Shared Publishing Platforms:
What We are Learning

CNI Fall Meeting
December 2013
Irene Perciali, Ph.D.
Director of Strategic Initiatives, bepress
Fortunate timing

First bepress journals launch

Digital Commons launches

Digital Commons reaches 100 journals

Digital Commons reaches 500 journals and 150 law reviews

bepress reaches 60 journals
We were not alone

<table>
<thead>
<tr>
<th>2012</th>
<th>New Journals</th>
<th>% Growth</th>
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<tbody>
<tr>
<td>Elsevier</td>
<td>89</td>
<td>4%</td>
</tr>
<tr>
<td>Springer</td>
<td>38</td>
<td>2%</td>
</tr>
<tr>
<td>Taylor &amp; Francis</td>
<td>32</td>
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<tr>
<td>Sage</td>
<td>27</td>
<td>4%</td>
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<tr>
<td>Wiley</td>
<td>18</td>
<td>1%</td>
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<tr>
<td>Libraries (using Digital Commons)</td>
<td>115</td>
<td>21%</td>
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</table>
And you are not alone

55% of universities and colleges are offering or considering library publishing services.

-“Library Publishing: Strategies for Success” (2011)
http://docs.lib.purdue.edu/lib_research/136/
And you are not alone

55% of universities and colleges are offering or considering library publishing services.

-“Library Publishing: Strategies for Success” (2011)
http://docs.lib.purdue.edu/lib_research/136/
How does a publisher add value?

- Editorial
- Marketing
- Sales
How does a publishing platform add value?

- Editorial
- Marketing
- Sales
How does a publishing platform add value?

- Editorial ➔ Expertise-sharing
  ➔ Journal benchmarks
- Marketing
- Sales
How does a publishing platform add value?

- Editorial → Expertise-sharing
  → Journal benchmarks
- Marketing → Connecting and grouping
- Sales
How does a publishing platform add value?

- Editorial → Expertise-sharing
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What bepress is doing

1. Expertise-sharing
2. Connecting and grouping
3. Cross-journal data and benchmarks
What bepress is doing

1. Expertise-sharing
2. Connecting and grouping
3. Cross-journal data and benchmarks
What bepress is doing

1. Expertise-sharing
   - Scholarly Publishing Certification Course

2. Connecting and grouping

3. Cross-journal data and benchmarks
Scholarly Publishing Certification Course

Nora Allred, Michigan Technological University
Jacki Betsworth, Macalester College
Stephanie Davis-Kahl, Illinois Wesleyan University
Nicolle DiPasquale, The George Washington University Law School
Andrew Elder, University of Massachusetts Boston
Tim Gritten, University of Wisconsin-Milwaukee
Barbara Loomis, Cleveland State University
Greg Martin, Cedarville University
Lucretia McCulley, University of Richmond

Stephanie Miller, Washington & Lee University School of Law
Kim Myers, The College at Brockport
Caroline Osborne, Washington & Lee University School of Law
Liz Richardson, Kent State University
Debra Skinner, Georgia Southern University
Kelly Visnak, University of Wyoming
Wendy Walker, University of Montana
Daniel Weddington, College of William & Mary
Andy Wesolek, Clemson University
Schedule for Scholarly Publishing Certification Course

Course Date: October 9-11, 2013
Version 09.20.2013

Wednesday, October 9: The Basics of Scholarly Publishing

8:30-9:00am: Breakfast at the bepress office, located at 2100 Milvia St., suite 300. Press the "bepress" buzzer to enter the building, and meet us on the third floor! You will receive a keycard so you may access the building independently for the remainder of the course.

9:00-9:30am: Opening Remarks and Introduction to bepress

9:30-10:00am: How Can We Help You? Roundtable

10:00-10:15am: Break

10:15-11:00am: Trends in Academic Publishing, and the Role of the Library and the IR

11:00-11:15am: Break

11:15am-12:00pm: Benefits of Online Journals and Conferences

12:00-1:30pm: Lunch at the bepress office

1:30-2:15pm: The Complete Menu for Journals Using bepress Digital Commons (aka "System Overview")

2:15-3:15pm: Workshop: Journals Assessment and Basic Configurations
- Hands-on session with Consulting Services, using a demonstration journal

3:15-3:30pm: Break

3:30-5:00pm: Identifying and Recruiting Journals
- Environmental scan: Workshop (participants will need computers to begin their own environmental scans); assessing the journals you turn up
- Talking to editors to recruit their journals
What did we learn?

• Interest in non-traditional publishing like conferences, special collections & ETDs
• Publishing vs. hosting spectrum
Hosting – Publishing Spectrum

- How do I start a press?
- What’s my budget?
- How do I write a business case?

- What does this configuration do?
- Oh yeah, I forgot about that feature!
- How do I publish a conference?

- How do I find journals?
- How do I work with faculty?
- What extras can/should I offer?
What bepress is doing

1. Expertise-sharing
2. Connecting and Grouping
   - Publishing infrastructure
   - Journal groupings
3. Cross-journal data and benchmarks
Connecting and Grouping: Publishing Infrastructure

DC Publishing Services

- CLOCKSS
- CrossRef
- Ex Libris
- PubMed
- PORTICO
- EBSCO
Connecting and Grouping: Publishing Infrastructure

What did we learn?

- For some journals, it is a must-have
- The biggest hurdle is education
- The second biggest hurdle is legal
- And, it’s a real investment
It’s a real investment

At bepress:
• 6 months of start-up work
• 0.3 FTE ongoing
It’s a real investment

At bepress:
• 6 months of start-up work
• 0.3 FTE ongoing

34 journals from 15 institutions
---
15% of scholarly journals on DC
What bepress is doing

1. Expertise-sharing
2. Connecting and Grouping
   - Publishing infrastructure
   - Journal groupings
3. Cross-journal data and benchmarks
Why group journals?

• For subscription packages
• To rank journals (ISI)
• To help authors submit
• To attract journals
• As a research destination
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• For subscription packages
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Connecting and Grouping: Journal Groupings
Journal groupings: what’s next?

• More features?
• Other disciplinary groupings?
• Student Journal Portal?
• What else helps libraries build journal publishing programs?
What bepress is doing

1. Expertise-sharing
2. Interoperability
3. Cross-journal data and benchmarks
   - 2012 pilot and preview
   - 2013 to share
Why share the data?

Editors want to know:

How are we doing?
Why share the data?

Skeptics want to know:
Are these journals for real?
700 journals and law reviews

- Institution
- Date created
- Type of journal
- Subject area
- Articles/year
- Downloads/year
- Access control
- Embargo

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Findings: By Institution

Journals per Institution

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<td>Purdue University</td>
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<td>University of Massachusetts, Amherst</td>
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<td>California Polytechnic University</td>
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<td>McMaster University</td>
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<td>University of Iowa</td>
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Findings: OA vs. Subscription

In hybrid-access journals, OA content is downloaded 7 to 8 times more frequently than subscription controlled content.

This can be a very compelling proposition!
Findings: Types of Journals

- Law reviews: 22%
- Research journals: 48%
- Student journals: 19%
- Newsletters: 7%
- Archival: 4%
Research Journals by Discipline

- Social and Behavioral Sciences: 30%
- Arts and Humanities: 17%
- Education: 17%
- Medicine and Health Sciences: 9%
- Business: 8%
- Physical Sciences and Mathematics: 4%
- Library and Information Science: 4%
- Engineering: 4%
- Interdisciplinary: 4%
- Life sciences: 3%
- Medicine and Health Sciences: 9%
- Business: 8%
- Physical Sciences and Mathematics: 4%
- Library and Information Science: 4%
- Engineering: 4%
- Interdisciplinary: 4%
- Life sciences: 3%
Benchmarks: Research Journals

- 240 research journals
  - 69 are launching or migrating
  - Meaningful data for 171 journals

- How are they doing?
Benchmarking: Articles Published

Overall average number of articles published per year: 24

72% are publishing 8 or more articles per year
## Benchmarking: Downloads

<table>
<thead>
<tr>
<th>Type of Content</th>
<th>Average Downloads per Article</th>
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<tr>
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<td>bepress Journals</td>
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<td>Research journals on Digital Commons</td>
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## Benchmarking: Downloads

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<td>Research journals on Digital Commons</td>
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# Downloads: Factors of Success

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<th>Title</th>
<th>Year Built</th>
<th>Avg Articles/ year</th>
<th>Total articles</th>
<th>Total downloads</th>
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Downloads: What success looks like
Data: What we’ve learned
Data: What we’ve learned

It’s working
Data: What we need to learn

- Journals want benchmarks
  - But will it help them?
- So many analyses are possible!
  - But will it do more harm than good?
  - Do we need to anonymize?
Data: Other possible analyses

- Faculty vs. student journals
- Benchmarks and success by discipline
- Cross-disciplines
- Altmetrics
Data: Other possible analyses

- Faculty vs. student journals
- Benchmarks and success by discipline
- Cross-disciplines
- Altmetrics

Suggestions for 2013 data report?
Questions?

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Director of Strategic Initiatives, bepress
iperciali@bepress.com

http://digitalcommons.bepress.com/online-journals/