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

Tuesday 14 June 2016

Experimenting, incubation, and path to profitability

David Ross
Executive Director, Open Access, SAGE Publications
“Ideas are cheap... execution is everything”
1989

Information Management: A Proposal
Tim Berners-Lee, CERN
March 1989, May 1990
2008

What opportunities are there for SAGE to engage and support social scientists who are interested in publishing Open Access?
Barriers to Entry

• Lack of awareness of OA

• No funding

• Concern about CC-BY Licences

• Breadth of material

• Legacy systems and processes
2010

SAGE open
Quick Facts

• Over 6,782 submissions from 126 countries to date
• 1,486 submissions in 2015
• 1,375 articles published
• Over 3.5 million downloads
Peer Reviewers

- 70,000+ reviewer accounts
- 22,000+ invited to review
- 8,300+ reviewed

- 573 Editorial Board Members
- 5,000 agreed article editors
- 42,425 invited article editors
Monthly Submission Data

Submissions by Month

- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
Articles Published

Published by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Articles Published</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>50</td>
</tr>
<tr>
<td>2012</td>
<td>100</td>
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<tr>
<td>2013</td>
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<td>2014</td>
<td>300</td>
</tr>
<tr>
<td>2015</td>
<td>400</td>
</tr>
<tr>
<td>2016</td>
<td>150</td>
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</table>
SAGE Open Rejection Rate

Reject Rate by Year

- 2011: 63% (w/Desk Rejects), 60% (Excluding Desk Rejects)
- 2012: 59% (w/Desk Rejects), 53% (Excluding Desk Rejects)
- 2013: 64% (w/Desk Rejects), 58% (Excluding Desk Rejects)
- 2014: 67% (w/Desk Rejects), 64% (Excluding Desk Rejects)
- 2015: 77% (w/Desk Rejects), 70% (Excluding Desk Rejects)
Citations

- Total Citations: 461
  - Citations from Ranked Titles in JCR: 408
  - Citations from Titles in ESCI: 53
  - Most citations of one article: 10

Citations by Year
Barriers to Entry

• Lack of awareness of OA
• Breadth of material
• No funding
• Concern about CC Licences
• Legacy systems and processes
Editorial Board Structure

• Moved from traditional Board to distributed article editor structure

• The whole community is the board

• Currently 573 Board Members listed
Decision Times

Time to First Decision

# of Days

<table>
<thead>
<tr>
<th>Year</th>
<th># of Days</th>
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<tbody>
<tr>
<td>2011</td>
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<tr>
<td>2012</td>
<td>120</td>
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<td>2013</td>
<td>70</td>
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<tr>
<td>2014</td>
<td>90</td>
</tr>
<tr>
<td>2015</td>
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</table>
APC vs. Submissions

Price increase Sept 1
Price increase Oct 1

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016 YTD</th>
</tr>
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<tbody>
<tr>
<td>Price</td>
<td>$195</td>
<td>$395</td>
<td>$99</td>
<td>$99</td>
<td>$195</td>
<td>$395</td>
</tr>
<tr>
<td>Submissions</td>
<td>904</td>
<td>432</td>
<td>1,414</td>
<td>2,150</td>
<td>1,486</td>
<td>501</td>
</tr>
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</table>
Process and Systems

• Article Processing Charge System

• Continuous Publication System
  – production workflow and hosting

• Article referral workflow
What have we learnt?
64% of respondents said SAGE Open was their first choice

Top considerations for submitting:

• SAGE’s reputation
• Internationality of journal
• Quality of editorial office services (including peer review standards)
• Availability of online submission and peer review system
Where are our authors?

Top 10 Submitting Countries

- United States
- Malaysia
- Indonesia
- Nigeria
- Iran
- India
- Canada
- Australia
- United Kingdom
- Sweden

Top Submission Subjects

- Education
- Psychology
- Sociology
- Management
- Communication
- Political Science
- Economics
- Humanities
- Criminology
- Health Studies
What next for SAGE Open?

• Special Collections

• Niche Topic Themes with SAGE Open

• Section Editors
7 new product lines launched since 2010

- SAGE knowledge
- SAGE open
- SAGE research methods
- SAGE stats
- Adam Matthew
- SAGE video
- SAGE researcher
Principles of our new product portfolio

Keeps education and research at the core
Remains content focussed
Is responsive to market needs
Focussed on the social sciences
Thinks long term
Things key to SAGE’s success

1. *Clear business strategy*
2. *SAGE’s independence*
3. *Organisational structure*
4. *Build, buy, partner*
5. *Market focus*
6. *Process*
7. *Galvanising the organisation*
What Next?
What opportunities are there for SAGE to engage and support social scientists work with big data sets to answer their research questions?
“There’s so much data out there but how do I get access to it?”
Project Ocean
“The future is already here — it's just not very evenly distributed”

William Gibson
Thank You!

SAGE Open five years on: Lessons learned and future thoughts on open access in humanities and social sciences.

SAGE Open is celebrating its 5th birthday. When SAGE Publishing launched SAGE Open in 2010, the humanities and social sciences were still grappling with how to approach open access (OA). Through its mega-journal, well over 1000 articles have now been published OA, and it is one of SAGE’s most-used journals. Dave Ross looks back at the journal’s growth and lessons learned.