

An Update on Support for an Open-Access Journal at a Mission-Driven University Press

Kim Steinle, Duke University Press

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03:52:11.820 --> 03:52:17.370

Nick Szydowski: Great Thank you so much that was awesome I will go straight to our next.

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Nick Szydowski: lightning talk this presentation has the title and update on support for an open access journal at a mission driven university press.

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Nick Szydowski: And our next presenter is Kim Steinle of Duke university press.

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Nick Szydowski: Kim Steinle is the library relations and sales manager at Duke university press Kim has worked at the press for over 20 years and is responsible for.

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Nick Szydowski: Institutional subscription revenue through the sale of electronic collections and through communication with the library community.

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Nick Szydowski: advocating for librarian interest in the development and implementation of new pricing models is a priority for Kim.

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Nick Szydowski: As an active participant at major library conferences Kim serves on several committees with a special interest in publisher viper and collaboration and with that I will pass the MIC.

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Kimberly Steinle: Thank you, Nick I'm hoping you all can hear me and see my screen awesome and thank you, Dr Pinto that was that was awesome yeah I feel really inspired and especially when somebody talks about the humanities and social sciences so thanks for that.

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Kimberly Steinle: Right, so today I want to talk about the journal demography and how the population association of America and Duke university press converted the journal from a subscription-based journal to open access and then give you an update on where we are with the whole project.

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Kimberly Steinle: So demography is the flagship Journal of the population association of America and it's been around since the 60s and.

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Kimberly Steinle: 80 to 100 articles per year and per the journal citation report demography is number one in citations and to an impact factor.

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Kimberly Steinle: And you know, and the reason that I say this is not to brag about the journal, but it's actually a pretty big deal for a university press to have a journal of this caliber.

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Kimberly Steinle: And so, in 2021 the journal moved from a large collection sold by a for profit commercial publisher to fully open access and with you know I want to give a shout out to lyricists because they helped us create the model and help us reach out to libraries.

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Kimberly Steinle: A Journal and does rely on financial support from libraries and from other institutions.

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Kimberly Steinle: And so the journal presents the data of disparity and really as an extension of our commitment to equity and inclusion and the press.

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Kimberly Steinle: Is that you know what we publish really is in line with D I initiatives and so we're excited about what's included in the journal, and so I leave up.

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Kimberly Steinle: Some article highlights for you, but I also while you're looking at that I want to mention something, and that we get questions about a lot.

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Kimberly Steinle: And, which is why did the association want to work with the university press what you know what what's the benefit, and so you know, we feel, of course, that there's strong value, you know we have strong relationships, were able to customize.

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Kimberly Steinle: and provide more attention than perhaps commercial publisher with thousands of journals and we offer high quality publishing service ethically and mindfully.

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Kimberly Steinle: And it with a mission that we feel aligns with university libraries were not for profit and mission driven and we're experimenting with open access both with journals and with monographs and so you know we're happy to continue doing that.

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Kimberly Steinle: And we care about you know, we want to ensure the scholarship and research stays within the scholarly ecosystem.

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Kimberly Steinle: So, to talk a little bit about the funding model.

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Kimberly Steinle: You can see that we've got a community partnership model that's based on tears, and the tears are loosely defined, and you know when will usually recommend.

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Kimberly Steinle: Support tier but we recommend are we welcome supported any financial level, the tears are based on usage of the journal, as well as authorship in the journal.

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Kimberly Steinle: And you know, so this visual here just gives you a peek into the financial goals and the publishing cost of the journal, one of the things that we're trying to do is be really transparent about this whole project.

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Kimberly Steinle: We feel like that's really important, so I you know I want to give you some information about where's this money going.

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Kimberly Steinle: You know, so we want to cover the journals publishing costs and, of course, provide ongoing financial support to the sponsoring society and the editorial office.

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Kimberly Steinle: so that they can continue the good work that they're doing and expand it especially across the globe and we want to make the work openly available, of course.

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Kimberly Steinle: We want to drive global usage and we also actually would like to develop an open access endowment.

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Kimberly Steinle: And so that we could offer the model to other publications looking to transition so that's where you can see the difference in the columns, as you know, we're not looking to make a profit but we're looking to build an endowment.

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Kimberly Steinle: So our goals, and you know we're in progress, you know we're in our first year we've just finished our first year, and so a few things we've done we've got the journal online.

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Kimberly Steinle: freely available all the way back to 1964 and we're still working to remove barriers to access and especially submission.

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Kimberly Steinle: By working with the editorial office and we're driving usage and discovery and you might say, well it's open well it's open access, but it was on a commercial publishers platform before and we want to make sure everybody knows that they can get the journal on our content platform.

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Kimberly Steinle: You know where we're hoping to get at breakeven levels of financial support, and you know, we want to become a destination publisher for away, and you know this is why we're doing this experiment is and several others is be kind of we want to see what sticks, so that we can.

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Kimberly Steinle: Try to apply the models that work for us and for our Journal and journals and society is more widely.

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Kimberly Steinle: So next steps that we're thinking about we want to leverage the back file to perhaps generate more support.

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Kimberly Steinle: We are thinking about offering bundled pricing for we've got eight journals right now and we're thinking about altering the model and so it's really interesting to you know hear more about these different models at this event to see you know where we might take our own model.

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Kimberly Steinle: And you know to be transparent here, you know it's exciting we actually have at institutions that are Community partners right now and we're only a little above 30% of our annual funding goal.

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Kimberly Steinle: And so you know we've made a lot of progress in the first year but we've got a long way to, though, we need more Community partners.

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Kimberly Steinle: To be able to reach that break even goal that we're hoping for.

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Kimberly Steinle: And we're in discussions with the library advisory board, and you know that's exciting we even had a discussion yesterday.

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Kimberly Steinle: To give them all of this information and financials and say what do you think about the model so we're happy to take advice from anybody, and you know we're new in this and learning together, I think.

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Kimberly Steinle: So you know of course I'll move through this quickly so that we don't use up too much time, but you know you can contact me if you want to learn more you know if you have questions from demography now at Duke you press.edu.

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Kimberly Steinle: And this is just a nice, you know what keeps us going is the interest across.

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Kimberly Steinle: The scholarly ecosystem from demographers that are delighted that the journal is open, so you know this this always is what makes it worth it, and you know something from knowledge on actually so thank you for that.

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Kimberly Steinle: And then you know this is tiny and I'm going to go by this really fast, but you can see, this on our website if you're interested in who are the Community partners, and you know what levels of support our folks.

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Kimberly Steinle: Providing but you know, this is, you know, a nice sort of one page poster that you know if you want to go to the website and that's do you press.edu and you'll see open access at the top of our page, you can come and look at all of this information.

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Kimberly Steinle: And I really do welcome.

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Kimberly Steinle: Your feedback and, hopefully, and if you're interested I maybe I'll put this well I can put it in the chat, but if you come to read geeky press.edu slash demography, all the content is open, so if you're interested in demography, or any of the articles, please come visit the site thanks.

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Nick Szydowski: Thanks Kim that's really exciting um.