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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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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”
- [Link](https://www.library.umass.edu/about-the-libraries/strategic-plan/)

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

Author(s): Rodríguez-Nuñez, Ana
Publisher: University of Virginia Press
Published: 2018
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 tension, and staging the narrative battles, that mark Caribbean politics and culture. Revising the overly gendered existing critical frame...

Keywords: Literature
Language: English
ISBN: 9780813941639
Availability: Google Books

Google search 8th result...
October 2013
- Lyrasis 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 is Social Media
UMA book and chapter downloads

UMass IPs: January 2018-September 2019

- Book Chapters: 344 (JSTOR)
- Whole Book: 11 (OAPEN)

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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