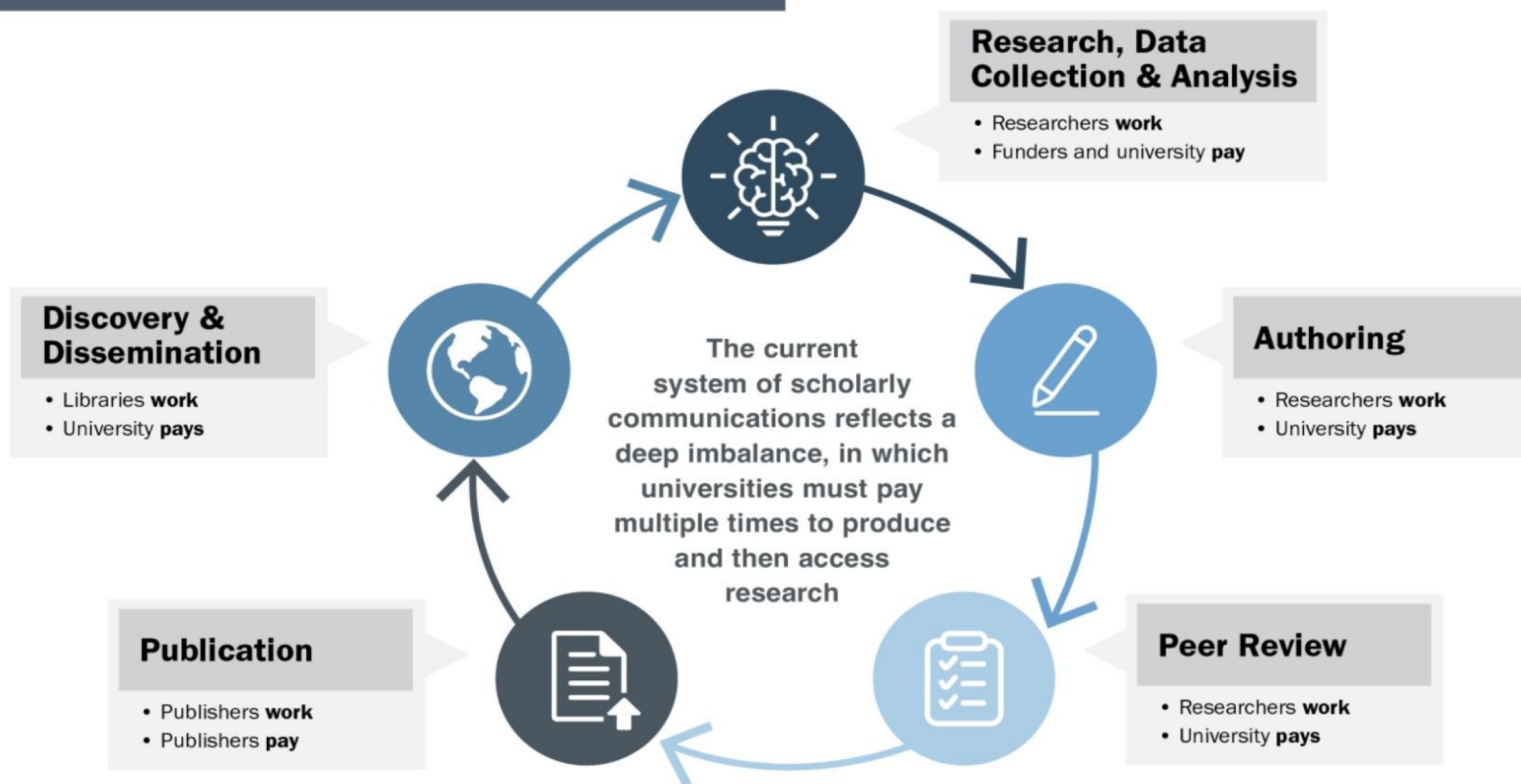


**FINDING THE BALANCE:  
Creating an Open, Sustainable  
Future for OU**



# Cycle of Scholarly Publishing



Source: Toler, L. (2020) Scholarly publishing at the tipping point. UNC Libraries. DOI: <https://library.unc.edu/2020/02/scholarly-publishing-at-the-tipping-point/>

## Stakeholder Interests in Scholarly Publishing

### Scholars

- Maximize dissemination of work
- Maximize discovery of work
- Maximize recognition/impact of work

### Universities & University Libraries

- Maximize access to scholarly content
- Enhance institutional reputation
- Responsibility to serve state and national stakeholders







### Disciplinary Communities & Funding Agencies

- Maximize public access to work
- Maximize recognition/impact of work
- Enhance visibility for justifying future budgets

### Traditional Publishers

- Maximize profit margin
- Control accessibility to work
- Control copyright

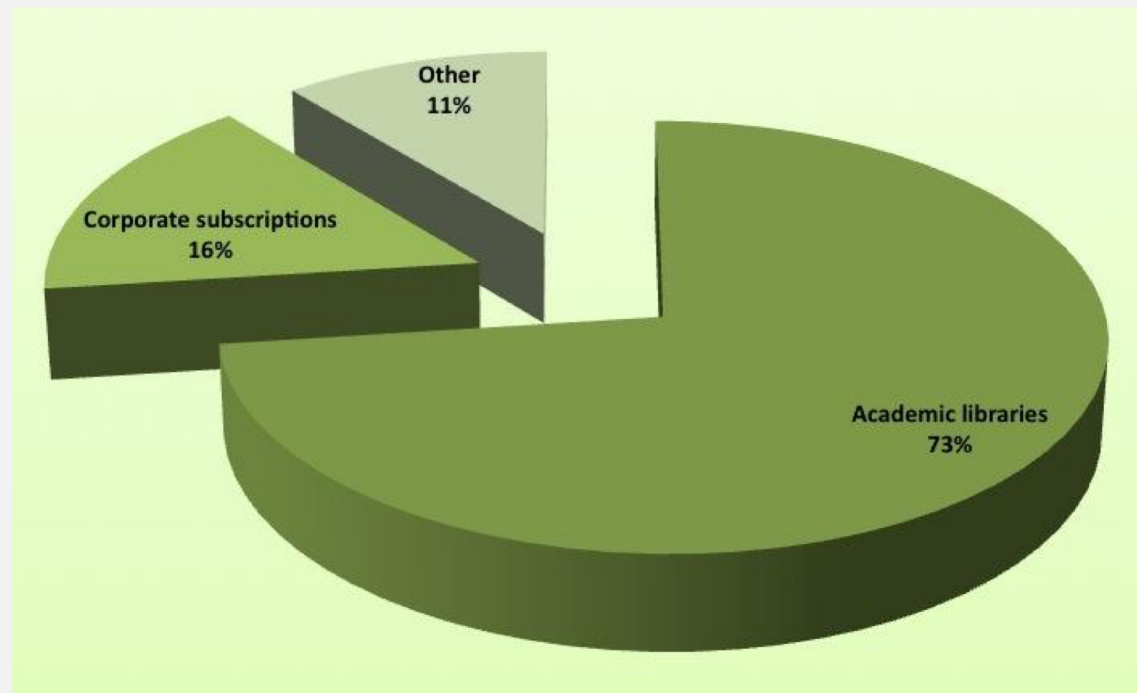
## ECONOMICS OF PUBLISHING

Profit	Company	Industry
2%		Retail
9%		Automobile
11%		Search
21%		Computing
31%	 Taylor & Francis Taylor & Francis Group	Scholarly Publishing
36%		Scholarly Publishing

Source: Duke University Libraries, Library 101 Toolkit, Scale of Scholarly Publishing

DOI: [https://sites.duke.edu/library101\\_instructors/2018/08/28/scale-of-scholarly-publishing/](https://sites.duke.edu/library101_instructors/2018/08/28/scale-of-scholarly-publishing/)

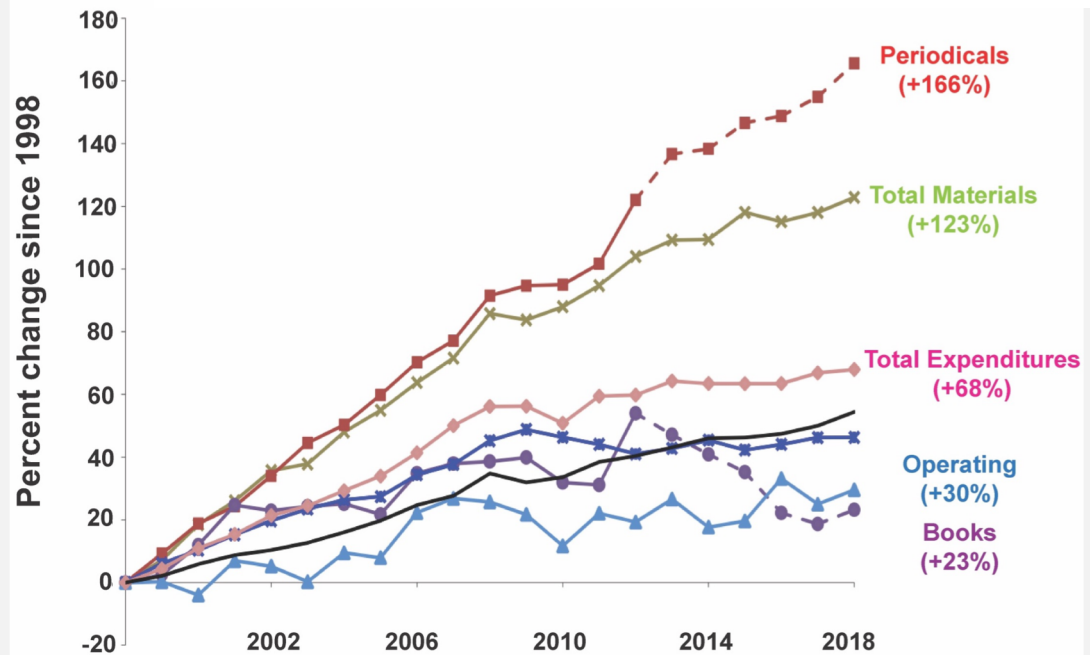
**SOURCES OF THE  
~\$8 BILLION  
SCHOLARLY  
JOURNAL  
REVENUE**



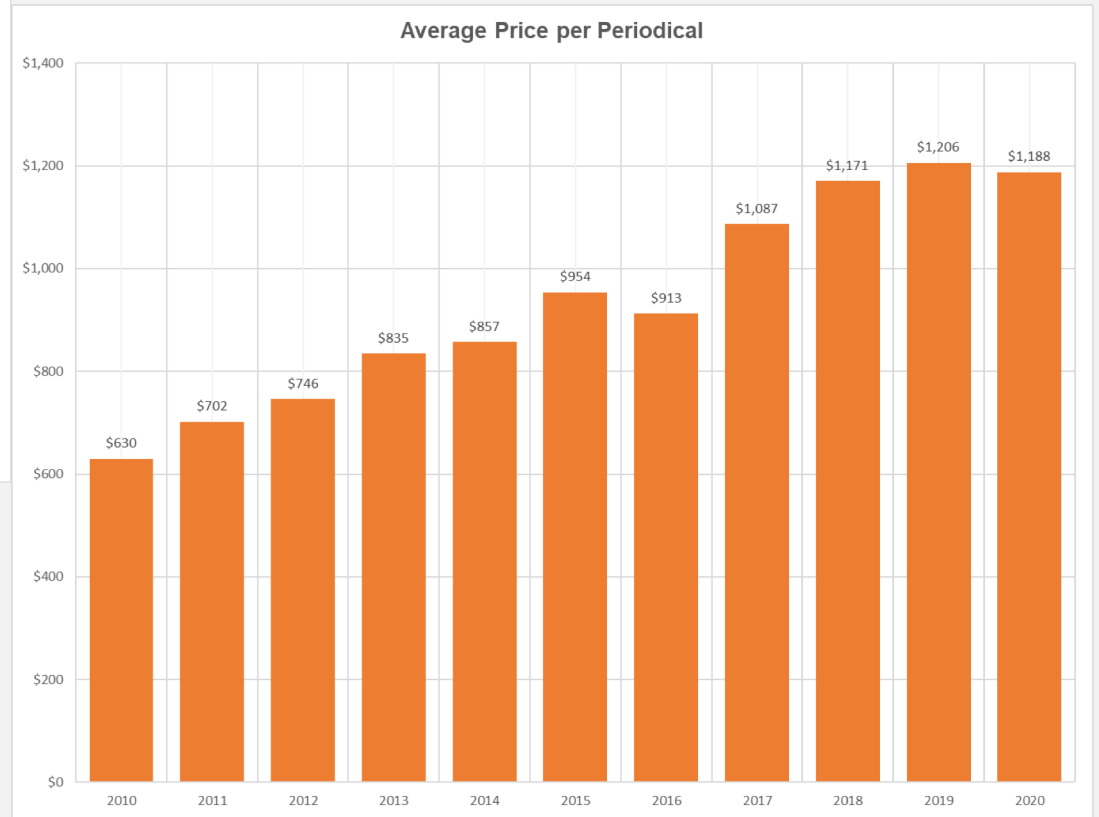
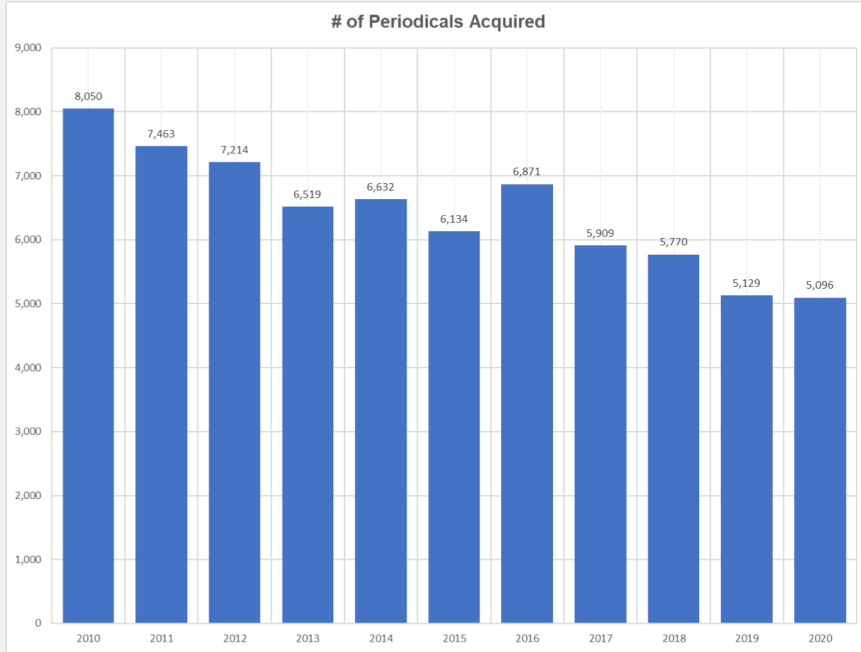
Source: Morrison, H. (2013) Economics of scholarly communication in transition. First Monday. Volume 18, Number 6 – 3. DOI: <https://doi.org/10.5210/fm.v18i6.4370>

# ECONOMICS OF PUBLISHING

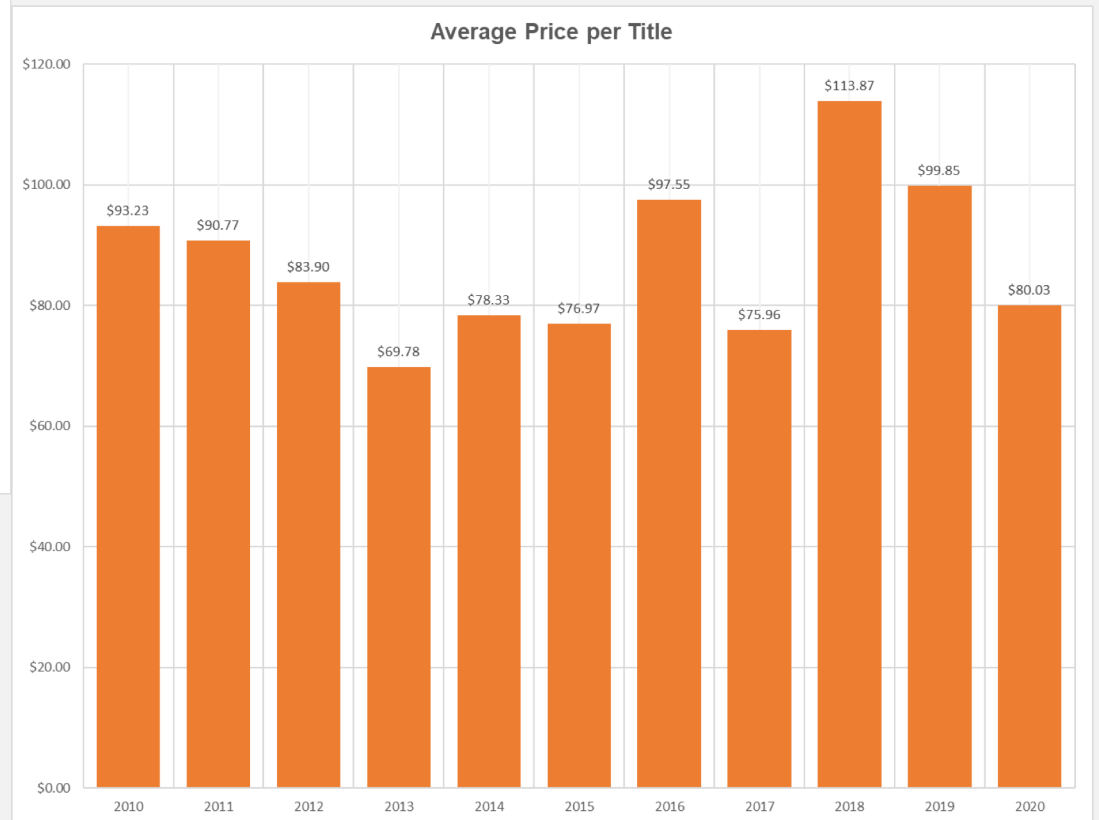
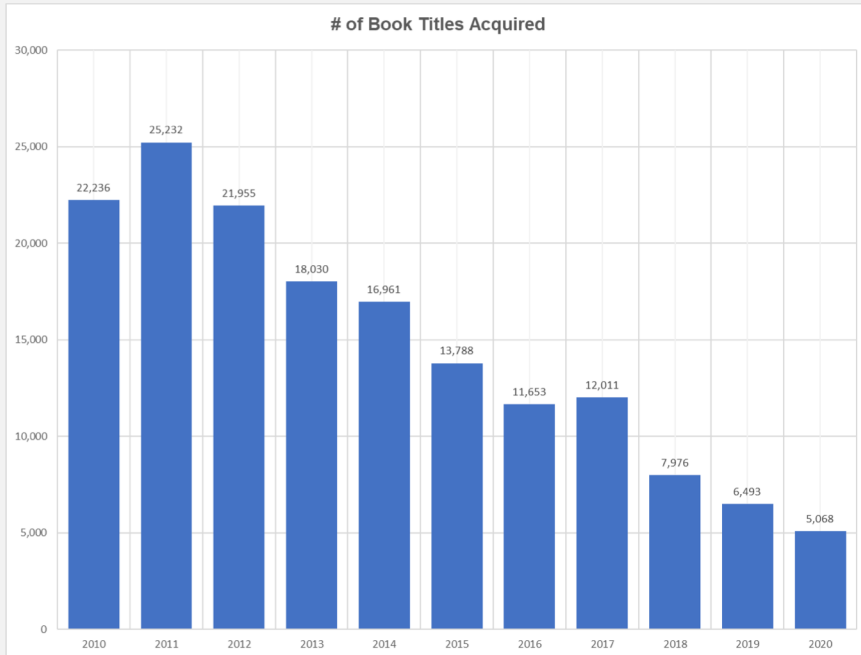
## Expenditure Trends in Association of Research Libraries (ARL) Libraries



# Escalating Costs at OU - Periodicals



# Escalating Costs at OU - Books





## **OPEN ACCESS**

Open Access is the free, immediate, online availability of research articles coupled with the rights to use those articles fully in a digital environment.



# **FACILITATING OA**

Managing your rights as an author



## MANAGEMENT OF AUTHOR RIGHTS

Traditional journals require authors to transfer their copyrights to the publisher, which can limit dissemination and impact of a scholar's work.

Negotiating your rights or publishing in OA journals allows authors to retain their copyrights.

When authors retain their copyrights they have more control over where and how their work gets disseminated.



## **FACILITATING OA**

Managing your rights as an author

Choosing open access publishing



## OPEN ACCESS PUBLISHING

### Gold OA Publishing

- + All materials are freely available
- + Authors retain full copyright
- Publisher may charge a publication fee

### Green (institutional repository) OA Publishing

- + All materials are freely available
- + Authors publish in their choice of outlet
- Embargo period & publisher restrictions

### Hybrid Publishing

- +/- Some materials are freely available; some require a subscription
- Publisher charges a publication fee and/or an OA fee
- Authors may relinquish copyright

### Traditional Publishing

- + Authors publish in their choice of outlet
- Materials only available by subscription/purchase
- Authors may relinquish copyright

## **FACILITATING OA**

Managing your rights as an author

Choosing open access publishing

Submitting work to institutional or disciplinary repositories



## Institutional/Disciplinary Repositories

# SHAREOK

advancing Oklahoma scholarship, research and institutional memory

arXiv.org

MLA COMMONS

bioRxiv  
THE PREPRINT SERVER FOR BIOLOGY

Ψ  
A X  
PsyArXiv

SOC  
ARXIV

ENGINEERING  
engrxiv  
ARCHIVE

The open archive of engineering

HUMANITIES  
COMMONS

RePEc

## **FACILITATING OA**

Managing your rights as an author

Choosing open access publishing

Submitting work to institutional or disciplinary repositories

Creating and instituting open access policies and resolutions

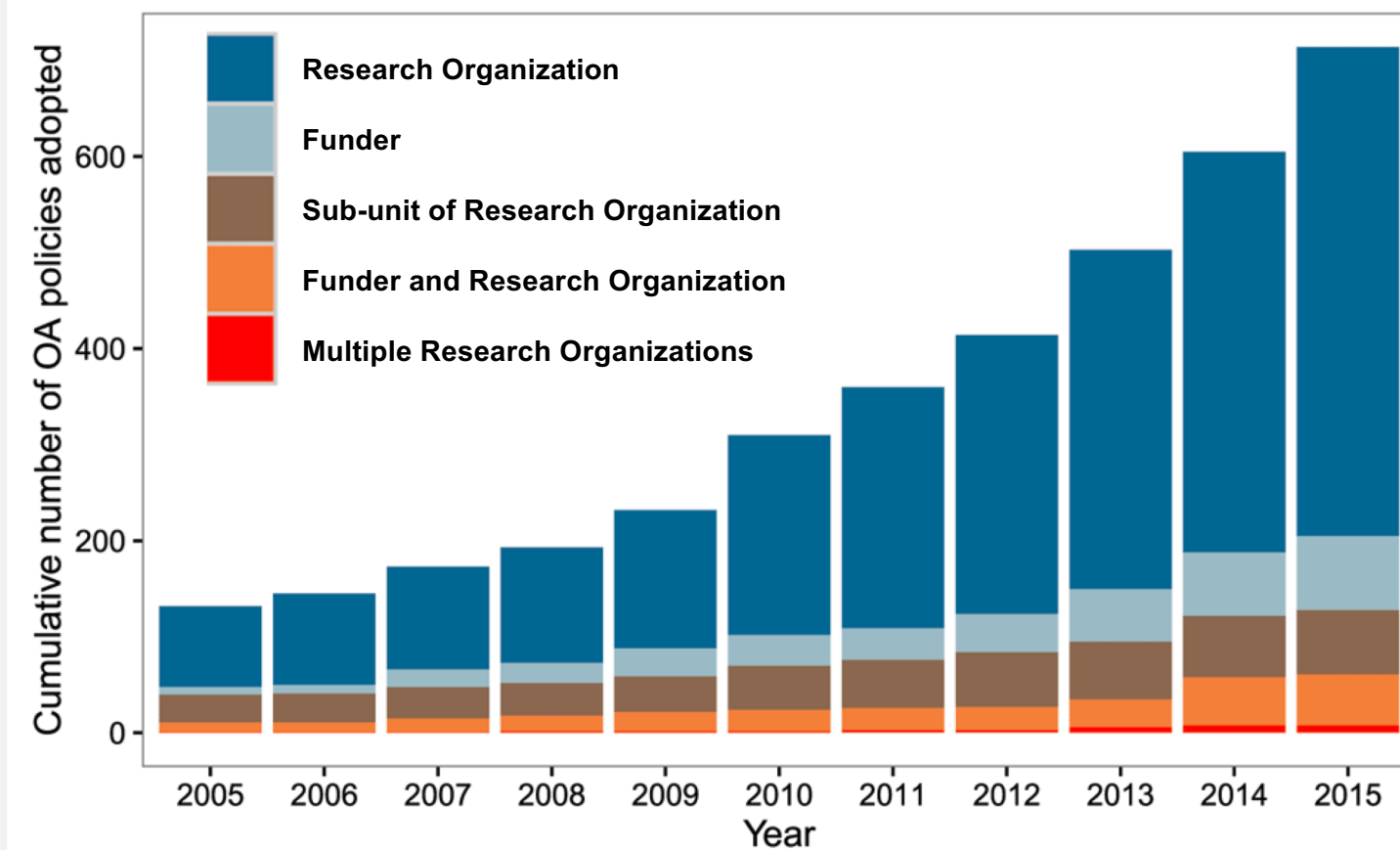




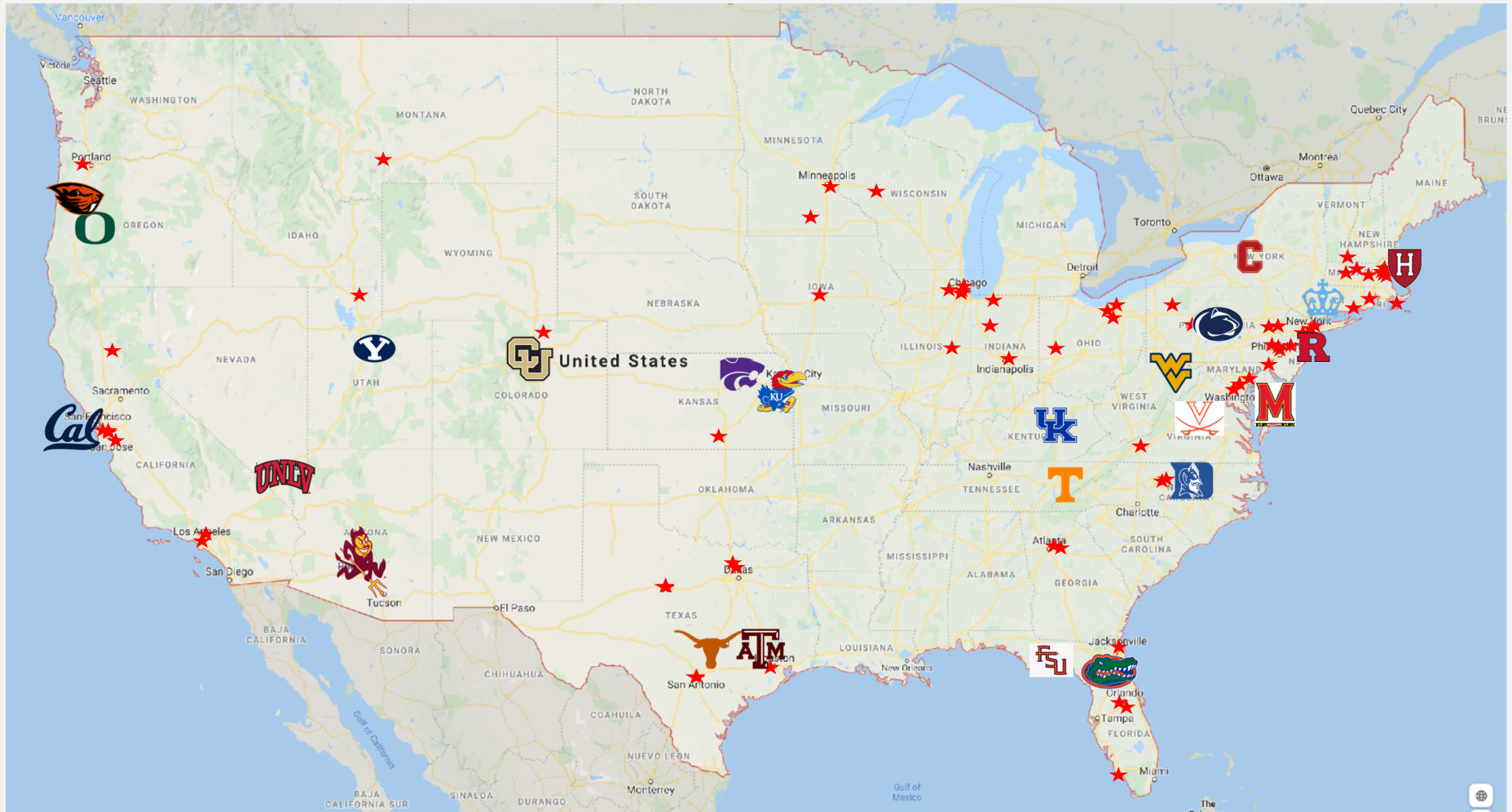


**OPEN ACCESS POLICIES**

## Cumulative number of OA policies adopted by stakeholder groups



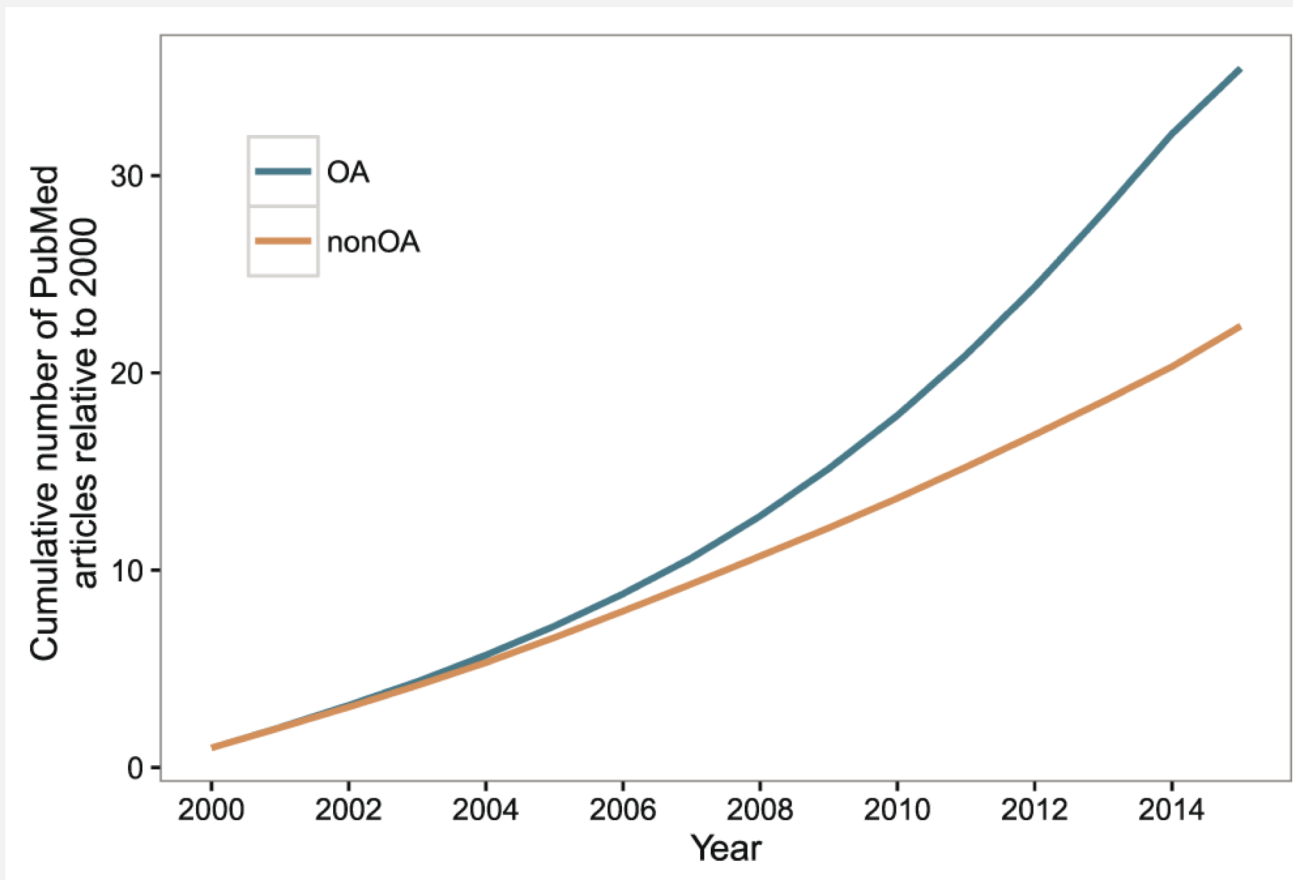
# U.S. Academic Institutions with OA policies



**OPEN ACCESS POLICIES MAXIMIZE  
BENEFITS TO SCHOLARS, UNIVERSITIES,  
AND DISCIPLINARY  
COMMUNITIES/FUNDERS**

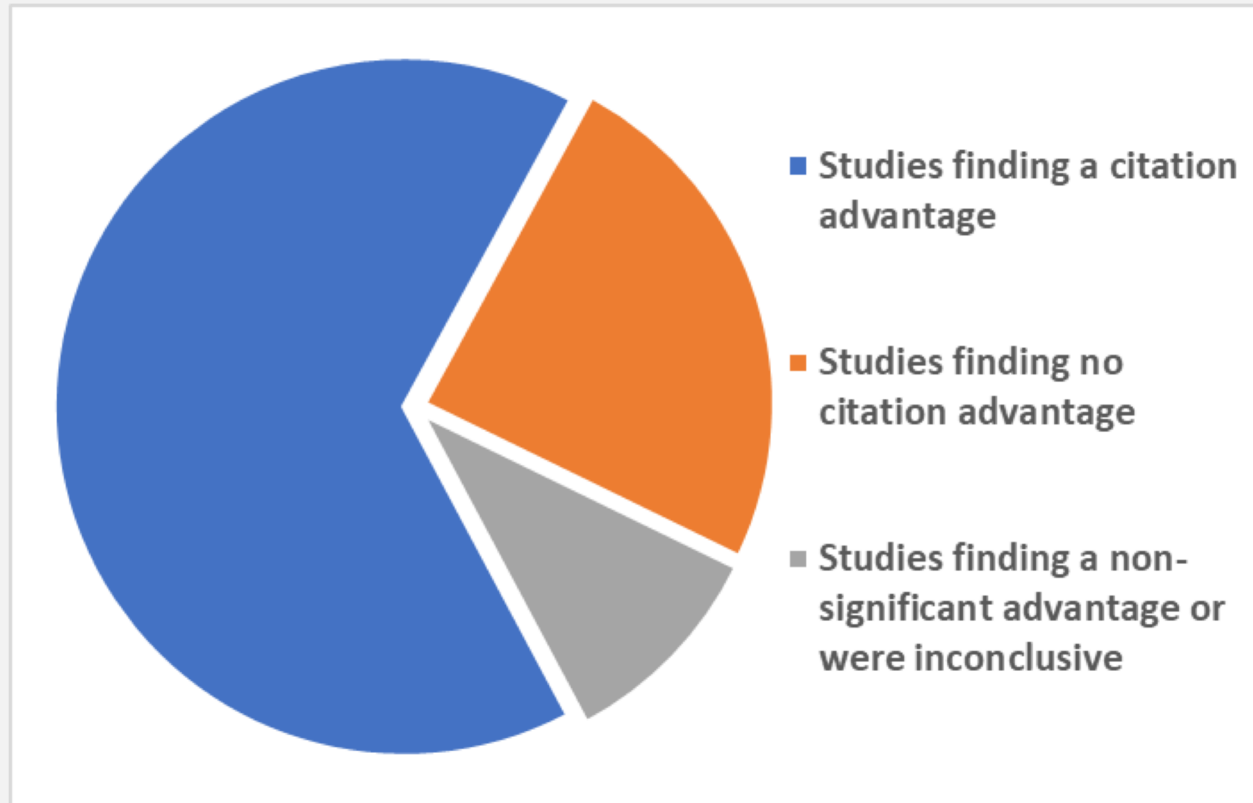


## Advantages of Open Access: Increased visibility



Source: Tennant JP, Waldner F, Jacques DC et al. The academic, economic and societal impacts of Open Access: an evidence-based review [version 3]. F1000Research 2016, 5:632 (doi: 10.12688/f1000research.8460.3)

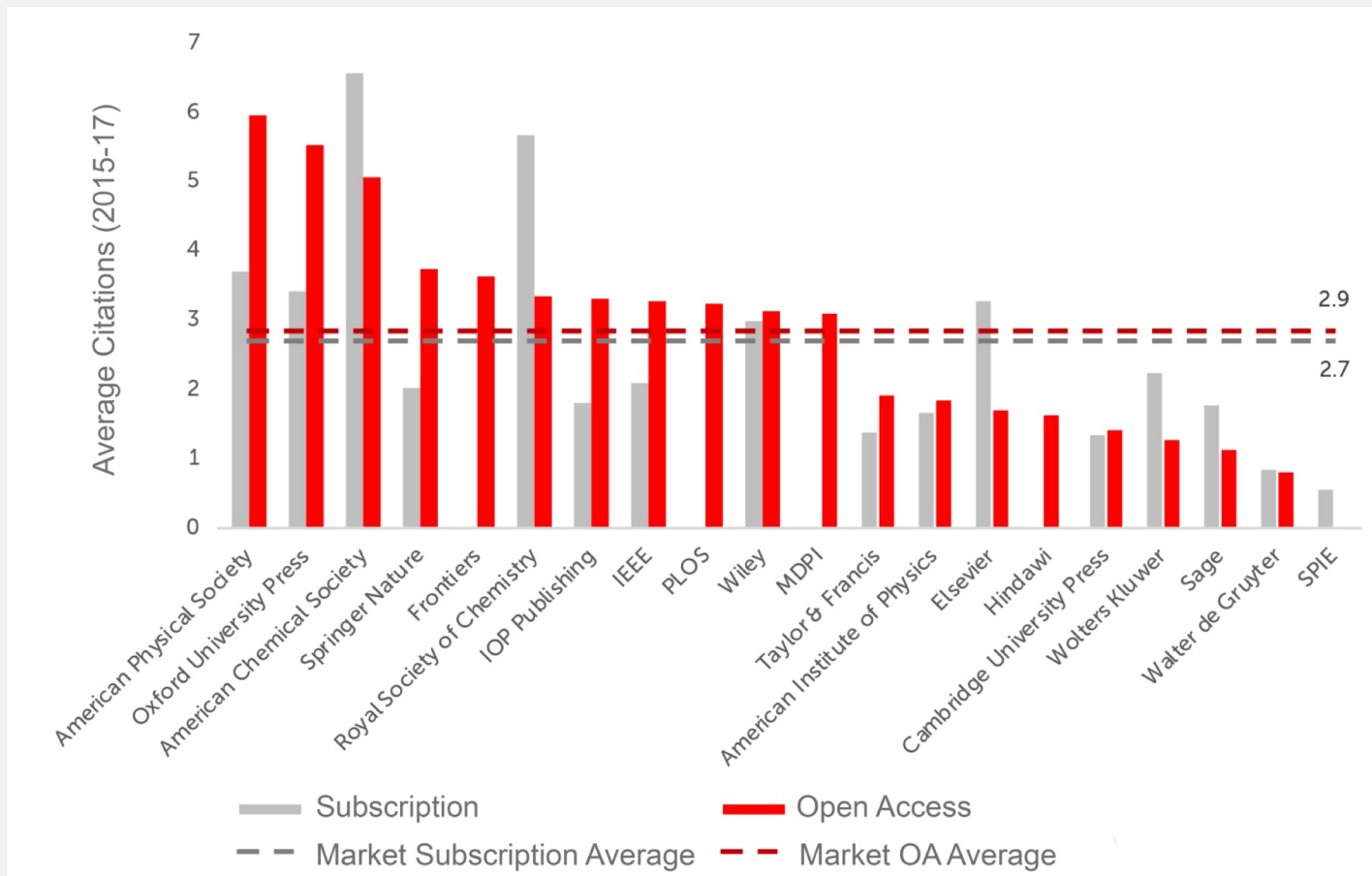
## Advantages of Open Access: Increased article citations



Modified from: Tennant JP, Waldner F, Jacques DC et al. The academic, economic and societal impacts of Open Access: an evidence-based review [version 3]. F1000Research 2016, 5:632 (doi: 10.12688/f1000research.8460.3)



## Advantages of OA: Increased article citations



Source: Curno, M. and S. Oeben. (2018) Scientific Excellence at Scale: Open Access journals have a clear citation advantage over subscription journals. Frontiers Announcements, Open Science and Peer Review, Open Science Policy. DOI: <https://blog.frontiersin.org/2018/07/11/scientific-excellence-at-scale-open-access-journals-have-a-clear-citation-advantage-over-subscription-journals/>



## Benefits of Open Access

### For Faculty/Graduate Students

- Research/creative activity reaches a broader audience, which benefits scholars, funders, policy makers, general public, etc.
- Work is made available more rapidly than traditional publishing
- Increased citations; Increased impact
- Multiple types of scholarly products can be made freely available
  - Computer code/software, images, datasets, etc.

### For the University of Oklahoma

- Stimulates the pace of research/creative activity, as ideas and results are more rapidly disseminated
- Potentially lower publishing costs – external funds are spent more on scholarship versus publication
- Private sector has access to the most recent research results, which increases partnership opportunities and stimulates development
- Increased visibility of scholarly activity increases institutional prestige

FOR MORE INFORMATION, INCLUDING THE FULL REPORT, VISIT  
<https://bit.ly/SCTFReport> OR CONTACT A TASKFORCE MEMBER:

- Michael Bemben (Health & Exercise Science)
- Lee Fithian (Architecture)
- Raphael Folsom (History)
- J.P. Masly (Biology)
- Claude Miller (Communication)
- Katherine Pandora (History of Science)
- Darren Purcell (Geography & Environmental Sustainability)
- Caroline T. Schroeder (Classics & Letters)
- Karen Rupp-Serrano (University Libraries, *ex officio*)
- Jen Waller (University Libraries, *ex officio*)

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