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

Scholarly Publishing: Initiatives and Electronic Publishing
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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

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)

Expand non-profit publishing capacity
- Alternative journals

$3361
$11,595
$344
$1154
SPARC Strategies (1)

Expand non-profit publishing capacity
- New digital platforms
Open Access

- 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

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

<www.nature.com/nature/debates/e-access/Articles/lawrence.html>
SPARC Strategies (2)

New business models
- Open-access journals
Open Access Journals

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

- 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

SHERPA

DARE

RePEc

The OSU Knowledge Bank
- Diverse Sources
- Unified Access
- Integrated Information
- Trusted Archive

PubMed central
Open repositories lessen or eliminate the content monopoly of journals. Societies, publishers, institutions, new entrants are service providers.
Open Access Resources

- 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

<highwire.stanford.edu>  <pkp.ubc.ca>

International Consortium for the Advancement of Academic Publication (ICAAP)
<www.icaap.org>

<www.bioline.org.br>

<www.inasp.info/>

<www.scielo.org>
Factors for Success

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