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## From Intentional Meandering to Roadmap: UMass Amherst Libraries' philosophical and practical considerations for investing with "open" content providers

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Knowledge Unlatched

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# **From Intentional Meandering to Roadmap: UMass Amherst Libraries' philosophical and practical considerations for investing with “open” content providers**



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Bob Schatz, Director, North American Sales, Knowledge Unlatched**

## Overview

- UMass Amherst's Open Access collections approach
- What is Knowledge Unlatched?
- How KU fills a UMA niche need
- KU observations on library/vendor relationships in OA environment
- UMA assessment & future directions
- Q & A, Discussion

## UMass Amherst's Open Access Collection Development Approach

- ❑ “Inside” collections & infrastructure
  - ❑ Local production of scholarship & unique collections
- ❑ “Outside” collections
  - ❑ Support for & consumption of externally produced open scholarship
  - ❑ Discipline and format varieties
- ❑ Lewis & Roy 2.5% Open Data Collection Tool project

### “The Meandering”

#### UMA:

- ARL
- R1
- >\$9m acquisitions budget, 82% on continuing resources
- Annual increase to base of \$340K

Lorcan Dempsey coined frame: “inside out” and “outside in”

#### Inside:

- Institutional repository went live in 2006
- Scholarly Communication Department established in 2008
- Du Bois papers digitized in 2009. Ellsberg papers 2019
- Open Education Initiative commenced in 2010
- Credo online digital repository of special collections launched in 2011
- Supporting Open Access Research (SOAR) Fund established in 2014

#### Outside:

- OA primarily started in STEM fields and article formats, now moving to other disciplines and formats
- Annual Reviews
- ArXiv, 2011
- BioOne, 2011
- Knowledge Unlatched, 2014
- Open Library of Humanities, 2015-
- HathiTrust, 2014

- Open Textbook Network

#### 2017 Open Data Collection Tool

- Provided additional defining categories: collections, infrastructure and memberships
- Provided benchmark for our “open” investments and inventory list
- Exposed poor tracking of OA investments
- FY'17 - 4.61% of collections budget on **open content, infrastructure and advocacy.**  
**Focus here on content, though bleeds into platforms/infrastructure**

## Strategic Plan 2019–2021: Putting Principles into Practice @ UMass Amherst Libraries

- ❑ “Explore collection strategies that promote open scholarship”
- ❑ “Support new modes of scholarly inquiry and communication”
- ❑ “Engage our community with open inquiry, mutual respect, and inclusiveness”
- ❑ “Promote meaningful assessment for decision-making”
- ❑ <https://www.library.umass.edu/about-the-libraries/strategic-plan/>

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We Value: Collaborations & Partnerships • Diversity & Inclusion • Innovation & Creativity  
• Openness & Transparency • Sustainability & Stewardship

### “Roadmap”

- Link to plan provided. Focus here on aspects related to open scholarship (content and infrastructure)
- Guiding, aspirational principles and values
- Collection Strategies Coalition, established in 2018, is one vehicle, still trying to define the strategy and implementation
- “Community” includes campus researchers, vendors & publishers, students, etc.
- New Collections Analyst position to contribute to assessment

## A quick look at Knowledge Unlatched



- ❑ Founded six years ago
- ❑ Based in Berlin
- ❑ Use crowdfunding to pay publishers to make their content open access
  - ❑ Especially book content, but also STEM, journals and support for OA platforms
- ❑ For profit, but our CEO takes no compensation



## KU results so far

- ❑ Number of libraries: 575+
- ❑ Number of publishers: 100+
- ❑ Books unlatched: 1,500+
- ❑ Journals flipped to OA and APC-free: 23
- ❑ Total usage: 4,000,000+



## Niche Filled by KU @ UMass Amherst

- ❑ Peer Reviewed, Social Science & Humanities monographs
- ❑ Reasonably priced funding model
  - ❑ “NPR pledge model”
- ❑ Aggregate multiple publishers offerings
- ❑ Mix of university and commercial publishers
- ❑ Access via multiple publisher-agnostic platforms
  - ❑ OAPEN, DOAB, HathiTrust, JSTOR

### Niche Filled

- Social Sciences & Humanities monographs with editorial oversight
- Funding model allows for reasonable pricing
- Average cost per book for UMA is \$40.50

### According to YBP/GOBI

- Average overall Cloth bound book price \$93.29
- Average e-book price is: \$142.72

GOBI 2018/2019 New Book Price and Output Report

### Mix of publishers

e.g., University of Michigan Press, University of Toronto Press, MIT Press, Brill, De Gruyter, Routledge, etc.

### Accessible:

- Discovery = known title search via Google as well as local UMA library discovery (Aleph/EDS)
- Access via multiple platforms

**open**  
Open Access  
Publishing in European Networks

Home Search About Services Deposit Join Metadata

advanced search browse search

### Idle Talk, Deadly Talk : The Uses of Gossip in Caribbean Literature

modify search | new search

Browse by All | Title | Author Return to search results

**Author(s)** Rodríguez-Navas, Ana

**Publisher** University of Virginia Press

**Published** 20181002

**Subjects** Literature & literary studies; Literature: history & criticism; Literary studies: general

**Abstract** The first book-length study of gossip's place in the literature of the multilingual Caribbean reveals gossip to be a utilitarian and deeply political practice—a means of staging the narrative tensions, and waging the narrative battles, that mark Caribbean politics and culture. Revising the overly gendered existing critical frame, More

**Keywords** Literature

**Language** English

**ISBN** 9780813941639  
9780813941622

**Collection(s)**

**Rights** <https://creativecommons.org/licenses/by-nc-nd/4.0/legalcode>

**Grant** Knowledge Unlatched - 103135 - KU Select 2018: HSS Frontlist Books

**Availability**

- Google Books

[Download book](#)

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[Export citation](#)

[Book License](#)

[SHRE](#)

Screenshot Example of title on the Open Platform

Google search 8th result...

# KU Select Support – UMass Timeline

## Pilot Pledging

February 2014 - 28 SSH Titles  
(\$1,117.44 = \$29.91/book)

## Third Round Pledge

January 2017 - 343 SSH Titles  
(\$10,780 = \$31.43/book)

## 2019 Collection Pledge

May 2019 - 343 HSS Titles (\$11,740 =  
34.23/book) and 48 STEM Titles  
(\$2,395 = \$49.90/book).



## Second Round Pledge

March 2016 - 78 SSH Titles  
(\$3,839.96 = \$49.23/book)

## 2017 & 2018 Collection Pledges

January 2018 - (2017 Collection) 309  
SSH Titles (\$10,547 = 34.13/book)

May 2018 - (2018 Collection) 300 HSS  
Titles(\$11,089 = \$36.96/book) and 55  
STEM Titles (\$3,090 = \$56.18/book)

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## October 2013

- Lyris introduced Knowledge Unlatched
- Announced Pilot project and Pledge model

## February 2014

- Pledges exceeded 200 pledge goal

UMA has made pledges during each successive pledge cycle since

## What some experts say about business relationships and selling...

*The Process Experts say these steps are important*

- Preparation & Research
- Prospecting
- Needs Assessment (Discovery)
- Pitch/Presentation
- Objection Handling
- Closing
- Follow-Ups, Repeat Business & Referrals

*The Image Experts say to strive for this*

- Vendor
- Preferred Supplier
- Solution Provider
- Trusted Partner
- Strategic Business Advisor



## Here's Bob's list for working with libraries

- ❑ Be professionally committed
- ❑ Know what you offer and reach out to those who can benefit
- ❑ Work to understand the components in play in the library
- ❑ Be honest in your assessment of how well you can meet library needs
- ❑ Don't sell bad solutions, but don't walk away from making good ones work
- ❑ Find the balance between serving the library and serving your employer
- ❑ Celebrate good work and nurture its continuation
- ❑ Behave in a way that fosters long-term relationships: be a good professional and a good human being



## And here's stuff that makes it harder than it sounds

- ❑ Not all libraries have open access policies or scholarly communication librarians
- ❑ Most libraries don't have designated funds to support OA
- ❑ People come and go in jobs and the conversation seems to always be starting over
- ❑ Sometimes your company delivers less than it promised, in spite of its intentions
- ❑ Sometimes disgruntled past employees post blogs that make you out to be evil and unworthy
- ❑ Sometimes months of hard work get undone because someone higher up didn't understand or had other priorities
- ❑ Sometimes competitors steal your thunder
- ❑ Sometimes people just don't like you



**In other words “Building long-term relationships between libraries and vendors is really hard work. Perhaps harder in the OA environment”**



## Assessment

- ❑ Monitor local UMA use (download) stats
- ❑ Interest in Worldwide use (download) stats
- ❑ Establish measures for assessing impact of OA publishing
  - ❑ Year-over-year pledges
  - ❑ Number of new pledges
  - ❑ Changes in readership (geography/occupation)
  - ❑ Manuscript submissions/acceptances
  - ❑ Changes in editorial oversight
  - ❑ Impact - Alternative Metrics

### Establish Measures for Assessing Impact

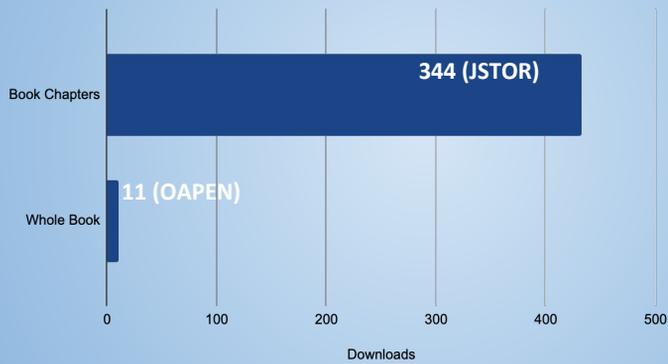
- Open Access in Anthropology workshop MIT April 2019
- 70 Editors, Funders, Publishers, Scholarly Communication Services Representatives, Society Representatives perspective on moving journals to OA
- Establish with publishers a number of measures for assessing the impact of open access (with release of parenthetical measures at the publisher's discretion).
  - Proportion (and number) of libraries that "renew" previous subscriptions on OA basis.
  - Proportion (and number) of current subscribers that opt for OA package.
  - Proportion (and number) of new "subscribers" to OA titles or package.
  - Changes in readership numbers and geography and occupation (via pop-up question).
  - Changes in submission and acceptance numbers for pre/post pilot
  - Changes in authorship of submissions and publications for pre/post pilot.

### Alternative Metrics

- Citations, Blogs, Reviews, mentions in Social Media

## UMA book and chapter downloads

UMass IPs: January 2018-September 2019



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### UMA KU e-book use stats

- Book and Chapter Downloads January 2018 to September 2019
- Based on IP
- Books discoverable in local system
  - MARC records in Aleph
  - Discoverable through EDS
    - Title search results prioritize JSTOR above Open

## UMA future directions

- ❑ Anticipate UMass Amherst continued support of future KU collections
- ❑ Support OA book publishing efforts at publisher level
  - ❑ e.g., University of California Luminos OA model (membership support)
- ❑ Support hybrid approach to publishing with mix of Open and Paywall
- ❑ Support OA publisher agnostic book platforms
  - ❑ e.g., OAPEN's (Open Access Publishing in European Networks) OAPEN Library and DOAB (membership support)

### Future Directions

- No perfect solution
- Variety
- Fund what supports our curriculum
- Support what our budget can cover

### Continued support of KU collections

### Continued support of Hybrid publishing

### Anticipate supporting ventures like Luminos

### Hybrid like U Michigan (offer open publishing as option in author contracts)

### Anticipate DOAB Membership soon

# THANKS!

## Any questions?

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