

Building Bridges Between Experts and Communities with Subscribe to Open

Andrea Lopez, Annual Reviews

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02:40:19.020 --> 02:40:33.930

Nick Szydłowski: yeah Thank you all, and that was great um our next scheduled presentation is called building bridges between experts and communities with subscribe to open and our presenter is Andrea Lopez from Annual Reviews.

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02:40:35.070 --> 02:40:42.630

Nick Szydłowski: Andrea Lopez, is the director of sales partnerships and initiatives at Annual Reviews, where she is responsible for the sales and distribution.

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02:40:42.990 --> 02:40:55.140

Nick Szydłowski: of Annual Reviews journals she joined Annual Reviews in 1999 to manage the then new site license program and has worked directly with customers or sales agents worldwide to build the Program.

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02:40:55.860 --> 02:41:08.310

Nick Szydłowski: Over the last 22 years she has seen a great deal of change in the industry and at Annual Reviews and she's very excited to be working on the transition to open access that angle views so Andrea, thank you for joining us I'm going to hand it over to you.

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02:41:09.000 --> 02:41:19.650

Andrea Lopez: Great Thank you so much for the introduction and thank you for allowing me to present to this conference I'm really excited because, although we're all virtual I considered a local Conference, because.

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02:41:19.950 --> 02:41:35.070

Andrea Lopez: we're also located in the San Francisco Bay area I know we've been here 90 years in San Jose state, since I think the MID 1800s so we're kind of old time San Francisco Bay area companies I'm going to share my screen now.

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02:41:37.680 --> 02:41:39.810

Andrea Lopez: This show you things that.

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02:41:42.600 --> 02:41:44.160

Andrea Lopez: Can you see the PowerPoint.

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02:41:45.720 --> 02:41:54.930

Andrea Lopez: Right, thank you very much, so as an extent I'm going to talk today about building bridges really between experts and communities with our subscribe to open Program.

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02:41:56.820 --> 02:42:03.120

Andrea Lopez: And I am, as I said, I'm an Annual Reviews here in the San Francisco Bay area so I'm just going to see.

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02:42:06.150 --> 02:42:15.900

Andrea Lopez: sorry about that now, with some technical issues, and I have to apologize in advance if there's any background noise, one of the joys of living in this area is.

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02:42:17.010 --> 02:42:24.660

Andrea Lopez: living in an old neighborhood with a lot of old houses and one sells and it's torn down and that's what's been happening up and down my street so.

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02:42:24.900 --> 02:42:32.940

Andrea Lopez: A huge truck pulled up right when I was coming into my office, so I apologize if they start doing anything that's quite loud in the background, but.

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02:42:33.780 --> 02:42:39.540

Andrea Lopez: I'm going to just kind of talk about why we have a need for bridges, a little bit about Annual Reviews.

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02:42:39.930 --> 02:42:48.840

Andrea Lopez: What how we see review articles as being as bridges between experts and through the years to the scientific community and we want to open that up to all of the local communities.

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02:42:49.650 --> 02:43:03.540

Andrea Lopez: As well as national and global communities I'll talk about how we do that with subscribed to open then I'll give you some information about noble magazine and then I'll talk a little bit about how we can progress together in partnerships between librarians and publishers.

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02:43:04.770 --> 02:43:17.280

Andrea Lopez: So, to give you the background on any reviews if you're not familiar with us, we are a nonprofit publisher we are dedicated to synthesizing anything knowledge for the progress of science and for the benefit of society.

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02:43:17.670 --> 02:43:29.670

Andrea Lopez: Now the progress of science part has always been part of our mission, but over the last within the last decade we've really incorporated this benefit of society to our mission and that's what we're really going to be talking about today.

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02:43:30.450 --> 02:43:39.210

Andrea Lopez: He published 51 review journals and each of these journals has an editorial committee made up of the experts in their fields these experts meet once a year.

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02:43:39.510 --> 02:43:49.260

Andrea Lopez: And they decide what topics within their discipline me for the review, and then they go out and they find the expert in that topic, and they invite them to write this review Article.

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02:43:49.560 --> 02:43:58.170

Andrea Lopez: And our review articles are about 25 to 30 pages long lived in a very thorough study of the literature and the findings in that particular topic.

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02:43:58.620 --> 02:44:06.030

Andrea Lopez: And these journals each of these articles they catch the knowledge in the wisdom of the that expert in the local researcher.

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02:44:06.780 --> 02:44:10.560

Andrea Lopez: and comfortable life sciences biomedical social physical.

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02:44:11.220 --> 02:44:18.900

Andrea Lopez: and agricultural sciences, so we don't cross the disciplines, as I said, we are nonprofit we're a little bit odd in the publishing when skate.

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02:44:19.260 --> 02:44:30.120

Andrea Lopez: People assume a nonprofit you're either society or your part of the university and we are not we were founded by a scientist and today we continue to be governed by Board of scientists.

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02:44:30.780 --> 02:44:38.190

Andrea Lopez: are pretty small there's only 90 of us and staff, a lot of us are now remote and some of us are permanently remote, we are, we have.

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02:44:39.060 --> 02:44:49.740

Andrea Lopez: Our finances are transparent, within the next few days, there should be documents on our website about our finances as a nonprofit or goal is to cover our costs or subscriptions.

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02:44:50.010 --> 02:45:02.970

Andrea Lopez: And to generate a small surplus, so that in the event, you need to do future development or as we've had in the last two years we've had a freeze pricing, so that we can help our library partners with their budget issues called caused by the endemic.

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02:45:03.630 --> 02:45:08.400

Andrea Lopez: We do think of our Librarians as partners, and we also publish a digital magazine.

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02:45:09.480 --> 02:45:20.760

Andrea Lopez: it's really for the general public, but we really want to make sure that libraries know about it, because it really is an even further bridge to out to society and to make the science more accessible.

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02:45:22.590 --> 02:45:30.150

Andrea Lopez: So I think we all know why we need bridges state, both at all local there's so many problems that need research assessment so that you can.

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02:45:30.600 --> 02:45:38.700

Andrea Lopez: Have solutions to those problems, but the public trust in science is very low there's a lot of misinformation.

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02:45:39.060 --> 02:45:49.050

Andrea Lopez: there's a lot of misunderstanding about scientific method be really seen that over the last two years, researchers aren't always comfortable going out and speaking in public.

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02:45:49.890 --> 02:45:58.290

Andrea Lopez: I think, research is also very specialized so someone may be an expert in something, but these solutions require an integrated interdisciplinary approach.

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02:45:58.560 --> 02:46:06.540

Andrea Lopez: So they really you might be an expert in one field, but how do you get up to speed any other field that you really need to have that knowledge on to solve a problem, how do you bridge that.

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02:46:07.260 --> 02:46:12.660

Andrea Lopez: I think academic publishers and some academic institutions we don't really have that capacity.

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02:46:13.080 --> 02:46:24.720

Andrea Lopez: And the time or the ability to go to do a lot of outreach to our local global and national communities, we really need these bridges between the researchers and our academic institutions.

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02:46:25.050 --> 02:46:40.290

Andrea Lopez: So that people who are policymakers business people workers civil anybody in civil society, the media doctors patients people who wouldn't normally have access through their institutional subscription have access to knowledge and researchers.

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02:46:41.610 --> 02:46:45.630

Andrea Lopez: We really see review articles as these bridges are one of the bridges.

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02:46:46.200 --> 02:46:56.910

Andrea Lopez: As I said, these experts go out they look at hundreds of finding the survey all literature and they compile it into really intelligent synthesis that provides a bird's eye view.

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02:46:57.420 --> 02:47:09.000

Andrea Lopez: Of that topic it captures the current understanding of the topic sets the working circle context, it highlights the major questions that still needs to be answer I think that's one of the misconceptions is that.

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02:47:09.660 --> 02:47:18.150

Andrea Lopez: it's just because something has been found it there's still more to learn, and then you have to it helps outline the practical approach in general significance.

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02:47:18.570 --> 02:47:30.060

Andrea Lopez: To research to society and, again, these are this is synthesizing the information and it's a perfect place for someone to start if they need to learn, and they have to they can learn from an expert.

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02:47:30.570 --> 02:47:44.940

Andrea Lopez: On a particular topic, either within their own discipline or discipline that they need to find a solution to some of the world's problems these reviews can really serve as a bridge from the expert to the communities that we also.

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02:47:46.050 --> 02:47:56.160

Andrea Lopez: Now our review articles have always been a toll bridge we've always we've done well with the first part of our mission which is serving the scientific community with our site license Program.

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02:47:56.460 --> 02:48:03.090

Andrea Lopez: We have distributed our journals throughout the world, however, the part where we're serving society.

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02:48:03.600 --> 02:48:11.250

Andrea Lopez: When it's behind a paywall that really we aren't doing much good with that and people have asked us well why are you even attempting to become open access.

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02:48:12.120 --> 02:48:21.090

Andrea Lopez: journals don't fall under mandates for open access, but we feel it's part of our mission to serve the greater society they doing so.

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02:48:21.870 --> 02:48:25.800

Andrea Lopez: In addition, you know why aren't we using the npc leading published model.

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02:48:26.250 --> 02:48:34.590

Andrea Lopez: And it's difficult with review journals particularly ours, because we invite our authors to write, for us, so you can invite someone and then hand them a bill.

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02:48:35.130 --> 02:48:48.060

Andrea Lopez: And that bill would be higher than it would be for primary research article, because these are 2625 to 30 pages long articles that are very high touch, and so the cost to produce them is higher than the primary research article.

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02:48:48.540 --> 02:48:56.040

Andrea Lopez: In addition, there's not funding usually behind a review Article and you would find through a primary research article.

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02:48:57.300 --> 02:49:09.120

Andrea Lopez: And then addition because we often invite the leading experts, they come from a small number of institutions from around the world, so the burden would fall on these institutions, yet we have readers and subscribers globally.

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02:49:09.900 --> 02:49:27.750

Andrea Lopez: So we develop this model with rain problems with the team, but it's a very simple model we asked all of our library patrons to continue to subscribe to the end reviews content they find valuable for their institution employ their users or to take up a new subscription we're hoping.

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02:49:28.770 --> 02:49:35.190

Andrea Lopez: That we if we can get new subscribers that possibly could lower the prices, but the bottom line is that we have sufficient.

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02:49:35.460 --> 02:49:41.040

Andrea Lopez: subscribers and we're looking for all subscribers and we take into account the normal turn of subscriptions that you would have.

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02:49:41.490 --> 02:49:47.220

Andrea Lopez: If we can get all of our subscribers, then we will publish that year's volume under creative commons license.

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02:49:47.730 --> 02:49:56.700

Andrea Lopez: If they support is not sufficient, then we simply leave it as is and then stay behind the paywall it's very simple there's no additional fees.

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02:49:56.970 --> 02:50:01.740

Andrea Lopez: it's cost neutral and all of us can use our same infrastructure that we currently use.

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02:50:02.160 --> 02:50:11.010

Andrea Lopez: The publishers don't need additional staff, the libraries don't need additional staff, if you order through an agent to continue orange through an agent if you order through consortia.

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02:50:11.310 --> 02:50:24.540

Andrea Lopez: You can continue ordering through consortia so everything really remains the same, except that you're when you subscribe, you are supporting that you're overcoming open access to your local communities, your national communities and the global community.

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02:50:25.200 --> 02:50:31.380

Andrea Lopez: In a place to readers and authors worldwide, and it also applies to all disciplines and all institutions.

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02:50:34.110 --> 02:50:41.070

Andrea Lopez: And then and reviews, we started this pilot in 2020 with five journals and we were able to successfully open all five of them.

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02:50:41.370 --> 02:50:48.570

Andrea Lopez: We added another three this year and we just published a third of the new drills open access, and that was environment and resources.

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02:50:48.990 --> 02:51:01.260

Andrea Lopez: and review environment resources, so we have eight journals but what we've seen happen is there now eight other publishers so there's nine of us and they'll be 74 journals publishing under the subscribe to open model.

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02:51:01.740 --> 02:51:13.830

Andrea Lopez: This year, and we projected that we 76 journals there may be more in 2022 so we formed a community of practice, and that is made up of the publishers the Librarians.

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02:51:14.160 --> 02:51:21.390

Andrea Lopez: funders sales agents subscription agents and anyone with the general interest in seeing this model succeed.

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02:51:22.050 --> 02:51:30.930

Andrea Lopez: And we joined together we meet once a month, we have a communications group we're also forming some other groups, so if you have an interest in learning more about this model.

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02:51:31.320 --> 02:51:44.250

Andrea Lopez: If your publisher who would like to learn more about it, if your librarian who wants to learn more about it, I really encourage you to join this community of practice there's no obligation there's no indication that you support it, or that you want to.

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02:51:45.270 --> 02:51:50.760

Andrea Lopez: buy joining it's really just for all of us to gather together and to discuss the model to make sure it's successful.

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02:51:51.060 --> 02:52:05.250

Andrea Lopez: And you can join through the Community website, or you can email me is I do a lot of the management of that part of the website, because we really believe that subscribe to open provides a collaborative rapid and transparent conversion to open access.

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02:52:06.930 --> 02:52:16.080

Andrea Lopez: And everything is great, and you open up your access, but then, what happens so I'm going to share two slides with you today first I'm going to share the slide what happened at the start of the pendant.

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02:52:16.740 --> 02:52:23.100

Andrea Lopez: The stars pandemic and quickly realized that a lot of the people paying for content, a lot of the institutions, paying for our content.

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02:52:23.430 --> 02:52:29.580

Andrea Lopez: Their end users are obviously not able to the campus and while there are a lot of campuses that were well set up.

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02:52:29.820 --> 02:52:38.820

Andrea Lopez: For remote access we serve the entire world, and a lot of places they just didn't have the capacity to have everybody in all of your users go online.

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02:52:39.120 --> 02:52:47.850

Andrea Lopez: So we felt the right thing to do is just to remove our paywall or about first we moved it, it looks like March and it went through the end of June, and we felt that would give.

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02:52:48.360 --> 02:52:54.390

Andrea Lopez: Our customers time to get some solutions in place, so they serve their remote users.

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02:52:54.930 --> 02:53:07.200

Andrea Lopez: And the silver lining is this is we really got to see what would happen if we opened up our entire portfolio of Annual Reviews and you can see, it just the huge amount of usage, we saw when we needed that.

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02:53:08.160 --> 02:53:11.580

Andrea Lopez: And the second slide I'll share with you, these are the.

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02:53:12.210 --> 02:53:20.970

Andrea Lopez: usage results for our now eight open access journals and you can see that we open access in about march in the first Journal in 2020.

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02:53:21.210 --> 02:53:35.730

Andrea Lopez: And our journals are not published on a calendar year they published different journals published at different times need and we had a small set that published in the spring, and then a larger set in the fall and you can see what happened with that usage immediately doubled.

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02:53:37.290 --> 02:53:44.010

Andrea Lopez: For these first journals and as we go into 2021 you can see, in March, it was you know, probably 150 downloads.

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02:53:44.340 --> 02:54:03.210

Andrea Lopez: 150,000 sorry and now we're up to 700,000 downloads that's a huge increase and that shows us that it's successful in terms of their is usage in this, but where's this usage coming from, and that is where we worked with some of the IP registries.

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02:54:04.260 --> 02:54:13.950

Andrea Lopez: Excuse me, we really took a look at where if we could see where this usage was coming from we're really pleased to see that there is a lot of Community usage.

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02:54:14.250 --> 02:54:19.500

Andrea Lopez: Now these are people who would normally never have the funds or subscribe to an annual review.

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02:54:20.160 --> 02:54:30.180

Andrea Lopez: And people have asked what about free riders and I don't like to say anybody's pre reading I think there are people who hadn't heard of any reviews, where we hadn't thought of them as a potential subscriber.

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02:54:30.810 --> 02:54:34.620

Andrea Lopez: And as they said, we will be going to them and asking them if they will support the Program.

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02:54:34.980 --> 02:54:42.180

Andrea Lopez: But the majority of this usage is coming from a very long tail a lot of it is individuals, we can and we can not wish to.

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02:54:42.480 --> 02:54:48.990

Andrea Lopez: track them, they are all the way off survey individuals who are not attached to an institutional IP and asking them.

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02:54:49.710 --> 02:54:55.950

Andrea Lopez: How they're using every means that they now have access to, and I hope we can report that back to you at some point in the future.

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02:54:56.310 --> 02:55:03.390

Andrea Lopez: But by matching up the IPs We found that we were really getting to local communities rural health clinics mental health clinics.

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02:55:03.780 --> 02:55:16.050

Andrea Lopez: The greatest area I see our school boards every single county of education, at least in California and across the United States has downloaded one or two articles, even though our local the Santa Clara County.

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02:55:16.950 --> 02:55:27.540

Andrea Lopez: office of education at the national level we've seen US Senate office we've seen legislative offices at an international level we've seen Doctors Without Borders Amnesty International.

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02:55:27.960 --> 02:55:37.350

Andrea Lopez: And our hope is that somebody I saw a mental health clinic might have downloaded something from the interview clinical psychology and they were able to help with one of their patients.

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02:55:37.620 --> 02:55:44.250

Andrea Lopez: or someone in the US Senate some they may have downloaded something that can, at some point in the future, help to shape a policy.

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02:55:44.640 --> 02:55:51.180

Andrea Lopez: So we really see that they are getting very good Community usage at all levels, other communities.

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02:55:51.810 --> 02:56:02.160

Andrea Lopez: And this is great, because we know people at these types of institutions, they probably have some enough knowledge that they can read in any review Article, so we have built this bridge.

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02:56:02.400 --> 02:56:09.600

Andrea Lopez: And now, they have access to it, and they have access through our library partnerships and tried to open but there's another level.

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02:56:09.930 --> 02:56:18.750

Andrea Lopez: And that's that people might be able to access it in review, but can they actually is it accessible to them when they read it can they understand it.

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02:56:19.110 --> 02:56:23.850

Andrea Lopez: So, three years ago we started publishing normal magazine it's a digital publication.

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02:56:24.390 --> 02:56:33.180

Andrea Lopez: That really seeks to make knowledge accessible to all and explores the real world significant of scholarly work through a journalistic lens.

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02:56:34.020 --> 02:56:41.790

Andrea Lopez: And it really translates very complex science for diverse audiences there's articles there's essays there's videos there's comics.

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02:56:42.060 --> 02:56:49.890

Andrea Lopez: And we run a series of events and even just for your personal use I highly recommend you check out noble magazine, and also let your.

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02:56:50.670 --> 02:57:00.750

Andrea Lopez: Let your people on your campus know about it every article that's published can be republished it's all CCD why it can be used widely in all disciplines.

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02:57:01.410 --> 02:57:11.460

Andrea Lopez: Now we are not rewriting and movie review Article what we're doing is using an end review Article as a springboard for the stories that are told in normal magazine.

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02:57:12.720 --> 02:57:22.530

Andrea Lopez: And all the html articles of the original Article that is a springboard are made freely available I'll just give you an example, this is an annual review Article.

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02:57:23.550 --> 02:57:26.640

Andrea Lopez: On merging role for chloroplasts and disease Defense.

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02:57:26.850 --> 02:57:39.390

Andrea Lopez: And if you try to read that first sentence now if you're got a background and file path ology might make sense to you, but I was reading it it's for plaster key players and plant and Yun signaling contributing to not only I was completely lost.

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02:57:39.780 --> 02:57:50.820

Andrea Lopez: I was a sociology major So if I read the interview sociology that wouldn't be the case, but if I saw something and review of medicine that might help me with a health problem or in any of the other journals.

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02:57:51.510 --> 02:58:00.630

Andrea Lopez: I might not be accessible to me, but, as you can see these journalists have taken that article, and they talked to those authors and they have published.

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02:58:01.290 --> 02:58:17.430

Andrea Lopez: An article that I could understand called chloroplasts do the darndest things, so this is the second part of building that bridge is making sure that just someone who doesn't have a background in the sciences can access that in our local communities.

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02:58:19.200 --> 02:58:30.000

Andrea Lopez: So we really, as I said, we really see Librarians as our partners, and we really want to partner, so that together we can take these bridges and make them available to all of our local communities.

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02:58:30.330 --> 02:58:39.300

Andrea Lopez: And by participating in subscribe to open, you are making this knowledge available to your local your state the national and to the global community.

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02:58:39.540 --> 02:58:47.190

Andrea Lopez: And one of our goals in that we're working on with our publishing partner at upon systems is some geotagging so if someone from the Santa.

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02:58:47.760 --> 02:58:58.530

Andrea Lopez: Clara Board of education downloads an article they'll see that it was access was partly provided by their local universities, we can we have San Jose state, we have Santa Clara.

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02:58:58.740 --> 02:59:03.450

Andrea Lopez: So we're going to we are working on that and we hope within the next few months that that will be something available.

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02:59:03.720 --> 02:59:12.690

Andrea Lopez: Now if they're coming from your institution or from an IP address that's registered for access they won't see that message, but if they're coming from an unknown IP.

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02:59:13.020 --> 02:59:19.980

Andrea Lopez: Then we will let them know that that's how that access to that article is being supported so we really hope that together.

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02:59:20.250 --> 02:59:30.720

Andrea Lopez: By going through and supporting the subscribe to open program we can all work together and really focus and get this expert knowledge out to people, so we can solve some of the problems and improve lives.

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02:59:32.490 --> 02:59:35.370

Andrea Lopez: So I will leave it at that and I will take questions.

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02:59:36.750 --> 02:59:39.240

Andrea Lopez: If anybody has them, I see there's some in the chat.

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02:59:44.850 --> 02:59:47.430

Erika Johnson: Great yes thanks Andrea that was excellent and.

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02:59:48.240 --> 02:59:49.350

Andrea Lopez: I also went fine you're.

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02:59:49.350 --> 02:59:49.650

Fine.

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02:59:52.440 --> 03:00:03.900

Erika Johnson: we've got a comment from Emily's talking about the diversity of the communities that assess animal abuse is incredible I'm assuming that was sent during your awesome graphic for the when you made everything.

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03:00:04.440 --> 03:00:14.340

Erika Johnson: On paywalls to that that is really impressive I agree right and looks like Eileen asks please can you advise on usage outside of North America.

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03:00:14.940 --> 03:00:22.470

Andrea Lopez: Oh absolutely and I, you know I should have brought those uses that we've always provided access.

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03:00:23.670 --> 03:00:33.000

Andrea Lopez: Through the scenario research for life programs in the global South and we've actually taken down our paywalls in some of those countries beyond the pandemic.

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03:00:33.480 --> 03:00:45.210

Andrea Lopez: Time and we've seen usage I'm sorry I don't have the statistics in front of me, but I mean I can get them to you we've seen usage from countries where we've never seen usage before through the subscribed to open program and I.

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03:00:46.230 --> 03:00:53.220

Andrea Lopez: We do have statistics on how many countries accesses before subscribed to open and how many actors, so I will get back to you.

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03:00:58.680 --> 03:00:59.610

Erika Johnson: Excellent.

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03:01:01.410 --> 03:01:04.020

Erika Johnson: anyone else have any questions, if not, I have a question.

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03:01:05.370 --> 03:01:22.410

Erika Johnson: All right, I will go and ask my question so since you had that great success when you made everything open access, did you have any plans or ideas about possibly making any of the back issues available by open access or those just going to stay as a subscription access.

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03:01:22.500 --> 03:01:28.170

Andrea Lopez: Well what's happened with our pilot program we opened up access all the way to the first volumes.

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03:01:29.220 --> 03:01:36.870

Andrea Lopez: And so we have done that, on the subscribe to open, but we, and this kind of goes into the next question I see there, there are some places.

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03:01:38.340 --> 03:01:50.130

Andrea Lopez: Not so much in the US, but around the world where they've said we can't participate unless we're getting something that other people are not, which is a shame, but it comes from some procurement things they have.

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03:01:50.520 --> 03:01:59.010

Andrea Lopez: So, at some point in the future will probably make at least 10 years of the backbones we can't change the licenses on them, but we can take the paywall down.

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03:01:59.400 --> 03:02:14.730

Andrea Lopez: So we will have at least 10 years I don't know how far back, we can go and if we'll have to do that indefinitely, so we have the 10 years right now everything's open on those but going forward, it will, if we get to a point where everything opens it would probably be at least.

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03:02:17.310 --> 03:02:17.670

Andrea Lopez: and

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03:02:19.290 --> 03:02:28.800

Erika Johnson: yeah that's it sunshine asks, can you share any information about cancellations to your subscribed open titles, are you seeing any what are their reasons for canceling if given.

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03:02:29.610 --> 03:02:40.830

Andrea Lopez: Sure, I can answer that we haven't I haven't had someone say we're canceling this because prior to open, we have seen some cancellations.

1019

03:02:41.160 --> 03:02:48.000

Andrea Lopez: Of all titles over the last two years because of budget issues, so it was a little bit hard to like subscribe to open.

1020

03:02:48.510 --> 03:02:57.960

Andrea Lopez: At the start of it we announced to him, I think, an era now, which was just before the pendant started so that made it difficult, but when we see a cancellation we follow up.

1021

03:02:58.290 --> 03:03:07.440

Andrea Lopez: And I haven't had someone say we're canceling this because it's subscribed to open we I've had people take up subscriptions because they wanted to support subscribing open.

1022

03:03:07.980 --> 03:03:17.850

Andrea Lopez: On the other thing we saw where we had someone who's taking a collection and they lost a lot of their budget, they said but we're keeping the subscribe to open titles, because we really want to support it.

1023

03:03:23.820 --> 03:03:27.600

Erika Johnson: awesome Thank you does anyone else have any questions.

1024

03:03:28.170 --> 03:03:29.010

Andrea Lopez: Oh, I see.

1025

03:03:30.390 --> 03:03:30.810

Andrea Lopez: I mean.

1026

03:03:33.060 --> 03:03:38.340

Andrea Lopez: Can you advise on the geographic profile of authorship for reviews and the way someone's absolutely.

1027

03:03:40.020 --> 03:03:47.040

Andrea Lopez: You know, when I started it and reviews, I think we had authorship that was International but nothing like we're seeing now.

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03:03:47.400 --> 03:03:55.590

Andrea Lopez: And I think the pandemic has made it even easier, particularly with editorial committees, because people can join meetings might not normally have been able to.

1029

03:03:56.220 --> 03:04:08.370

Andrea Lopez: So, again that's a statistic I don't have in front of me, and if I had our editor in chief he can tell you exactly but we definitely have authorship from all over the world and for the.

1030

03:04:10.020 --> 03:04:23.370

Andrea Lopez: For our noble magazine, the journalist, most of them are based here in the United States, however, we also have we are going to eat me hope publishing knowable in espanol.

1031

03:04:24.240 --> 03:04:41.160

Andrea Lopez: And we have a lot of our we I did what I didn't mention is, we have a lot of reposting partners from around the world who often will translate the articles and we have that done in Russia France China Latin America, so we are reaching a very wide international ones.

1032

03:04:53.670 --> 03:04:54.990

Nick Szydowski: Andrew I have a question.

1033

03:04:56.130 --> 03:05:04.920

Nick Szydowski: Could you talk about how you set that Annual Reviews the targets for you know how many subscribers or the financial targets for subscribers.

1034

03:05:05.520 --> 03:05:06.210

Nick Szydowski: And maybe if.

1035

03:05:06.510 --> 03:05:12.990

Nick Szydowski: I don't know if you're familiar with what other publishers are doing if you're doing something different, or the service sort of standard across publisher.

1036

03:05:13.680 --> 03:05:14.130

Nick Szydowski: to that.

1037

03:05:14.520 --> 03:05:23.220

Andrea Lopez: yeah sure I can speak to that, I mean our goal was to just to get the same level of subscriptions that we have, so we wanted to renew all of our current subscribers.

1038

03:05:23.520 --> 03:05:33.150

Andrea Lopez: But we know, every year, you might have one or two drop out and one or two drop in so we really want to keep our current level of subscriber ship.

1039

03:05:33.930 --> 03:05:44.580

Andrea Lopez: But we understand during the pandemic, you know, there was going to be a little there was going to be a small downturn, for us it didn't we weren't hit as we thought we were going to have a lot more cancellations due to budget.

1040

03:05:44.970 --> 03:05:50.880

Andrea Lopez: And we haven't had as many as we thought, so we do take things market conditions into account.

1041

03:05:51.720 --> 03:05:57.990

Andrea Lopez: And we also look in a journal, you know we one of those that we made open access was and review of the fear particle science.

1042

03:05:58.830 --> 03:06:09.570

Andrea Lopez: And a lot of universities, they don't have those programs anymore so we've kind of seen that journal we've seen loss of the single title copies of that journal, so we took that into account.

1043

03:06:13.650 --> 03:06:14.520

Nick Szydowski: Great Thank you.

1044

03:06:22.710 --> 03:06:26.700

Erika Johnson: Alright we've got a few minutes left if anyone has any further questions.

1045

03:06:28.890 --> 03:06:34.320

Erika Johnson: feel free to raise your hand or unmute as well as dropping things in the chat.

1046

03:06:41.730 --> 03:06:46.710

Erika Johnson: Alright Eileen asked for the question just wondering about your plan so position excellent question.

1047

03:06:47.340 --> 03:06:49.230

Andrea Lopez: Sure well as they said we don't.

1048

03:06:50.430 --> 03:06:55.620

Andrea Lopez: We don't do any primary research but plan has endorsed subscribed open.

1049

03:07:08.610 --> 03:07:09.660

Nick Szydowski: I have one more if.

1050

03:07:10.020 --> 03:07:10.770

Andrea Lopez: No one I.

1051

03:07:10.890 --> 03:07:17.760

Nick Szydowski: don't think for so it seemed like you got with making the journal open, there were tons of new readers coming from all over.

1052

03:07:18.210 --> 03:07:32.400

Nick Szydowski: Did you from your analytics information do you have a sense of how those new readers are finding Annual Reviews presumably they weren't coming through libraries that subscribe, you know, because these are new like where they finding it on Google, were they what were what were you saying.

1053

03:07:32.730 --> 03:07:37.740

Andrea Lopez: I love, I believe, for Google and what happens is if your journal is open access.

1054

03:07:38.760 --> 03:07:46.980

Andrea Lopez: Google has different ways of what they'll show so they're going to show the article that's not behind a paywall first or they so I think that's helping to.

1055

03:07:47.400 --> 03:07:56.730

Andrea Lopez: So if you're not behind a paywall they will that will move up to the results and you'll be seeing me brother, so I think through Google, but I think Nick that's something we are serving.

1056

03:07:57.510 --> 03:08:04.110

Andrea Lopez: If someone comes in and they're not at a recognized institution, a little survey pops up and it asks them.

1057

03:08:04.620 --> 03:08:15.180

Andrea Lopez: What how they found us how they're using us and it's just a few short questions and it's not something they have to do so we're gathering that information I think we've had about 4000 people.

1058

03:08:16.050 --> 03:08:24.420

Andrea Lopez: fill it out somewhat so I hopefully I'd like to a year from now, have a lot more information about who those users are that aren't part of an institution.

1059

03:08:26.070 --> 03:08:27.030

Andrea Lopez: And how to use us.

1060

03:08:30.960 --> 03:08:31.800

Nick Szydowski: Great Thank you.

1061

03:08:32.070 --> 03:08:33.330

Andrea Lopez: Thank you so much.

1062

03:08:38.820 --> 03:08:40.620

Andrea Lopez: If I can stop sharing my screen.

1063

03:08:43.140 --> 03:08:47.340

Erika Johnson: Right, we still got a couple minutes if anyone has any last-minute questions.

1064

03:08:54.840 --> 03:08:56.820

Andrea Lopez: Well I'm glad the construction didn't start.

1065

03:09:06.690 --> 03:09:10.950

Erika Johnson: All right, do we want to have a one minutes not really much time for break.

1066

03:09:12.270 --> 03:09:13.440

Erika Johnson: A breathing break.

1067

03:09:15.420 --> 03:09:15.870

Erika Johnson: sure.

1068

03:09:17.370 --> 03:09:19.320

Erika Johnson: Or do you want to forge ahead Nick.

1069

03:09:19.980 --> 03:09:29.970

Nick Szydowski: I guess will I will talk slowly and forge ahead it's good, we have a very packed schedule today, so I appreciate everyone bearing with our lack of breaks, but.

1070

03:09:31.590 --> 03:09:34.440

Nick Szydowski: yeah Thank you Andrea That was really fantastic.

1071

03:09:34.470 --> 03:09:35.580

Andrea Lopez: That was great yeah.

1072

03:09:36.930 --> 03:09:37.350

Nick Szydowski: yeah.

1073

03:09:39.840 --> 03:09:45.570

Nick Szydowski: I will start introducing the next talk I think we're this may as well, save the time.