



SCHOLARLY PUBLISHING & ACADEMIC RESOURCES COALITION

An initiative of the Association of Research Libraries

www.arl.org/sparc

SPARC: Model Projects and Strategies for Changing the Scholarly Communication System

Scholarly Publishing: Initiatives and Electronic Publishing
228th ACS National Meeting • 22 August 2004 • Philadelphia, PA
Julia C. Blixrud • SPARC Assistant Director, Public Programs



What is SPARC?

- Worldwide alliance
 - ◆ 300 members
 - ◆ SPARC Europe (80 members in 14 countries)
- Established as initiative of the Association of Research Libraries
- Respond constructively to market dysfunction in the scholarly communication system
- Catalyst
- Expand information dissemination
- Respond to needs of academe



About SPARC

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Objectives

- Raise awareness
- Incubate alternatives

In order to:

- Expand access
- Reduce cost

Approach

- Experimentation
- Reduce start-up risk
- Address publishing economics
- Link advocacy and action

**Scholarship
for Scholars**

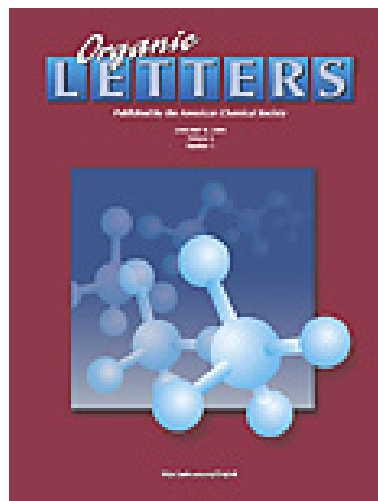


SPARC Strategies (1)

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Expand non-profit publishing capacity

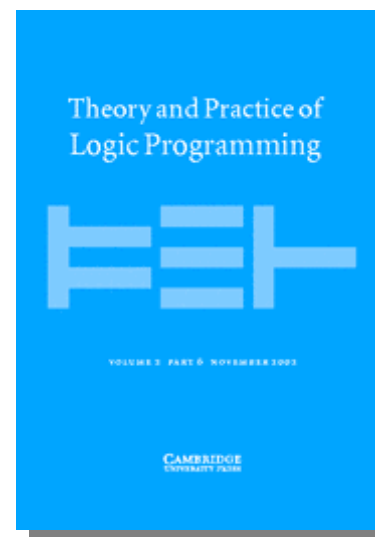
- ◆ **Alternative journals**



\$3361



\$11,595



\$344



\$1154



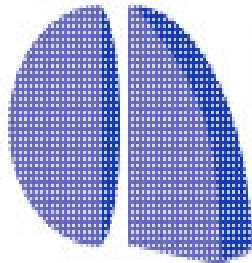
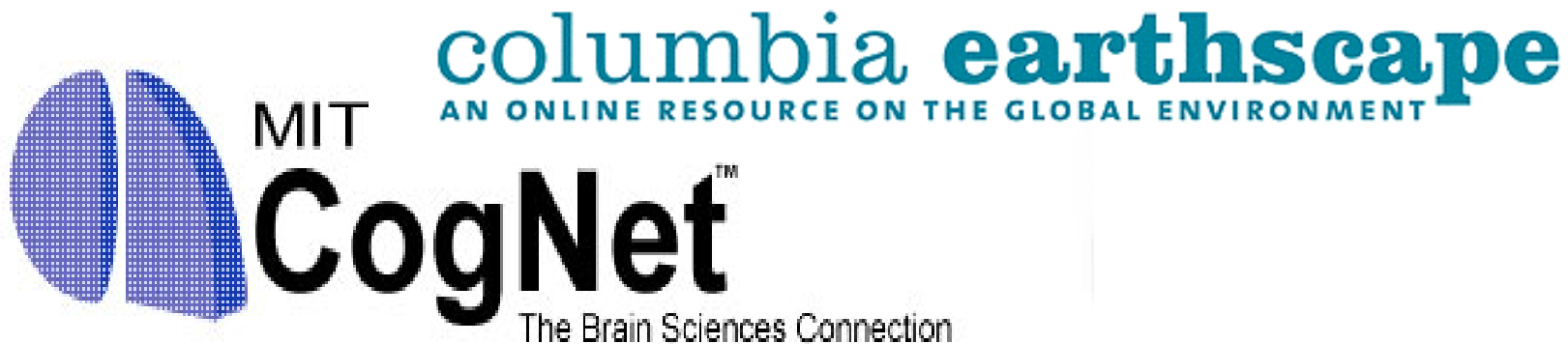
SPARC Strategies (1)

Expand non-profit publishing capacity

- ◆ New digital platforms



BioOne



MIT

CogNet[™]

The Brain Sciences Connection



Open Access

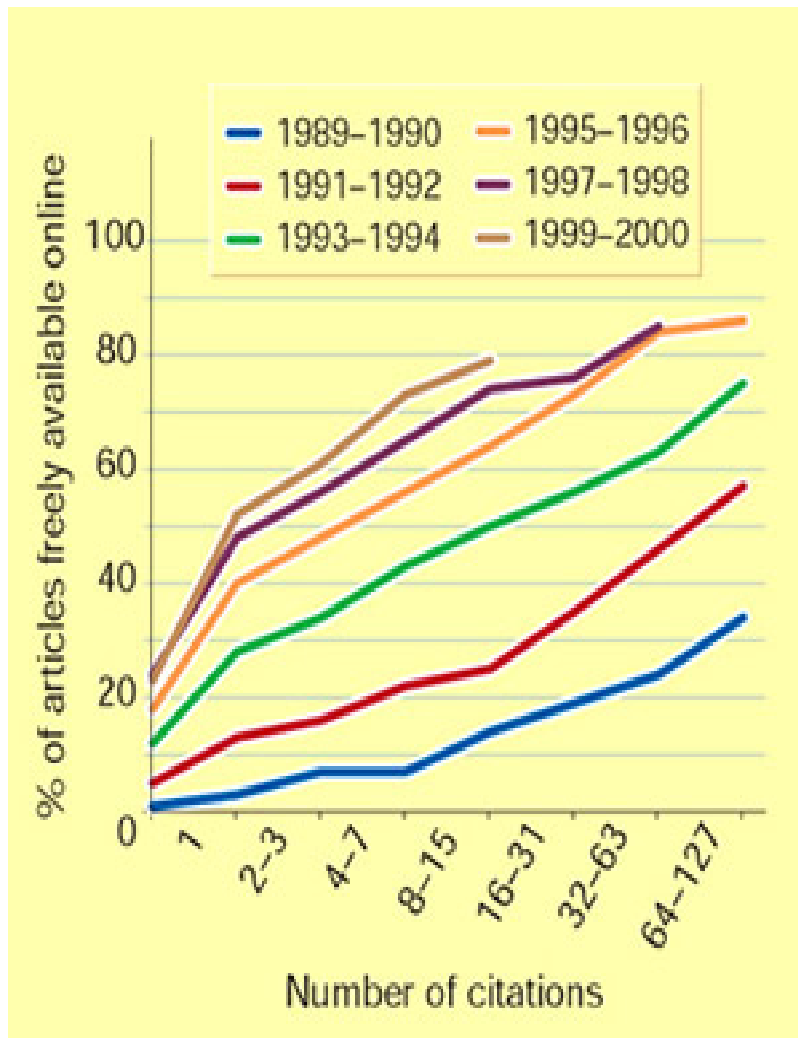
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- No-fee access on the public internet to works and data that are currently given away to publishers by researchers and scholars with no expectation of financial payment
- Two complementary strategies
 - ◆ Open access journals
 - ◆ Self-archiving (institutional/disciplinary repositories)



Open Access and Research Impact

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- Expanded *access* to research
- Expanded *impact* of research
- Reduced systemic *cost*

Lawrence, Steve (2001). "Free online availability substantially increases a paper's impact." *Nature*, Vol. 411, No. 6837, p. 521
<www.nature.com/nature/debates/e-access/Articles/lawrence.html>

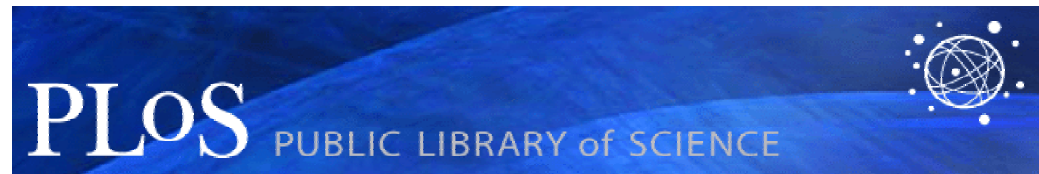
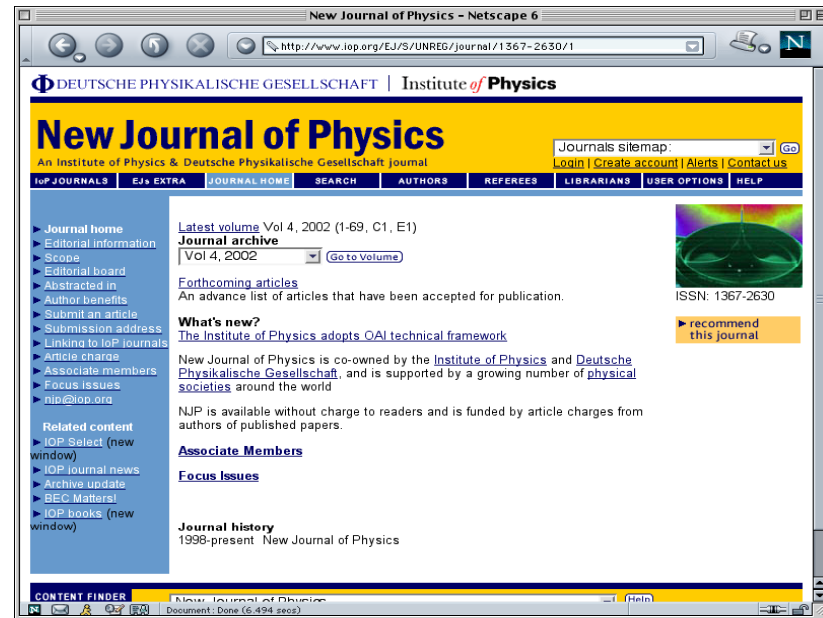


SPARC Strategies (2)

New business models

- ◆ Open-access journals

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Open Access Journals

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- Pay for *publication*, not *access*
- Successful conversions will be pulled by community, not pushed by others
- Experimentation necessary

ATG

Algebraic & Geometric Topology





Business Models for Journals

Self-generated income

Input fees

- Author submission/publication charges or article processing fees
- Off-print sales

Affinity relationships

- Advertising
- Sponsorships
- Co-hosting of conferences and exhibits

Alternative distributors

- Convenience-format licenses or distributor format fee

Related products & services

- Journal publication in off-line media (print or CD-ROM)
- Value-added fee-based services

Electronic marketplace

- Contextual e-commerce
- Community marketplace

Subsidies

Internal subsidies

- Dues surcharge

Grants and contributions

- Foundation grants
- Institutional grants and subsidies
- Government grants
- Gifts and fundraising
- Voluntary contributors
- In-kind contributions

Partnerships



Open Access Journals

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DOAJ DIRECTORY OF
OPEN ACCESS
JOURNALS

- www.doaj.org
- 1152 journals
 - ◆ 318 searchable at article level
 - ◆ 59016 articles



SPARC Strategies (3)

■ Disaggregated system

- ◆ Institutional repositories
- ◆ Disciplinary repositories



■ eScholarship

- ◆ Hosted by California Digital Library
- ◆ Repositories for research and scholarly output
- ◆ Web-based dissemination of digitally reformatted publications
- ◆ Technologies to enhance peer review



Institutional Repositories

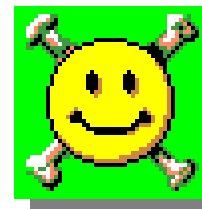
Investment in support of institution's mission

- Expands access to & impact of institution's research
- Increases institutional visibility & prestige by clarifying institutional sources of research
- Demonstrates institution's value to funding sources

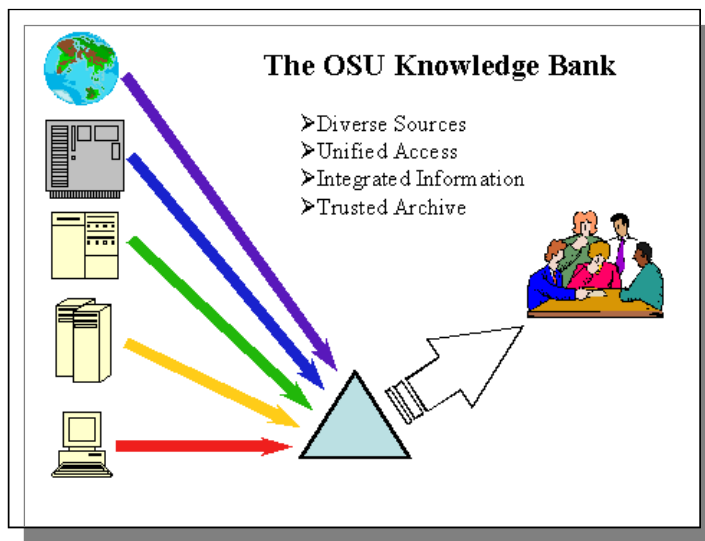


Repositories

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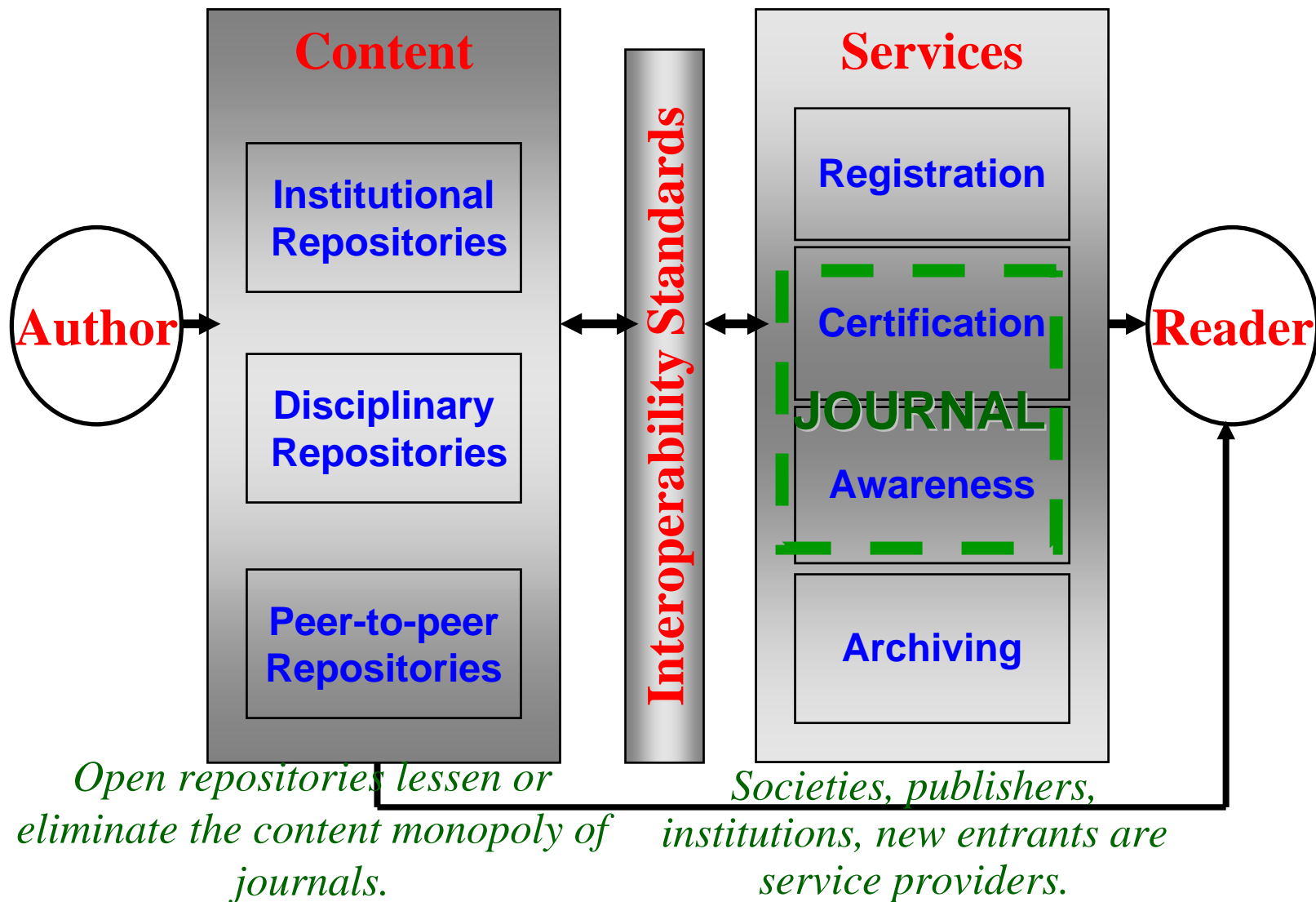
RePEc





Putting the Pieces Together

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Open Access Resources

www.arl.org/sparc

- ARL Open Access Web Site
www.arl.org/scomm/open_access/index.html
- SPARC Open Access Newsletter
www.arl.org/sparc/soa/index.html
- Guide to Business Planning for Converting a Subscription-based Journal to Open Access
www.soros.org/openaccess/oajguides/html/business_converting.htm
- Guide to Business Planning for Launching a New Open Access Journal
www.soros.org/openaccess/oajguides/html/business_planning.htm



Electronic Journal Services

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<highwire.stanford.edu>



<pkp.ubc.ca>

International Consortium for the Advancement
of Academic Publication (ICAAP)

<www.icaap.org>



<www.bioline.org.br>



Scientific Electronic Library Online

<www.scielo.org>



<www.inasp.info/>



Factors for Success

- Vision
- Leadership
- Planning
- Commitment
- Infrastructure
- Sustainability
- Patience



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Julia C. Blixrud

Assistant Director, Public Programs

SPARC

21 Dupont Circle, Ste 800

Washington, DC 20036

jblix@arl.org

202-296-2296 ext. 133

202-872-0884 (fax)

202-251-4678 (mobile)

www.arl.org/sparc