



Open Access Publishing and Collection Strategies: A Data Informed Approach

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Background and Context



Background

- In 2022, 49% of articles published were fee-based open access
 - OA market value of ~\$2 billion (20% of total journal publishing market value)
- Funders have been the driver of this (Plan S, National Institutes of Health, White House Office of Science and Technology Policy Memo)
- Publishers focus on OA as a business strategy
 - ~25% (~150,000) of articles published by Elsevier in 2022 were OA

Context

- Focus is on APC based “transformative” agreements
- Analysis was driven by a proposal that we received



Publisher Proposal



- Proposed a transformative agreement despite informing the publisher on three occasions that we were not interested at this time
- Proposal was significantly higher than our current spend amount
- Only included hybrid journals
- APCs allocated in this agreement exceeded total publishing output from the prior year
- APCs expire if not used each year
- Publisher was not prepared with another offer
- Proposal led us to do two different analyses



Methodology and Assumptions



Methodology

- 2018-2022 publication data from Scopus for University of Kentucky corresponding authors
- APC data gathered from publisher websites and DOAJ
- Gold and Hybrid OA
- Combined this data into a spreadsheet and built a SQL database
- Comparison of Peer and Benchmark Institutions
- Created website and data visualizations

Assumptions


- Corresponding author paid APC
- Conservative estimation of costs and publications





Publication Data - Overall

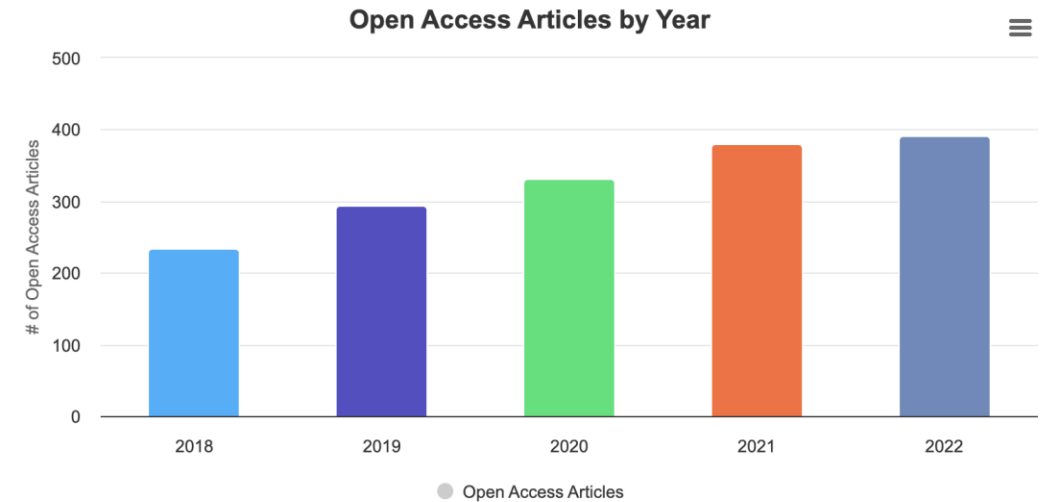
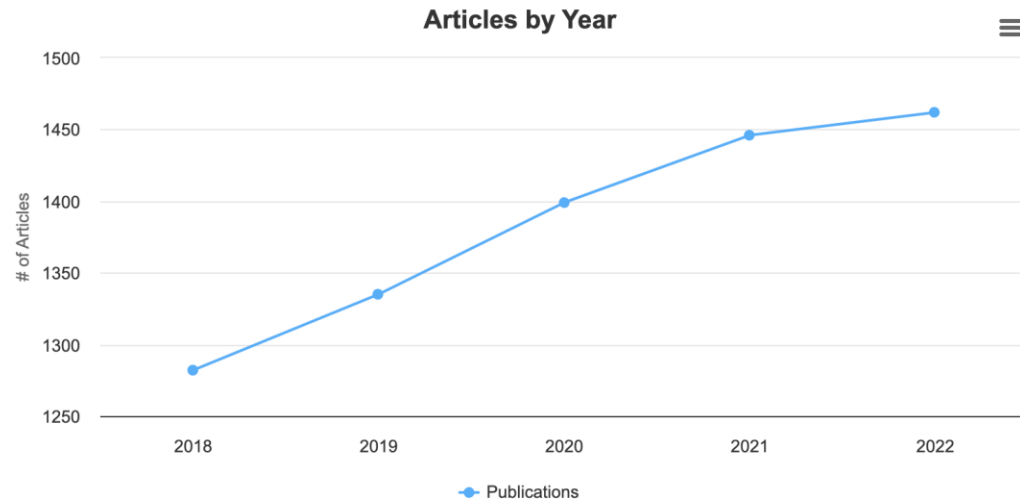


 **6,924**
Total Articles

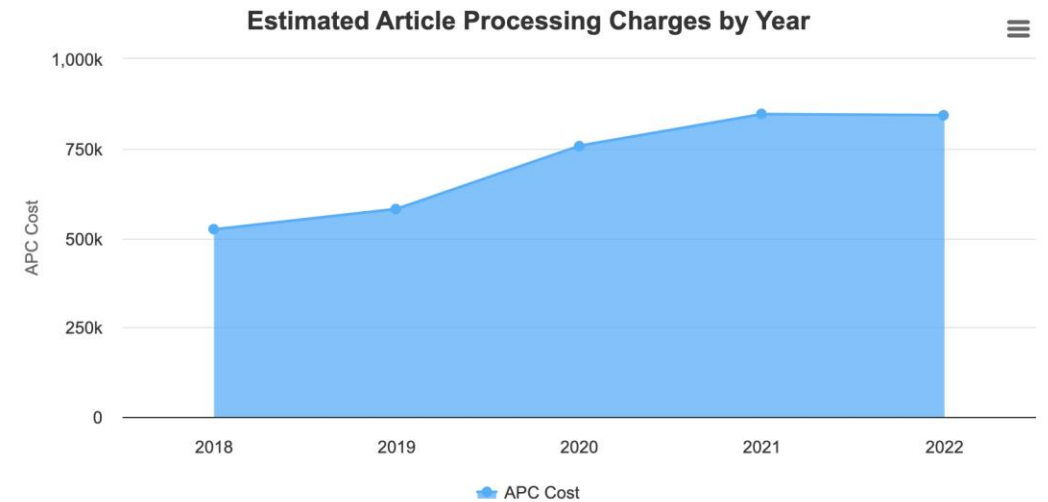
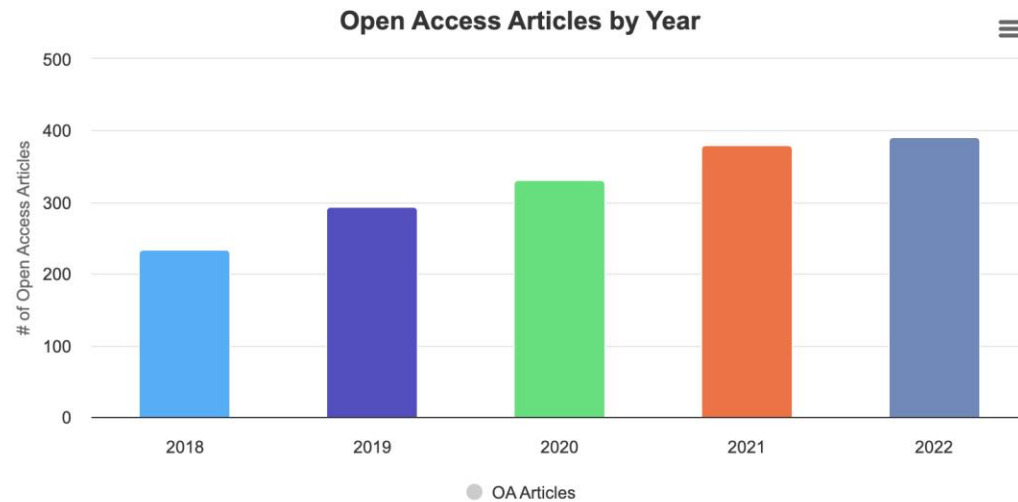
 **1,633**
Total Open Access Articles

 **355**
Total Number of Publishers

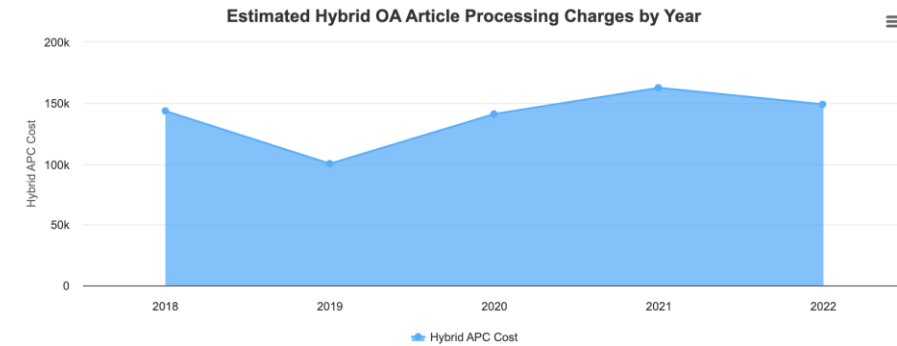
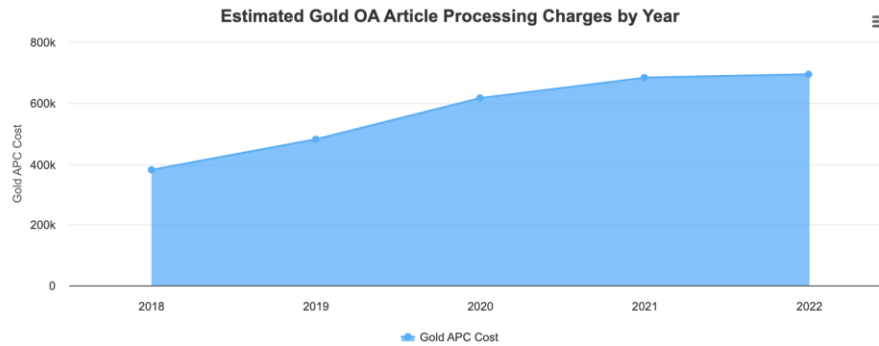
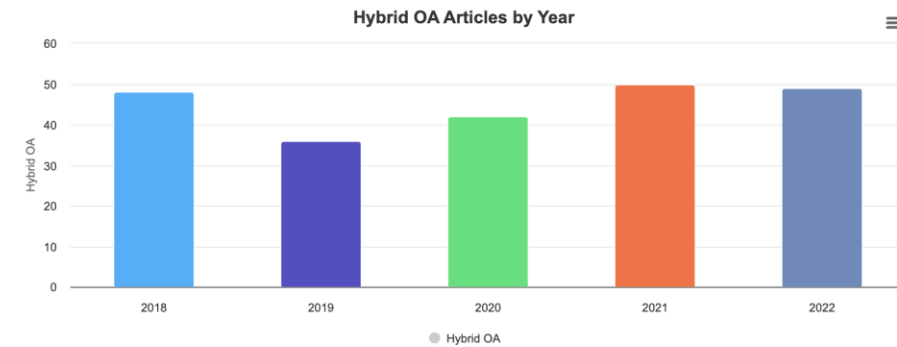
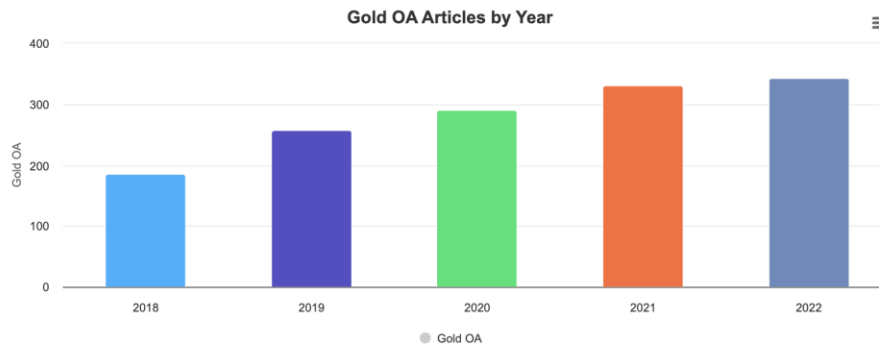
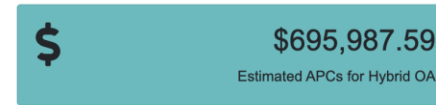
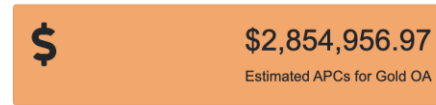
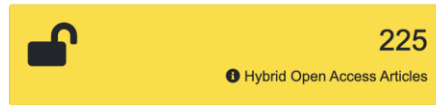
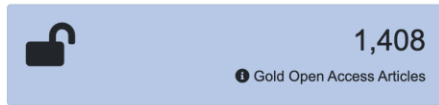
 **2,945**
Total Number of Journals



Publication Data – Open Access



Publication Data – Gold and Hybrid Open Access



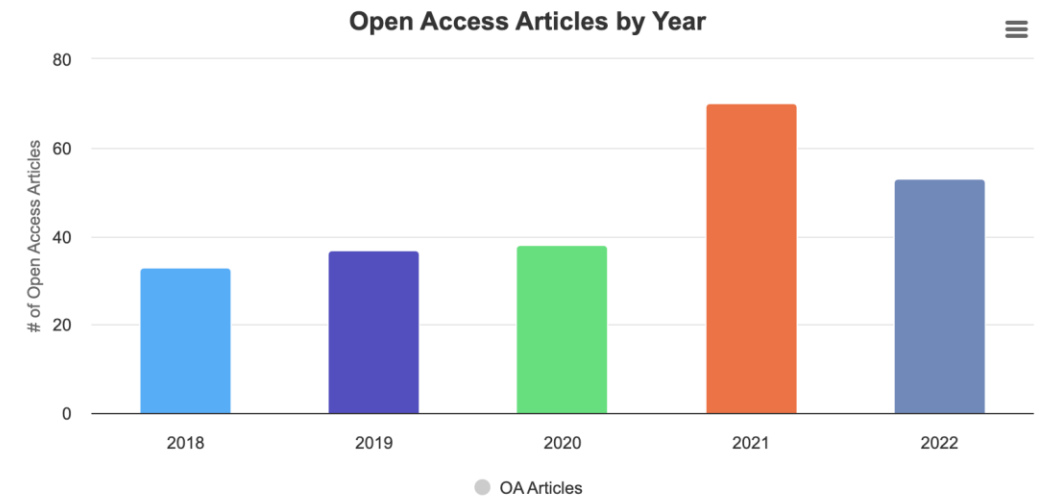
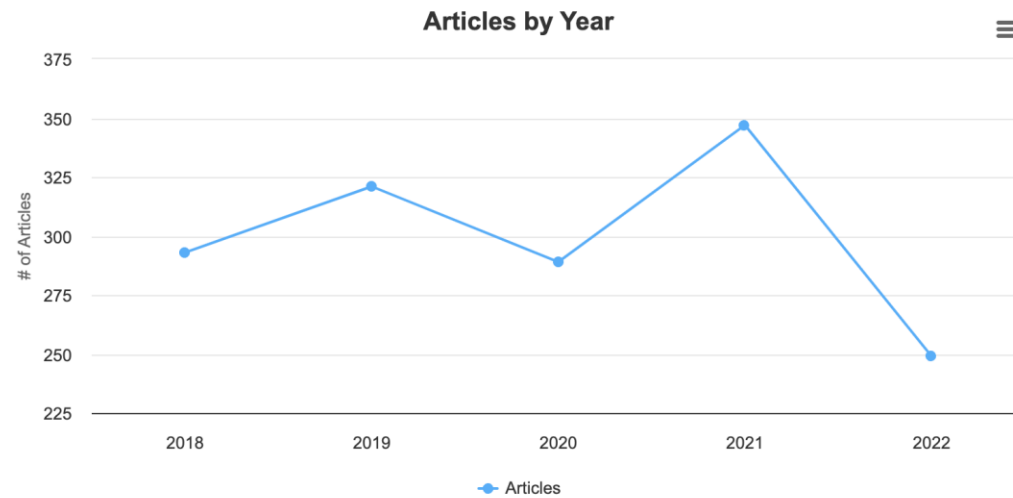
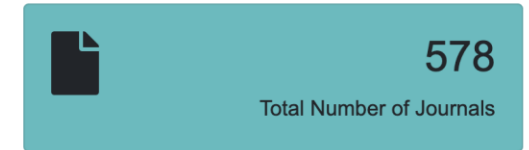
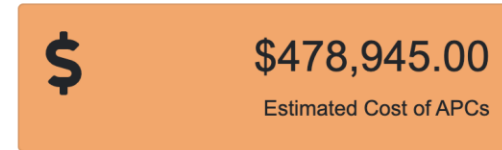
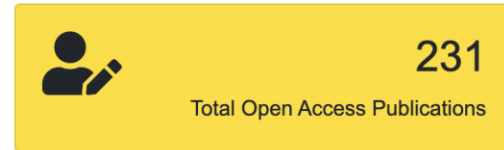
Publication Data – Top Publishers



Publisher	# of Articles
Elsevier	1,499
Springer Nature	791
Wiley	720
SAGE	510
Taylor & Francis	494
MDPI	326
Lippincott Williams & Wilkins	245
American Chemical Society	205
Oxford University Press	186
Frontiers Media S.A.	157



Top Publisher - Elsevier



Publication Data – Top OA Publishers





Publisher	# of Articles	Gold OA Articles	Hybrid OA Articles	Total APCs	Total Gold APCs	Total Hybrid APCs
MDPI	326	326	0	\$692,582.00	\$692,582.00	\$0.00
Springer Nature	275	247	28	\$712,393.00	\$593,313.00	\$119,080.00
Elsevier	231	158	73	\$478,945.00	\$259,875.00	\$219,070.00
Frontiers Media S.A.	157	157	0	\$442,225.00	\$442,225.00	\$0.00
Wiley	93	72	21	\$215,975.00	\$154,725.00	\$61,250.00
Public Library of Science (PLoS)	76	76	0	\$122,570.00	\$122,570.00	\$0.00
SAGE	48	43	5	\$81,400.00	\$71,300.00	\$10,100.00
Oxford University Press	43	29	14	\$130,777.56	\$78,707.97	\$52,069.59
Royal Society of Chemistry	21	19	2	\$19,295.00	\$13,020.00	\$6,275.00
Impact Journals	15	15	0	\$50,750.00	\$50,750.00	\$0.00





Top OA Publisher - MDPI

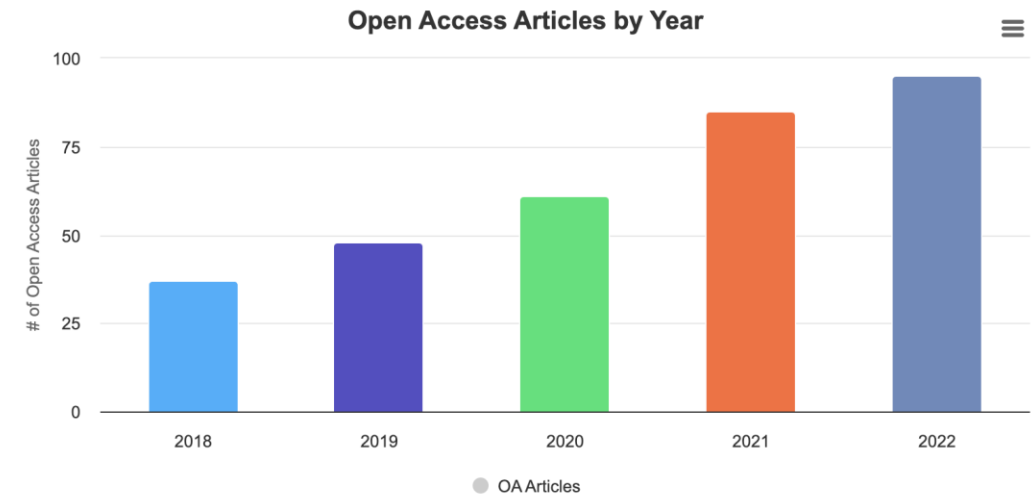
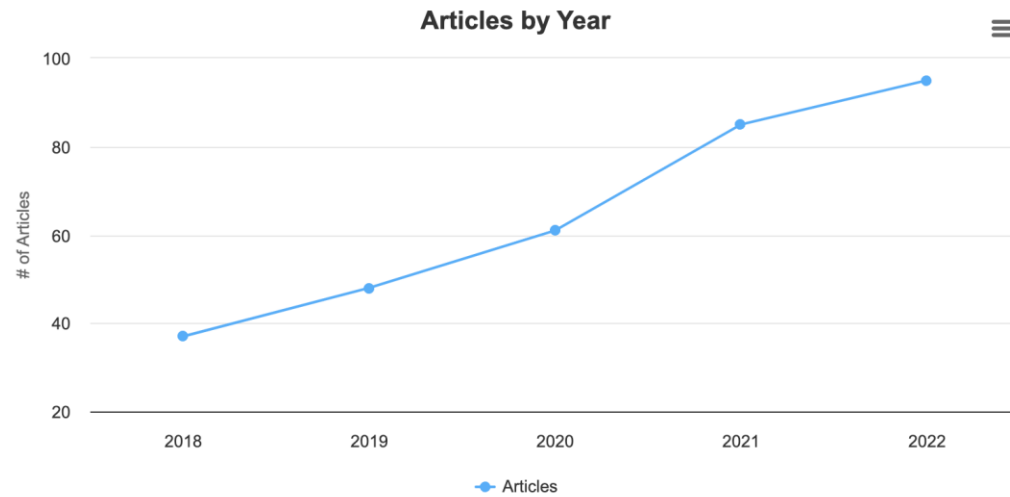


 **326**
Total Publications

 **326**
Total Open Access Publications

 **\$692,582.00**
Estimated Cost of APCs

 **84**
Total Number of Journals



Publication Data from Publisher



- Asked a select group of publishers for similar data (publications and APC data)
- Difficult to get from publishers, particularly APC data
- Inconsistent data
- Some responses we got
 - “I don’t think we have this info.”
 - “[We have too many accounting systems and this data is difficult to get with any accuracy.]”
 - ”We can’t give you the actual APC that was paid, but we can give you the list price.”



Engaging with Campus



What we have done

- Opted not to enter into any transformative agreements with large publishers
- Conversations with campus stakeholders
 - Provost Office
 - Deans
 - Associate Deans for Research
 - Vice President of Research
 - Other key stakeholders



Engaging with Campus



What we heard from campus

- Some don't see this as a big deal because they write APCs into grants or have other funding sources
- Others don't have access to the same level of grant funding or local funding
- Do not want to see the Libraries cancel journal subscriptions as a trade off
- Worried that this creates added pressure on where faculty should publish



Strategy



- Continue analysis of publication data
 - Currently looking at all University of Kentucky affiliated journal article publications from 2018-2023
 - What percentage is grant funded?
 - What are the citation levels for OA and non-OA articles?
 - Where are University of Kentucky affiliated authors publishing?
 - What is the breakdown by College, Department, and Discipline?
 - Should we narrow our focus to certain disciplines?



Strategy



- Open Access Tour
- Development of a Green Open Access Service
- Utilize data and campus conversations to inform our strategy
- Continue to engage in conversations with publishers



Concluding Thoughts



- Remain skeptical about any APC based models
- Open is profitable
- Need for consistent data



References



- [Elsevier Journal and Article Ecosystem- 2022 Summary](#)
- [Delta Think – Marketing Sizing Update 2023](#)





Questions?

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