Meeting Your Mission Sustainably in an Open Access World

Darla Henderson, PhD | D_henderson@acs.org
Assistant Director | Open Access Programs | Publications Division | American Chemical Society

The Publisher’s and Librarian’s Challenge: Models, practices and products to sustain OA publishing

ALPSP | Arundel House | London, UK
“Sustainability planning includes the actions an organization takes to maximize its chances to survive, and perhaps even to thrive, despite the uncertainty of what the future may bring. Sustainability planning is a concrete process that an organization takes on over the course of several months; it is also an ongoing process that should become part of an organization’s very fabric.”

http://strengtheningnonprofits.org/resources/e-learning/online/sustainability/Print.aspx
10 Lessons Learned

• Find your bearings
• Understand your value. Focus on your value.
• Engage.
• Partner. Collaborate.
• Build a solid foundation.
• Integrate Standards
• Self-check. Let go of some things.
• Be willing to experiment.
• Look at lots of data. Granular data is your friend. Find patterns
• Challenge assumptions.
1. Find your bearings.
1. Find your bearings. Understand your mission.

ACS MISSION
Advance the broader chemistry enterprise and its practitioners for the benefit of Earth and its people

ACS VISION
Improving people’s lives through the transforming power of chemistry

ACS PUBLICATIONS VISION
ACS will be the world's most trusted source of the comprehensive knowledge needed to cultivate the chemists of tomorrow.
1. Find your bearings. Understand your organization.

The First 100 Years
Locally

ACS has 185 local sections (chapters) throughout the United States. Sections allow members to participate in professional development and networking opportunities.

- Connect with other chemists in your area.
- Participate in local events and activities.
- Contribute to the science careers of students in your area.
- ACS regional meetings and seminars across the country.

By 1930, ACS had 18,206 members in 70 divisions. On August 25, 1937, Samuel P. Thompson was inaugurated as the society's 100th president.

Nationally

The Society offers members the opportunity to participate in 33 specialty divisions.

- Industrial and engineering sections.
- Environmental and health sections.
- Contributions to the advancement of chemistry.

From its beginning in 1876, ACS has been a public organization. In 1925, the society sponsored a public exhibit on the American Chemical Society in New York City.

By 1997, ACS had 143,000 members in 110 countries. The society's centennial year in 1976, at two world congresses, and the ACS board of directors.

We Support Real-World Initiatives

ACS works to improve the world through other initiatives including:

- **Project SEED** offers bright, economically disadvantaged high school students an opportunity to spend a summer conducting chemical laboratory research with the guidance of a chemical scientist.

- **ACS Scholars Program** provides underrepresented minority undergraduates with scholarship and mentoring support that they need to earn degrees in the chemical sciences.

- **Advancing Chemistry Teaching** supports the professional development of science teachers so that they can better present chemistry in the classroom and foster the scientific curiosity of our nation's youth.

- **Green Chemistry Education and Outreach** promotes the implementation of green chemistry and engineering principles into all aspects of the chemical enterprise.
2. Understand your value.

Strong demand for and appreciation of the value ACS journals deliver, including:

First-class peer review
- Editorial decisions and leadership by practicing research scientists who are the experts in the field;
- Speed, streamlined submission and peer review process and systems;
- Superior peer review, strong editorial requirements for data/supporting information

Superior production and online delivery:
- Speed, streamlined production processes and systems;
- High quality of production
- Top-quality online and mobile delivery lead to ease of use
- Global reach, widely discoverable content

Exceptional community-led processes:
- ACS editors selected by community-led committees;
- ACS journals regularly monitored for health both financially and contribution/service to their community
- Community-led approach to launching new journals
1. Find your Bearings. Understand open access.

STM Journals Market, 2014 Revenues

<table>
<thead>
<tr>
<th>Business Model</th>
<th>Number of Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Access</td>
<td>1505 (13%)</td>
</tr>
<tr>
<td>Hybrid</td>
<td>8044 (69%)</td>
</tr>
<tr>
<td>Subscription</td>
<td>2191 (19%)</td>
</tr>
</tbody>
</table>

Funder mandates and compliance

- Vary according to version, license, and embargo timeframe
- Current compliance with funder mandates runs at less than 50%.
- Authors “find the deposit process confusing, time-consuming, or just annoying, and because funders... do not enforce mandates, authors frequently ignore them.”

Mid 2000s: ACS started making available open access options

By 2013, almost no demand from authors (1% or less annual uptake)

- Funders acknowledged by the majority of authors did not have open or public access policies (exceptions noted); institutional policies vary; Authors unsure of the value of open access, concerned about loss of quality, values
- Authors remain unclear about their funding agency or institutional policies related to open, public access
- Authors are unsure if the ACS journal they are submitting to allows open or public access
- ACS handling small percentage of orders– no demand, no infrastructure, no processes, manual handling)

2. Understand your value. Focus.

- Variety of open access needs emerging (license types, article versions, timeframes) for a variety of stakeholders (authors, funders, librarians/institutions)

- Open or subscription, ACS will continue to deliver high quality.

- Open access in established journals

- New, fully open access journals

- Ability for authors to experiment, try open access

ACS

Authors
Reviewers
ACS Editors-in-Chief
Deputy, Sr., and Associate Editors
Editorial Advisory Board members
ACS Governance
Staff across functional units

Users

End-Users – Scientists
End-Users – Broader Public

Companies and Vendors

CCC RightsLink
Scholar One
Atypon
Portico
Ringgold

Librarians
Institutional administrators

Industry Initiatives

ALPSP
CHORUS
COPE
Council of Science Editors
CrossRef including former FundRef,
CrossCheck
COUNTER
ORCID
PSP/STM

Funders

Private Funding Agencies
Government Funding Agencies

Repositories

2015 ACS Publications Summer Institute Participants

The Summer Institute takes place August 3-7, 2015 in Washington, DC, and brings together creative graduate students and postdocs, who will help ACS Publications redefine how science is published, distributed, and incorporated into the research and learning workflow. Meet this year’s participants.

Jacob Boes  
Carnegie Mellon University
Hello, my name is Jake. I’m a third-year Ph.D. candidate in Chemical Engineering working with Dr. John Kitchin at Carnegie Mellon University in Pittsburgh, PA. I got my undergraduate degree in Chemical Engineering.
4. Partner, collaborate.

**CHORUS** is a cooperative effort involving publishers, funding agencies, technology and resource partners, and other organizations engaged in scholarly publishing for the public benefit.
5. Build a Solid Foundation.

**ACS Central Science**
- Editorial team appointed, submissions open
- First issue in March 2015 (monthly)
- Strong usage, citations, heavy media coverage

**ACS Author Rewards**
- Rewards assigned, distributed, trackable
- Rewards system ready to be redeemed
- Rewards being redeemed

**ACS AuthorChoice**
- Expanded offerings
- eCommerce path
- Increases in uptake

**ACS Editors’ Choice**
- Program established, strong engagement
- Diverse topical and geographic coverage
- Usage strong, authors appreciative

**ACS Omega**
- Editorial team appointed, submissions open
6. Integrate Standards.

- internal standards
- how you measure open access (metrics for success)
7. Self-check. Let go to make room for improvements - be generous to assist stakeholders in transition.

- 2013 and prior, ACS deposited accepted manuscript for certain authors to PMC

- 2014: ACS deposits final published articles; educates authors all year, offers authors a transition year with by providing a complimentary ACS AuthorChoice + 12 license and depositing for authors the final published article

- 2015 forward: Authors may self deposit with 12-month embargo or may purchase any open access option (using rewards) - ACS to deposit

ACS Certified Deposit

- ACS will deposit final published articles of open access content for authors to funder repositories

- Open access articles automatically deposited for funders with whom we have made arrangements, author has nothing more to do. Auto deposits can be made now to PMC (European PMC) and the US DOE PAGES repository.
8. Be Willing to Experiment

Overview ACS Author Rewards

ACS Author Rewards is an ACS open access program introduced in 2014 to help authors transition to new open access publishing models. Published corresponding authors receive two (2) ACS Author Rewards worth $750 each (a total value of $1,500) for each article they publish in an ACS journal in 2014.

Redeem your ACS Author Rewards from January 1, 2015 through December 31, 2017.

Learn more about ACS Author Rewards
- About ACS Author Rewards
- Get the basics about the program
- Frequently Asked Questions
- Q&A about ACS Author Rewards
- About ACS Author Choice

Redeem ACS Author Rewards
- How to redeem your ACS Author Rewards
- Use the ACS Author Rewards app in ACS ChemWorx or the CCC RightsLink e-commerce website
- How to use the ACS Author Rewards app in ACS ChemWorx: A step-by-step Guide
- How to redeem ACS Author Rewards in the CCC RightsLink e-commerce website: A step-by-step Guide

Absolute values and patterns/changes over time for:
• Total published articles
• Impact factor
• Total citations
• Submissions
• Competitive Environment
• Usage/downloads
• % articles purchased as open access
• % competitors who are open access
• Surveys (author, community)
• Funders acknowledged in articles
• Institutional affiliations of authors
• Country of authors
• Customer service inquiries related to open access

Points of View:
• Funder-specific
• Institutional-specific
• Author-specific
• Country-specific
• Journal-specific
• Topical area/subject-specific
10. Challenge assumptions

- “+12”
- Great time for experimentation.
- There is no one-size fits all.
Refine. Repeat.

- eCommerce enhancements (journal specific, funder specific, institution specific)
- Additional value adds (membership)
- Open access messaging
- Open access training, education
- Open access metrics/analysis
ACS MISSION
Advance the broader chemistry enterprise and its practitioners for the benefit of Earth and its people