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

- Total Articles: 6,924
- Total Open Access Articles: 1,633
- Total Number of Publishers: 355
- Total Number of Journals: 2,945

**Articles by Year**

<table>
<thead>
<tr>
<th>Year</th>
<th># of Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>1,250</td>
</tr>
<tr>
<td>2019</td>
<td>1,300</td>
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<tr>
<td>2020</td>
<td>1,350</td>
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<tr>
<td>2021</td>
<td>1,400</td>
</tr>
<tr>
<td>2022</td>
<td>1,450</td>
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</table>

**Open Access Articles by Year**

<table>
<thead>
<tr>
<th>Year</th>
<th># of Open Access Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>200</td>
</tr>
<tr>
<td>2019</td>
<td>250</td>
</tr>
<tr>
<td>2020</td>
<td>300</td>
</tr>
<tr>
<td>2021</td>
<td>350</td>
</tr>
<tr>
<td>2022</td>
<td>400</td>
</tr>
</tbody>
</table>
Publication Data – Gold and Hybrid Open Access

- 1,408 Gold Open Access Articles
- 225 Hybrid Open Access Articles
- $2,854,956.97 Estimated APCs for Gold OA
- $695,987.59 Estimated APCs for Hybrid OA

**Gold OA Articles by Year**

**Hybrid OA Articles by Year**

**Estimated Gold OA Article Processing Charges by Year**

**Estimated Hybrid OA Article Processing Charges by Year**
# Publication Data – Top Publishers

<table>
<thead>
<tr>
<th>Publisher</th>
<th># of Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elsevier</td>
<td>1,499</td>
</tr>
<tr>
<td>Springer Nature</td>
<td>791</td>
</tr>
<tr>
<td>Wiley</td>
<td>720</td>
</tr>
<tr>
<td>SAGE</td>
<td>510</td>
</tr>
<tr>
<td>Taylor &amp; Francis</td>
<td>494</td>
</tr>
<tr>
<td>MDPI</td>
<td>326</td>
</tr>
<tr>
<td>Lippincott Williams &amp; Wilkins</td>
<td>245</td>
</tr>
<tr>
<td>American Chemical Society</td>
<td>205</td>
</tr>
<tr>
<td>Oxford University Press</td>
<td>186</td>
</tr>
<tr>
<td>Frontiers Media S.A.</td>
<td>157</td>
</tr>
</tbody>
</table>
## Publication Data – Top OA Publishers

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

326 Total Publications
326 Total Open Access Publications
$692,582.00 Estimated Cost of APCs
84 Total Number of Journals

Articles by Year

Open Access Articles by Year
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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