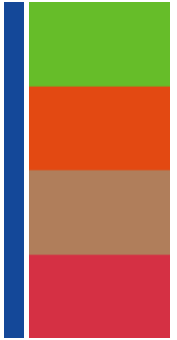




Publication Challenges and Strategies

Angela Cochran, Journals Director
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@acochran12733



■ ASCE—The Society

- Founded in 1852
- 150,000 members world-wide
- Revenue from publications, membership, conferences, and continuing education

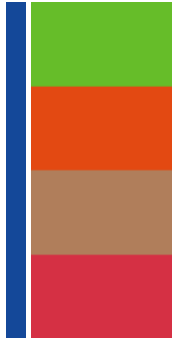


■ ASCE—The Publisher

- Journals
- Books
- Databases
- Magazine



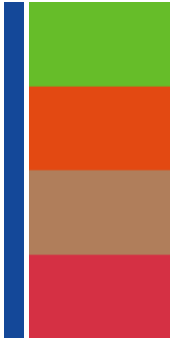
ASCE Journals



- 35 ASCE titles + 1 retired + 1 distributor only
 - Transactions of ASCE precursor (1872)
 - Technical journals split off (1956)
- Journal Stats
 - 12,000 submissions; ~3,500 papers published/year
 - 750-900 member editors on boards (all volunteer)
 - Print and online available for most titles; full text online back to 1982

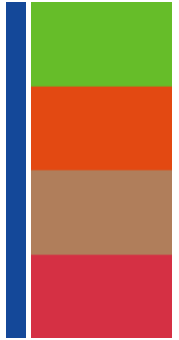


ASCE Journals—business model



- Member and institutional subscriptions
 - Member subs 75% discount off list (~7% of subs)
 - Mostly academic institutions with some government & corporate
- Bulk of subscriptions are “ALL Journals” bundle for institutions
- Print, online, and print+online available
- Pay per view
- Library card– pre-paid download bundles (5 and 20 downloads bundles available: incl. conference papers and book chapters)
- ASCE Library on Demand for corporate subscriptions (100, 200, and 500 downloads: incl. conference papers and book chapters)
- Hybrid OA (less than 1%)

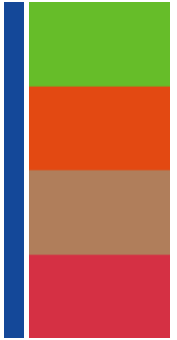
ASCE Books



- Conference Proceedings
 - Over 4,000 papers/year
 - Available by the paper in the ASCE Library
 - Subscription available to Institutions
- Standards
 - Print and online through ASCE Library and Standards Distributors
 - Not available by the chapter
 - Dedicated platform forthcoming

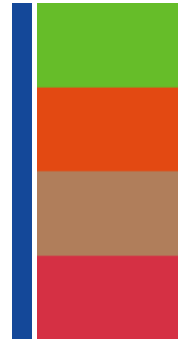


ASCE Books & Database



- Technical Reports and Manuals of Practice
 - Authored by ASCE committees
 - Available in print and online by the chapter
 - Subscription and perpetual access for institutions
 - Also available via distributors
- Civil Engineering Database
 - Bibliographic database of everything published by ASCE
 - Moved to XML platform
 - Free to use
 - Drives traffic to ASCE Library

ASCE Platform



ASCE

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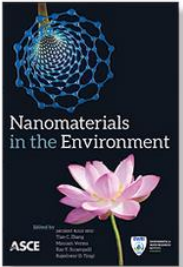
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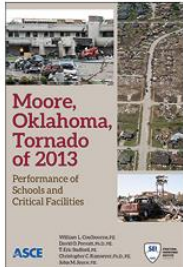
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Nanomaterials in the Environment

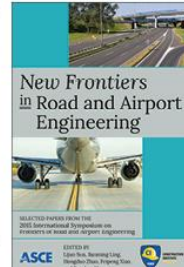


Moore, Oklahoma, Tornado of 2013

Performance of Schools and Critical Facilities



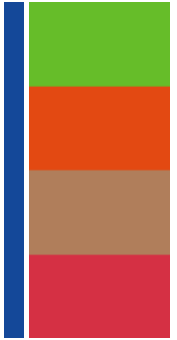
Permeable Pavements



New Frontiers in Road and Airport Engineering

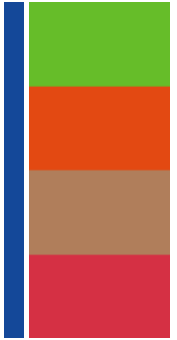
- Journals (1982-present)
- Over 400 ebook titles
- Conference papers (2000-present)
- Ten year archive of select magazine content
- Collections

Challenges to the Program



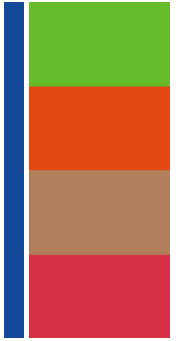
- Lots of competition for authors, editors, and subscribers
- Large increases in submissions (70% rejection rate)
- Open access models of little interest to community
- Mandated to publish journals and books with no regard to revenue potential
- Public access mandates for Federally funded works
- Google
- Incorporation by Reference for Standards

Challenges to the Program



- Internal mandates and competing priorities of the society
- Limited access to business intelligence
- Keeping abreast of technology
- E-commerce— multiple platforms and integration with society AMS

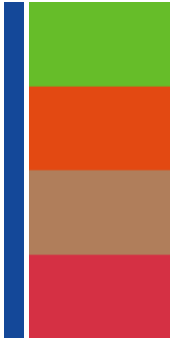
Potential Advantages



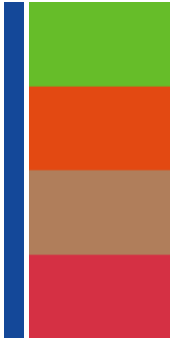
- Legacy content
- ASCE Standards adopted into international building codes
- Lots of loyal members/access to individuals
- Not-for-profit tax structure
- Reputation/brand awareness globally

Commercial Strategy

- Build the architecture around digital content focusing on individual users
 - Author networks
 - Standards platform
 - Mapping tools
- Builds tools and apps that are “must haves” for engineering firms (scalable for size of firm)
- Curated collections on topics that cut across journal disciplines
- Build standards platform in XML with ancillary tools such as load maps, annotations on corporate and individual level, redlining/multiple versions, etc. (new subscription product)

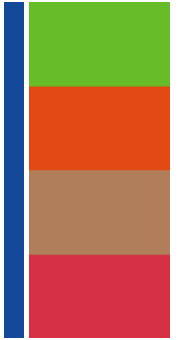


Commercial Strategy



- Create and deploy a unique taxonomy for connecting users to relevant content
- Partner with smaller organizations looking for a digital content home
- Ensuring that all content can be combined or mashed up
- Monetize what we can

Strategic Pitfalls



- Joining the arms race in the features war
- Assuming that your community is the same as others
- The one with the most content wins

Thank you!