors Are Making the Switch

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Tetrahedron Letters vs. Organic Letters Number of Articles

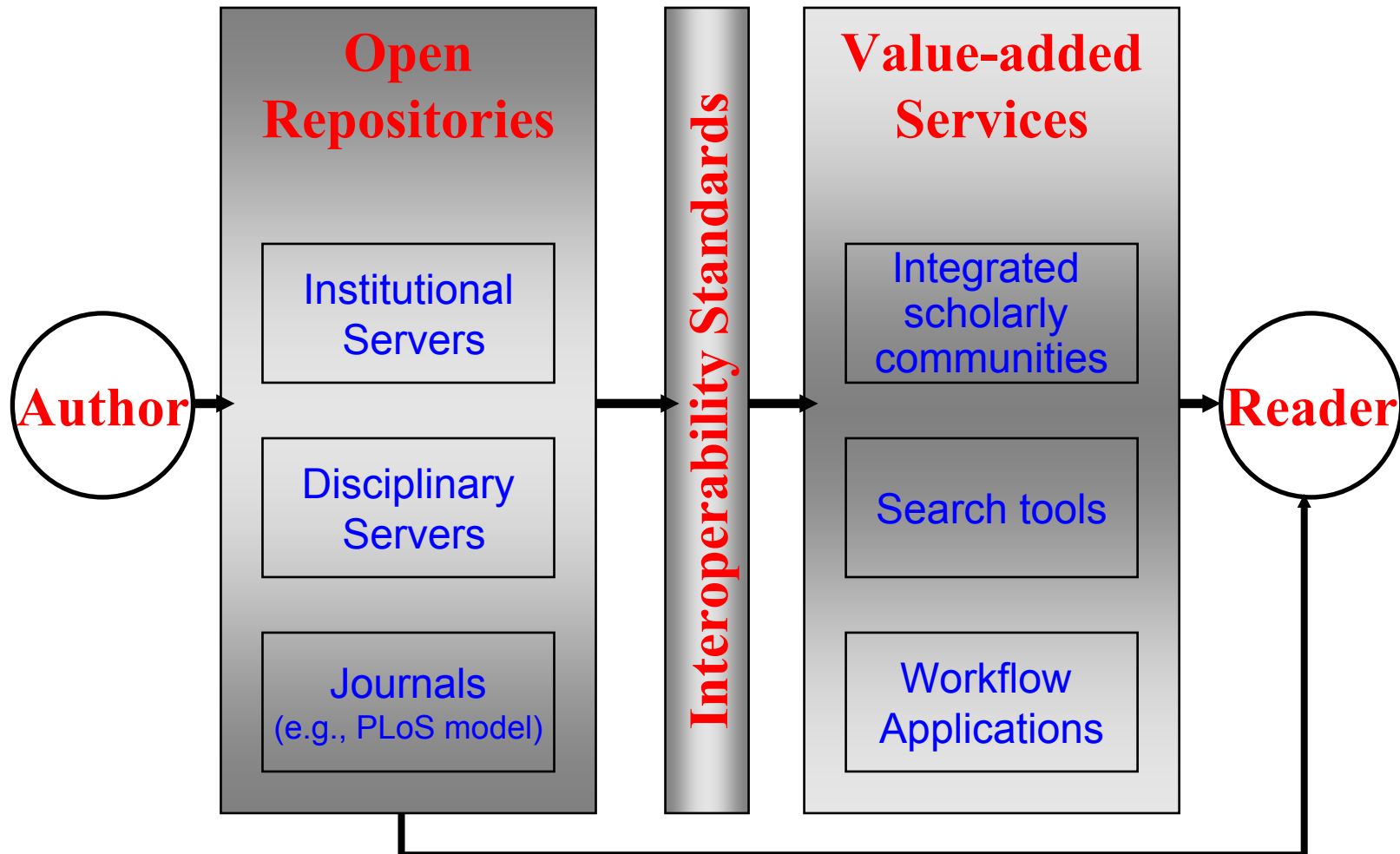




SPARC Encourages New Models

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OPEN ARCHIVES





Raising Public Attention



“Although the battle is being fought over subscription prices, what is really at stake...is the scientific process itself.”

New York Times, Dec. 8, 1998



Education and Advocacy

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www.createchange.org

Sponsored by the Association of Research Libraries, Association of College and Research Libraries, and SPARC with support from the Gladys Krieble Delmas Foundation

- ✓ Shift control of scholarly publication back to scholars
- ✓ Influence scholarly publishers to abide by friendly pricing policies
- ✓ Create alternatives to commercial scholarly publications
- ✓ Foster changes in faculty peer review system



Create Change Resources

- Brochure for local adaptation
- Web resources
 - ◆ Detailed description of the issues, including data and case studies
 - ◆ Suggestions for action
 - ◆ Templates for letters to publishers
 - ◆ Reading list
 - ◆ Success stories
 - ◆ Information on managing your copyright



Education and Advocacy

www.arl.org/sparc

A Guide to Creating
Community-controlled
Science Publications



DECLARING INDEPENDENCE

- Aimed at Editorial Boards of high-priced commercial journals
- Components
 - ◆ Brochure/mailings
 - ◆ Web resources
 - ◆ SPARC advisory services
- Contents
 - ◆ Diagnosis of Current Situation
 - ◆ Exploration of Alternatives
 - ◆ Evaluation of Options
 - ◆ Making a Decision

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SPARC Accomplishments

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- Demonstrated that new journals can successfully compete for authors and quickly establish quality
- Has been effective in driving down the cost of journals
- Created environment in which editors and editorial board members claim more prominent roles in the business aspects of their journals
- Stimulated the development of increased publishing capacity in the not-for-profit sector and encouraged new players to enter the market
- Provided help and guidance to scientists and librarians interested in creating change
- Carried the methods and message of change to international stakeholders



Introducing SPARC Europe

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What is SPARC Europe?

- Europe-based coalition of academic & research libraries
- Supported by
 - ◆ LIBER
 - ◆ CURL
 - ◆ JISC
 - ◆ SCONUL
 - ◆ UKB

Why SPARC Europe?

- Organize campus education & advocacy in Europe
- Demonstrate potential of Open Archives
- Reach out to European societies

More information at:

www.sparceurope.org



Other Initiatives and Activities

www.arl.org/sparc

- Budapest Open Access Initiative (www.soros.org/openaccess/)
- Public Library of Science (www.publiclibraryofscience.org)
- Tempe Principles (www.arl.org/scomm/tempe.html)
- Physics (www.arXiv.org)
- MIT dSpace (web.mit.edu/dspace/live/home.html)
- BioSciences
 - ◆ PubMed Central (www.pubmedcentral.nih.gov)
 - ◆ BioMed Central (www.biomedcentral.com)
 - ◆ BioLine (www.bioline.org.br/)
- History E-Book Project (www.historyebook.org)
- William Blake Archive (www.blakearchive.org)



Challenges to New Forms

- Resistance to abandoning print
- User tradition
- Costs
- Changing economic model takes time
- Archivability of electronic publications
- Incompatible standards
- Willingness to cooperate
- Ability and capacity for universities to be publishers



What Can You Do?

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■ Scholars

- ◆ Encourage discussion of the issues within department
- ◆ Encourage professional society to consider new technologies as well as enhanced competitors
- ◆ Modify publishing contract to ensure your right to use and post your own work
- ◆ Examine pricing, licensing, and copyright agreements for any journal for which you write, review, or edit
- ◆ Support open access

■ Librarians

- ◆ Encourage discussion of issues on campus
- ◆ Meet with departments and hold discussions at faculty meetings
- ◆ Participate in development of institutional intellectual property policies
- ◆ Become familiar with (or even conduct) cost-per-use studies
- ◆ Support participation in SPARC Europe
- ◆ Support open access

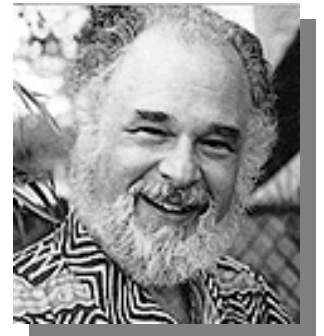


Scholars Are The Key To Change

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“There is a great deal that you can do. In fact, it is you and only you who can bring about the changes that need to happen. Unless you want access to more published research, unless you want costs that truly reflect value, you won’t get either.”

Michael Rosenzweig, Editor
Evolutionary Ecology Research





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