Publications Division Overview

Brian D. Crawford, Ph.D.
President
Publications Division

Open Meeting of the
Joint Board-Council Committee on Publications
August 17, 2012
Philadelphia, PA
Operational Highlights

➢ Editorial Development

➢ New Journal Publications on track
  - ACS Macro Letters
  - ACS Synthetic Biology
  - ACS Sustainable Chemistry and Engineering (2013)
  - ACS Photonics and Optoelectronics (2014)

➢ ISI Impact Factors show strong performance across portfolio
  - ACS Excellence Newsletter features highlights and other news

➢ Monitoring studies on planned schedules

➢ Editor Search committees underway for several key titles

➢ Staff Promotions: Dr. Penelope Lewis, Assistant Director; Dr. Anirban Mahapatra, Assistant Director
Operational Highlights

- **C&EN**
  - Digital workflow publishing automations now well established
  - New delivery platform being leveraged (online and mobile)
  - Expanded online advertising capabilities being pursued
  - Advertising Sales on track to meet budget
  - **Key Promotion**: Maureen Rouhi, VP/Editor-in-Chief
  - Rudy Baum retires September 14
Operational Highlights (continued)

- **Sales, Marketing, and Web Strategy**
  - Strong 2012 subscription license renewals. 2013 pricing rollout now underway.
  - Web Article Requests up 7% (42 million mid-year)
    - Article Requests from Google referrals up 39%
  - New member-focused access benefits a success
  - More than 185,000 cumulative ACS ID registrants
  - Focusing on web and mobile product innovations, CAS collaborations, infrastructure enhancements
  - **Hires**: Web Platform Manager; Online Advertising Manager
  - Expanded cross-divisional ACS *on Campus* program proceeding; successful Graduate/PostDoc Summer Institute
Cultivating the Chemists of Tomorrow
Operational Highlights
(continued)

➢ Production and Manufacturing Operations

- Automated Composition having full effect in 2012
- Article Output up 2.5% as of mid-year
- New Hire: Rob O’Dell, Vice President
Operational Highlights
(continued)

➢ Editorial Office Operations

- 27 new Associate Editors contracted as of mid-year (34% outside US)
  - Non-local editorial support for majority (89%) of new appointments
- ACS *Platinum* Project (Author/Researcher Portal) in alpha release
- *CrossCheck* rollout forthcoming, based on pilot results
Operational Highlights (continued)

- **Expanded ACS Publications Presence in Asia**
  - Sales Management being further strengthened
  - **New Hire**: Peter Hoving, Asia Sales Manager
  - **New Hire**: Editorial Business Manager (Norah Xiao) for China
  - Office Presence in China being pursued in collaboration with CAS
  - Customer Support/User Help capabilities for Asia being readied for deployment through Manila-based partner
Other Areas of Focus

➢ Collaboration with CAS and SciFinder

- Reference Quick View latest example
- Strategic assessment of publishing divisions recently completed

➢ Open Access

- Monitoring initiatives in US and abroad (notably UK and Europe)
- Engaging in outreach and advocacy (FRPAA, OSTP, other international)

- Approved by Governing Board in July: Pilot project planned as cross-publisher content linking initiative with Department of Energy intended as alternative to government-mandated centralized deposit

- Alternative business models regarding ACS journals and open access to be evaluated
Open Access Primer

- “Green” versus “Gold” Open Access
- Hybrid Open Access
- Social drivers
- Political forces
- Economic motivations
- Technological factors
Current Landscape

- Many society publishers provide Green OA; are experimenting with Gold OA
- Most commercial publishers now offer Gold OA
- Of nearly 6000 journals surveyed in 2010, 25% provided some form of open access
  - Hybrid open access models predominate (89%)
- Few established OA publishers (PLoS; BioMedCentral)
- Many new OA publisher entrants but few of quality
- eLife (Wellcome/HHMI/Max Planck) is a new model
Political Climate

- Research Works Act backlash
- Failure of the Stop Online Piracy Act (SOPA) and Protect against Internet Piracy Act (PIPA)
- Reintroduction of the Federal Research Public Access Act (FRPAA)
- Pending report from Office of Science and Technology Policy (OSTP)
- Petition to White House and Obama administration response
- Institutional mandates and faculty engagement
- Finch report in the UK as model for Europe and beyond
Finch Report Recommendations:
Finch-Group-report-FINAL-VERSION.pdf

• A clear policy direction should be set towards support for publication in open access or hybrid journals, funded by article publishing charges, as the main vehicle for the publication of research, especially when it is publicly funded

• The Research Councils and other public sector bodies funding research in the UK should – following the Wellcome Trust’s initiative in this area but recognizing the specific natures of different funding streams - establish more effective and flexible arrangements to meet the costs of publishing in open access and hybrid journals

• Support for open access publication should be accompanied by policies to minimise restrictions on the rights of use and re-use, especially for non-commercial purposes, and on the ability to use the latest tools and services to organise and manipulate text and other content
Finch Report Recommendations: Implications

- Implementing our recommendations will require changes in policy and practice by all stakeholders. More broadly, what we propose implies cultural change: a fundamental shift in how research is published and disseminated.

- A new shared understanding needs to develop of the interlocking roles of the various parties: researchers, policy-makers, funders, university managers, librarians, publishers and other intermediaries.

- Our recommendations are presented as a balanced package, so it is critical that they are implemented in a balanced and sustainable way, with continuing close contact and dialogue between representatives of each of the key groups, and regular assessment of key indicators of progress.
Journal Revenue Streams: 2010 Industry Data
Source: AAP/PSP Publisher Survey

Percentage of Revenues

- Paid Circulation: 81%
- Advertising: 6%
- Author Fees: 2%
- Article Reprints: 4%
- Other: 7%
Journal Subscriber Profile:
2010 Industry Data
Source: AAP/PSP Publisher Survey

Paid Circulation Breakdown

- Institutions: 95%
- Individuals: 5%
Institutional Subscriber Profile: 2010 Industry Data
Source: AAP/PSP Publisher Survey

Journal Formats

- Print + Electronic: 19.4%
- Print Only: 43.5%
- Electronic Only: 37.1%
ACS and Open Access: A Quick Recap

- **ACS Articles on Request** program
- **ACS Author Choice** fee-based option
  - Minimal author uptake to date (below 1%)
- Updated Journals Publishing Agreement
- Facilitation of NIH Public Access Policy
- Custom licensing agreements
- Society position statement and advocacy efforts
- Trade association engagement
### ACS Journal Articles Published by Region 2011

<table>
<thead>
<tr>
<th>Region</th>
<th>Articles Published</th>
</tr>
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<tbody>
<tr>
<td>United States</td>
<td>12,152</td>
</tr>
<tr>
<td>East Asia &amp; Pacific</td>
<td>9,684</td>
</tr>
<tr>
<td>Europe</td>
<td>10,886</td>
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<tr>
<td>Brazil, Mexico, All other Americas</td>
<td>617</td>
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<tr>
<td>Canada</td>
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<tr>
<td>UK</td>
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<td>France</td>
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<td>Spain</td>
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<tr>
<td>Italy</td>
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<tr>
<td>Germany</td>
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<td>Korea</td>
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<tr>
<td>Taiwan</td>
<td>713</td>
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**Total Articles Published 2011:** 36,421
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