

# Beyond the Hype: Community Approaches to Sustainable Open Access

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Advancing Knowledge, Driving Change



# What Problems is OA Trying to Solve?

## 1. Access to research

- To drive faster advances and innovation cycles
- To provide trusted information to all who need it

## 2. Soaring cost of scholarly journals

- Library budget crisis vs. profits of journal publishers



# What Has OA Achieved?

- Measurable progress on the issues of cost and access, as well as the visibility of these issues
- But still a long way to go...
  - Risk of OA domination by traditional players
  - APCs are (unnecessarily?) high
  - Societies struggling with access vs. revenue
  - Access to what and when is still hotly debated
  - Most scholars/researchers have not embraced the OA movement



# UC Press: Advancing Knowledge, Driving Change

## **VISION** What's on our horizons

...Located in a region with unrivalled digital expertise, we see tremendous opportunities to develop and market high-quality content using emerging technologies, not only **democratizing access to content** but also developing tools and products that will help users make more efficient and effective use of our accumulating knowledge.

## **MISSION** The role we want to play

To drive progressive change by seeking out and cultivating the brightest minds and giving them **voice, reach, and impact**.

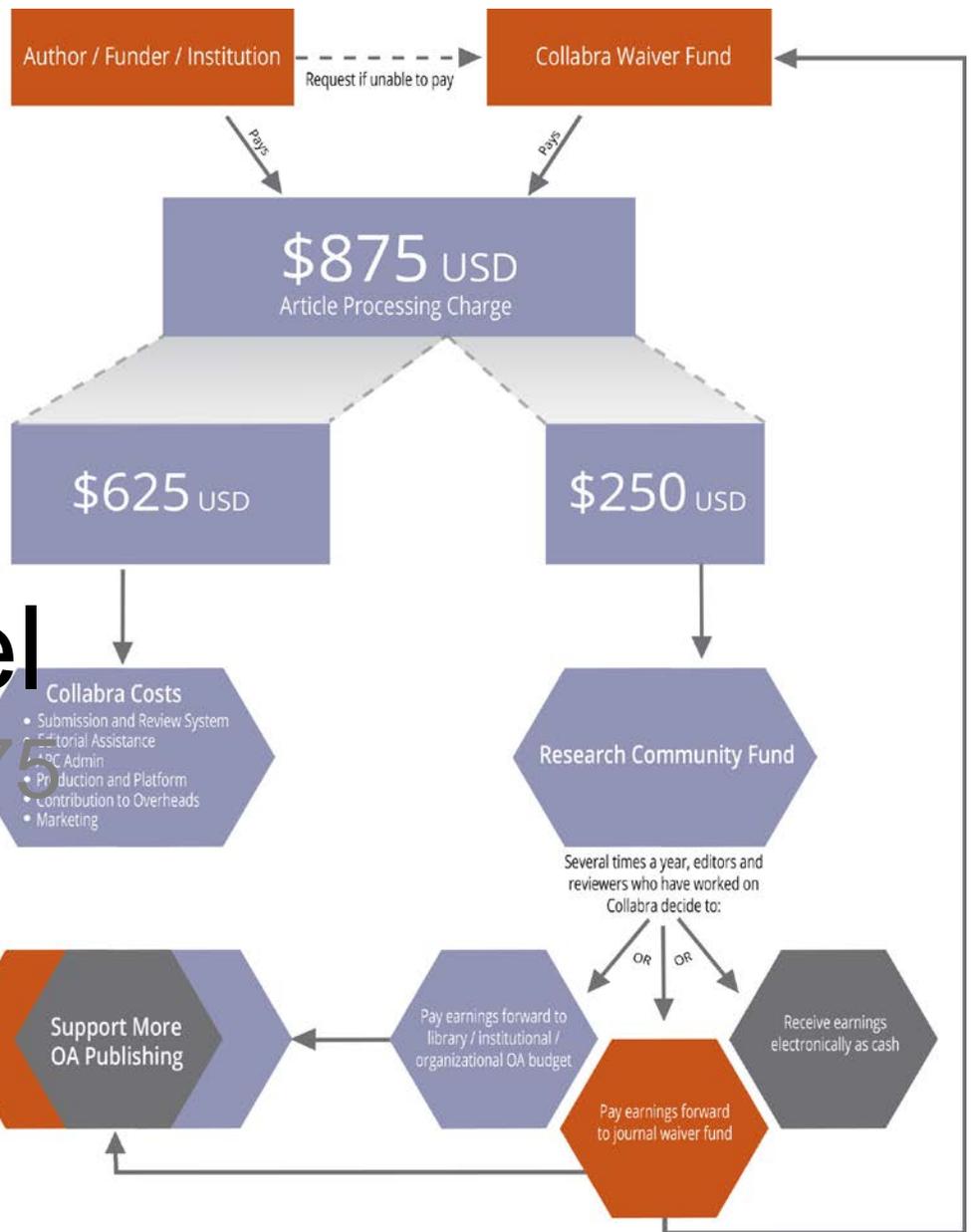




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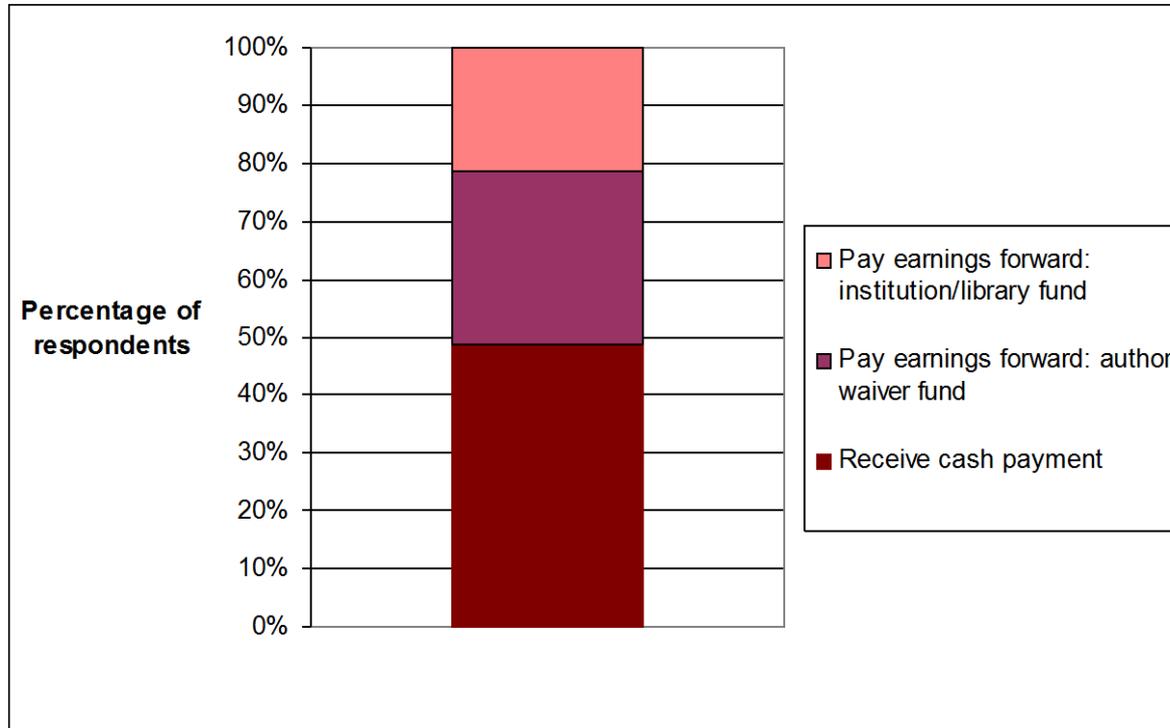


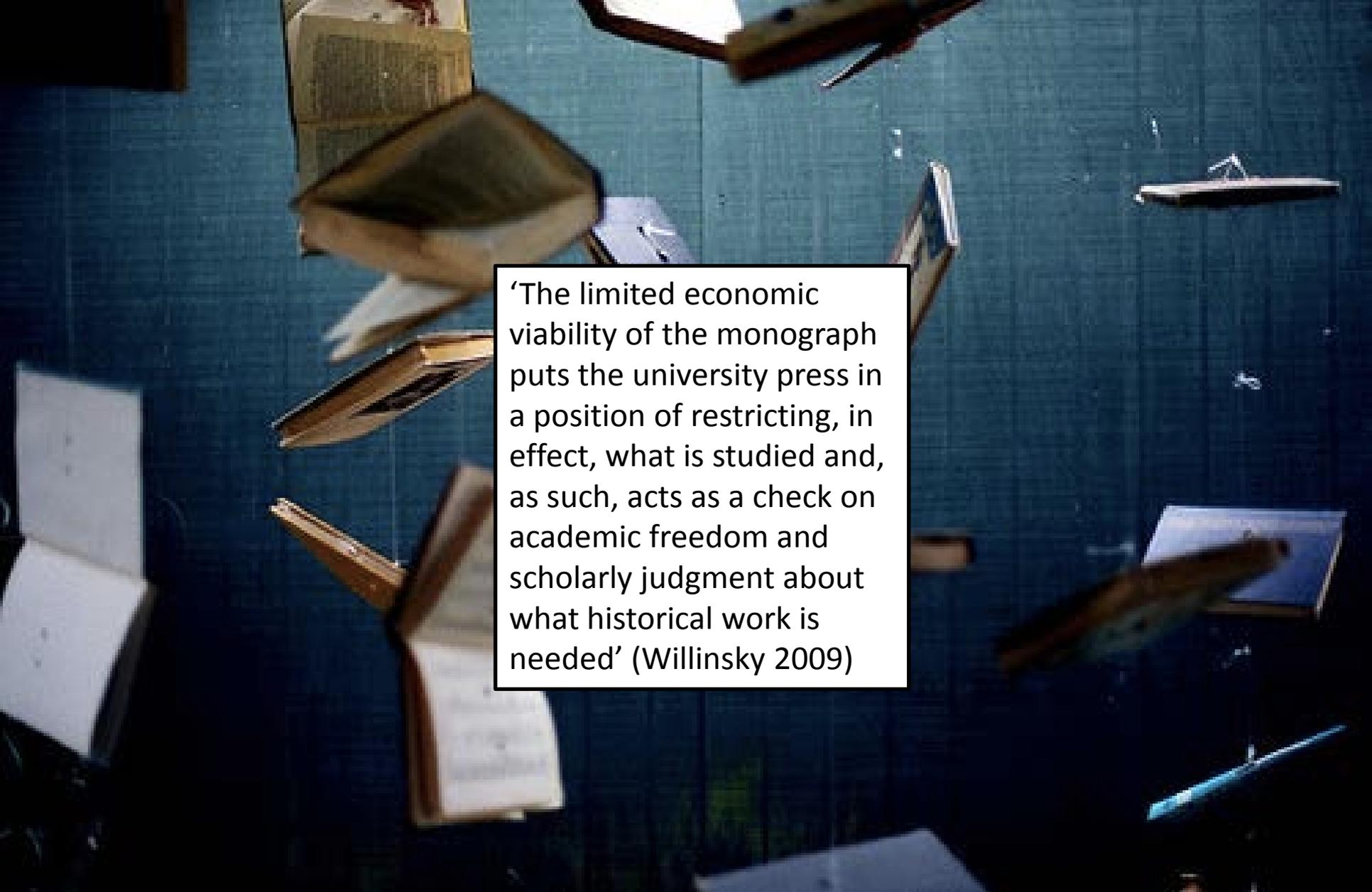
# Collabra Model

Article charge = \$875



# How many will pay-it-forward?





‘The limited economic viability of the monograph puts the university press in a position of restricting, in effect, what is studied and, as such, acts as a check on academic freedom and scholarly judgment about what historical work is needed’ (Willinsky 2009)



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# Faculty Concerns

1. Who pays?
2. Licensing options
3. 3<sup>rd</sup> party rights
4. Perception of vanity, “pay to publish” model  
 (“rigorous peer review” is still most important factor)
5. Academic freedom



# Luminos Model

Baseline Title Publication Costs = \$15,000

**AUTHOR'S  
INSTITUTIONAL  
CONTRIBUTION**  
(BASELINE \$7,500)



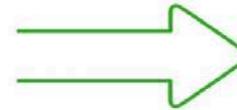
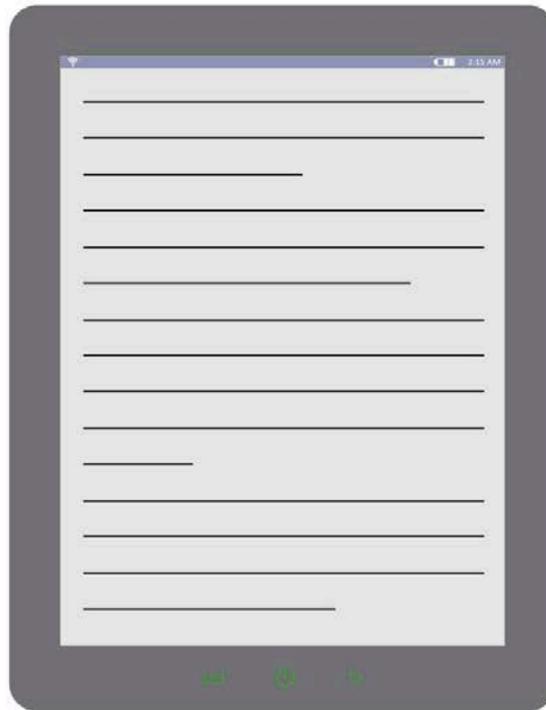
**LIBRARY  
SUBSIDY**



**UC PRESS  
SUBSIDY**



**REVENUE FROM  
PRINT SALES**



**FREE  
GLOBAL DIGITAL  
ACCESS**



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what  
does  
it all  
mean?



# What Does it All Mean?

- Top-down and bottom-up approaches to date have limitations:
  - Multiplicity of models is inefficient and costly
  - Soft funding for many is precarious
- What do we need?
  - Networked approaches with a comprehensive infrastructure



# Thank you

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