Making the Transition to Open Access Work: A Bigger Task Than Just Funding

London, December 5, 2017
Dr. Sven Fund
Open Access: An Organizational Challenge

- Budget shift from collection dev. to OA?
- Structure of the library?
- Collection dev. vs. patrons taking over?
- OA outside or within the library?
- Distribution among disciplines?
- OA in the Humanities?

Structures and processes are needed to bring Open Access fit with the ways libraries work.
The Problem: The Stakeholder Diamond

Researchers

Publishers

Libraries

Funders

Stakeholders find it difficult to coordinate
The Essence of the Issue

1. Shift from traditional acquisition to support for OA by libraries
2. Acceptance of a new set of metrics for OA by funders and library administrators
3. Support by publishers and vendors to actively avoid double dipping
4. Better coordination within the OA sector
1. Show Me The Money!

- OA articles make up for approx. 20% of the annual volume
- Budget allocated to OA is only 4-9%
- Most libraries don’t have a clear migration path from traditional acquisitions to supporting OA
- Administrative processes are not well established, except by closed shop-systems of a few major publishers
- Besides barriers established by business models, e.g. the big deal, there is human inertia

Libraries support OA politically, but their financial support is still underproportional to the volume of content

Source: DeltaThink 2017
Developing New Metrics: Usage Data Beyond The IP Range

Only 3.9-13.5% of all usage in the Cambridge/Boston area are recorded in COUNTER!

Source: Knowledge Unlatched 2017
Double Dipping: Avoiding Inefficiencies

- Challenge: Academic publishing as a multi channel business, publishers have only limited influence over prices and discounts.
- Analysis of the Big 10 libraries in the United States: “Double dipping” for KU book titles 50-70%!
- Goal: Moving OA from special into regular acquisition budget as soon as possible seems within reach.
- Many libraries already use ways to avoid double dipping (or do so for a reason, of course).
- Different players offer complete title lists as well as skeleton MARC records to block acquisition of titles in other channels.
- Vendors’ systems (ProQuest, EBSCO) can block unintended ebook acquisition in systems like through suppress lists.
4 From Single Product to Platform

KU Open Services
- 8 Publishers signed up
- 10 more until end of 2017

KU Partners
- Language Science Press
- Open Commons in Phenomenology
- Luminos
- Open Edition
- HAU Books
- 5-7 other initiatives from 2018 on

KU Select
- Books (HSS & STM)
- Journals (HSS & STM)

Knowledge Unlatch is developing in order to help to fund and organize independent of a specific organization.
KU Partners: Connecting Funding And Content/Service

- OA as a fragmented space, both on the publisher and the library/funder side
- One platform for outreach and pledging and one sales team globally can help structure the field
- Partners share cost and increase efficiency
- KU Partners is always open for other initiatives and publishers to join

By working together, OA initiatives and publisher programs can overcome disadvantages in scale
Thank You for Your Attention
Sven Fund
Sven@knowledgeunlatched.org