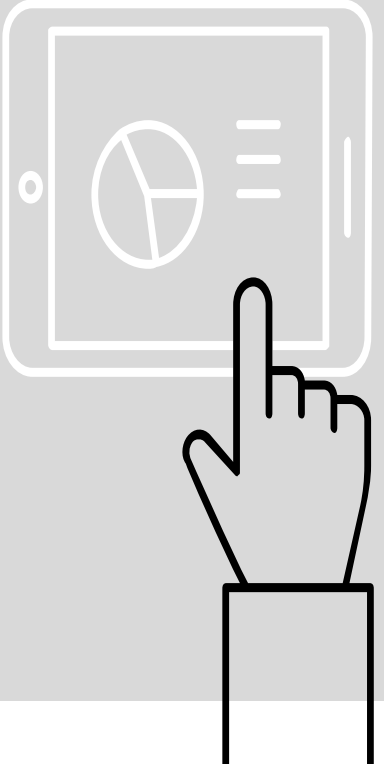
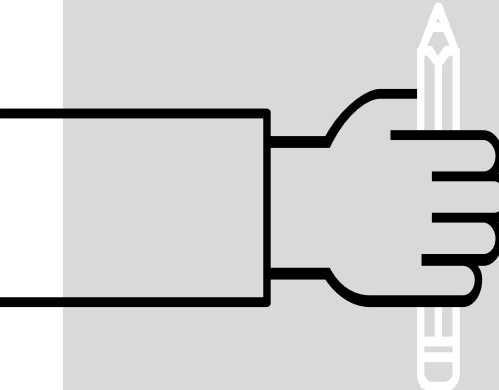




# Flipping the Model:

A Values-Based, **Consortial Approach** To Journal Negotiations



Presented by:  
Edward Lener (VT)  
Genya O'Gara (VIVA)  
Beth Blanton-Kent (UVA)  
Cheri Duncan (JMU)

# Sustainable Journal

## Task Force

<http://vivalib.org/>

**Alison Armstrong**

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University of Virginia

**Georgie Donovan**

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**Cheri Duncan**

James Madison University

**Summer Durrant**

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VIVA, George Mason University

**Anne Osterman**

VIVA, George Mason University

**Tamara Remhof**

Germanna Community College

# Presentation Outline

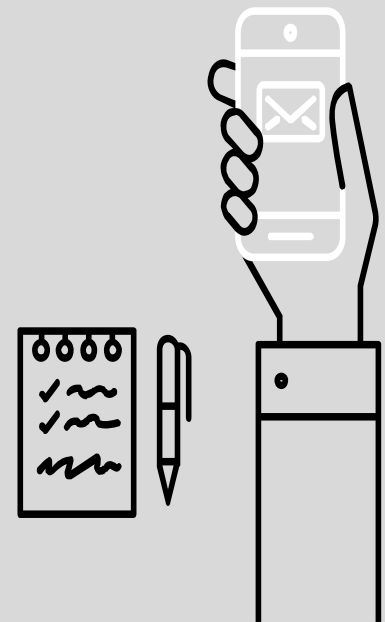
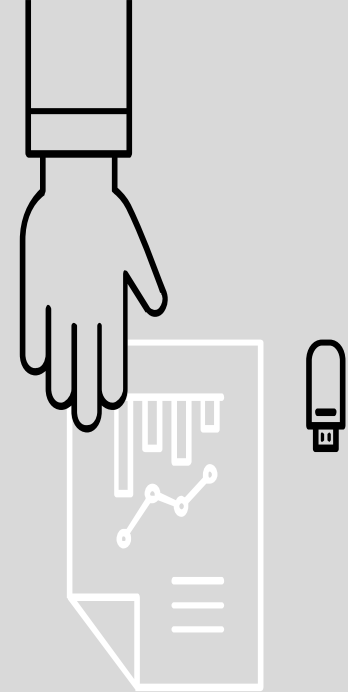
- I. Landscape
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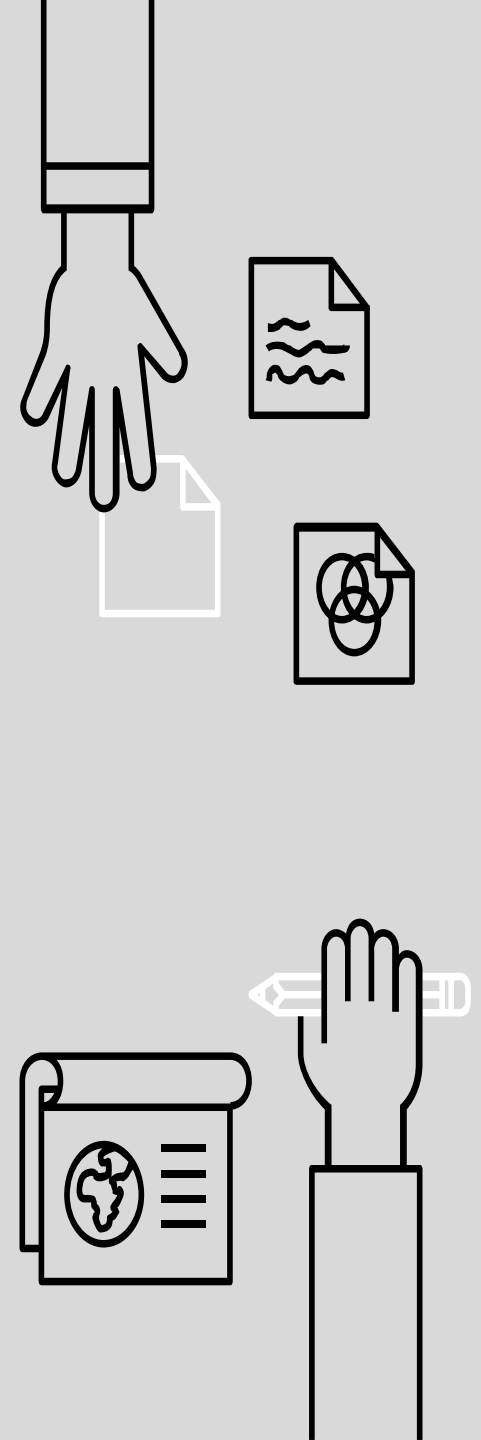
# Landscape

## Journals

Big Deals  
Vendor  
consolidation  
Expanding  
resources  
Rising inflation  
Crowding out  
diverse content

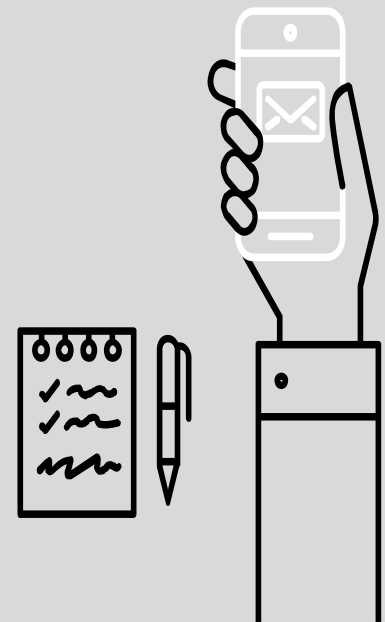
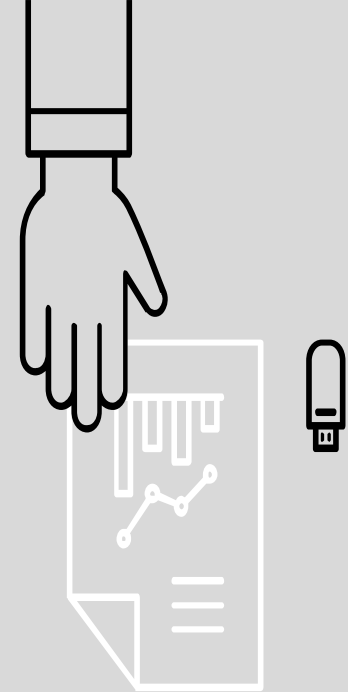
## Libraries

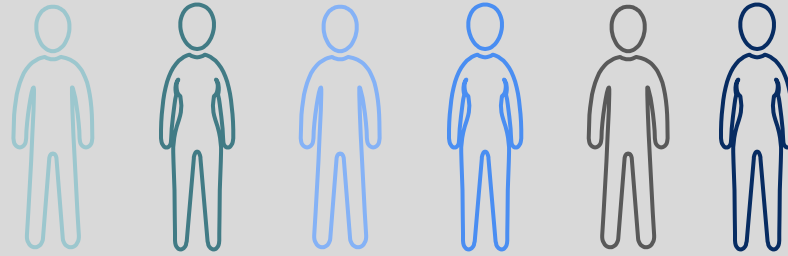
Diminishing budgets  
Less technical  
services and subject  
expert staff  
Expanding resource  
needs  
Performing more  
roles



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## Virginia Context

History of Consortial and Collaborative Purchasing

Decreased Costs Expanded Access

Disproportionate Amount of Budgets

Philosophical Opposition to Big Deal

Results of Past Big Deal Breaks

Desire to Reform the Scholarly Eco-System



# Cautionary tales

Broken 2 big deals in the past 5 years.

Dramatic loss of content across the state for **limited** initial savings.

Impacting smaller and less well resourced schools the most.

- 2015: all 39 public institutions had access to same shared content.
- 2018: 4 public institutions have that same content; 11 have limited access; & 24 have no access.

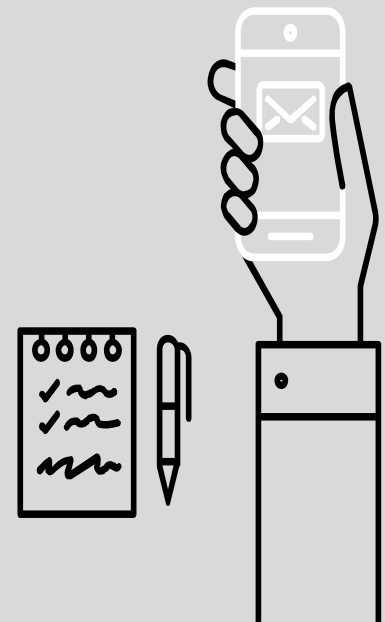
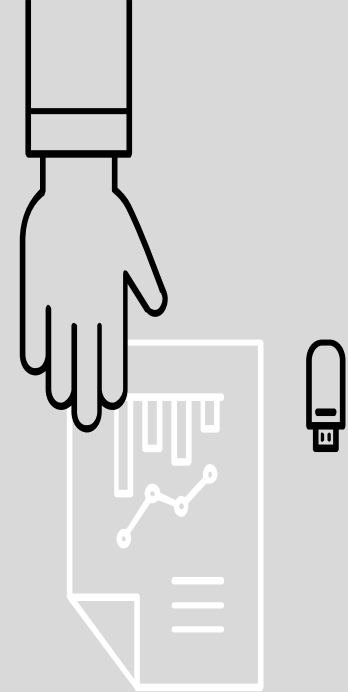
In each instance overall statewide spend **very quickly** approached previous spend.





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Emerging  
Futures



Open Access

Model

Approaches

Challenges

Risk Tolerance

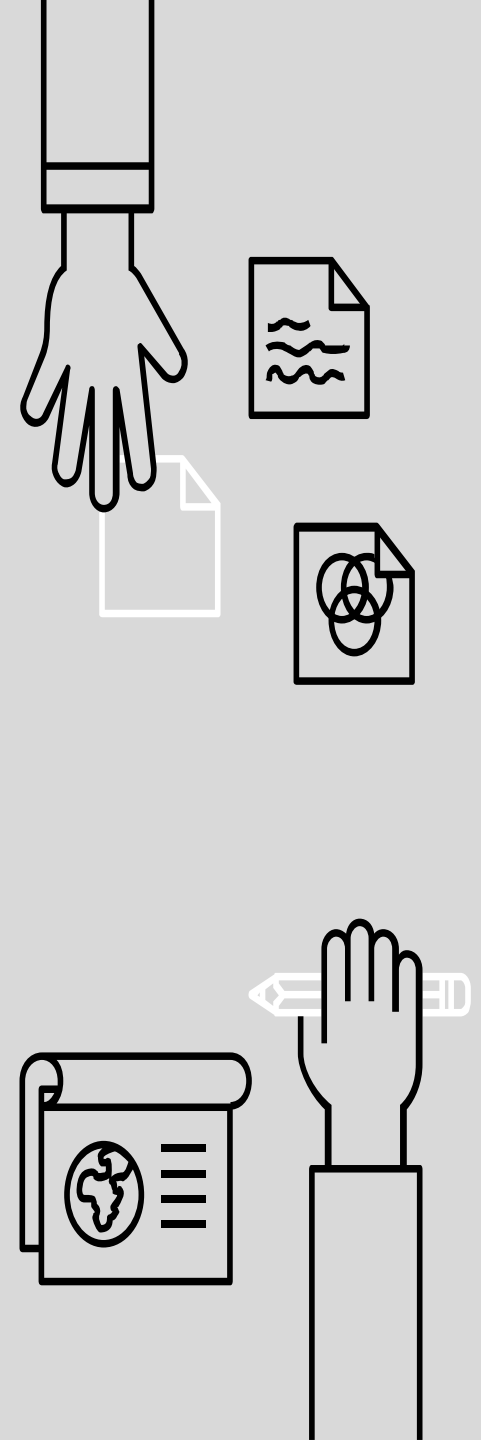
# Emerging Futures

Open Access:

**Green vs. Gold**

**Europe vs. US/Asia**

**Hybrid vs. Mandates**



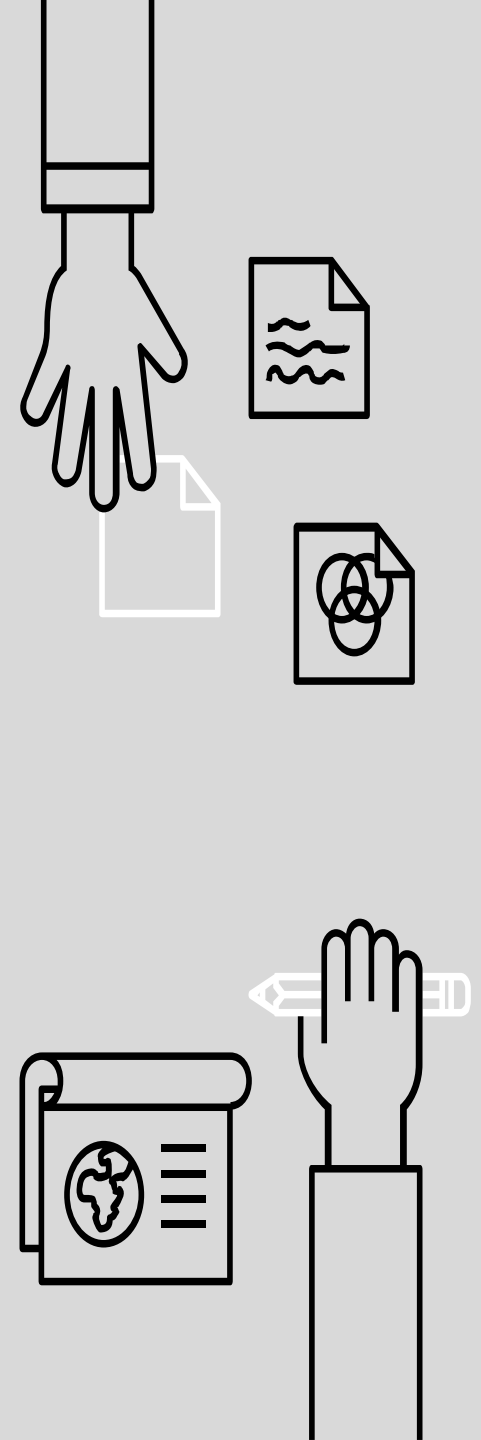
# Emerging Futures (cont.)

## Challenges:

Schol Comm vs.  
Collections

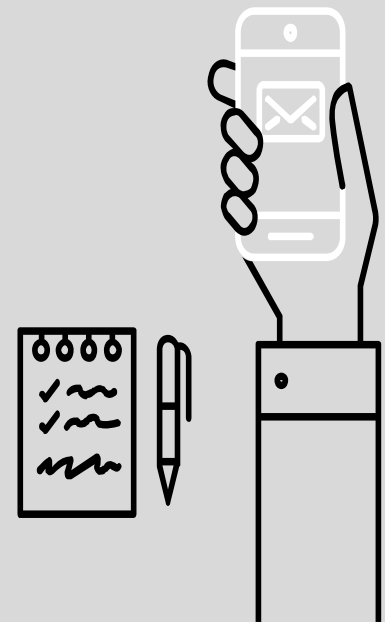
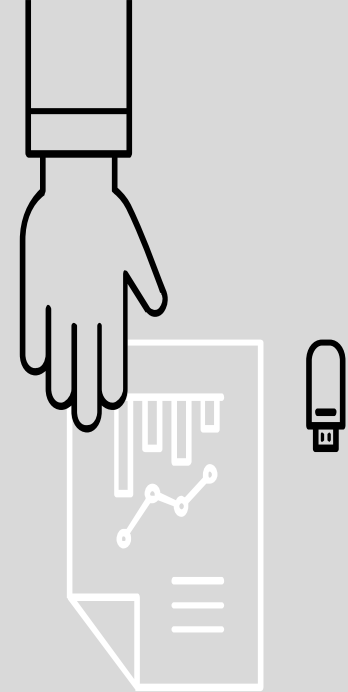
Institutional vs.  
Library Risk Tolerance

Economics vs. Future



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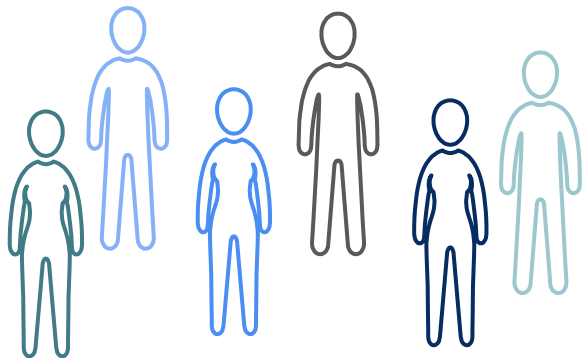
“

► ...design a sustainable journal-pricing model that is built on VIVA collection development priorities with a focus on VIVA's mission and the core values of the VIVA member libraries.



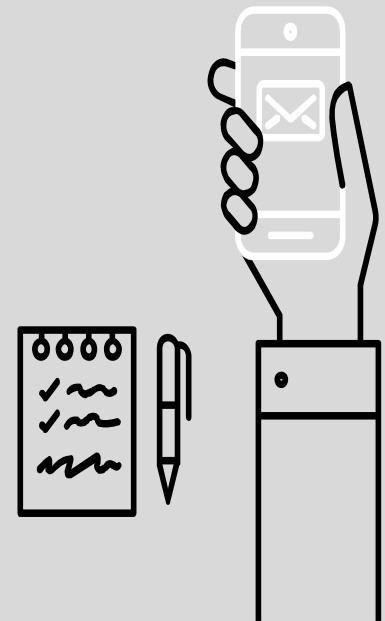
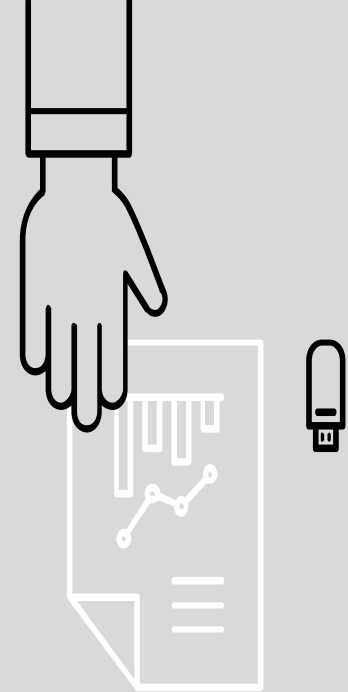
# Foundational elements for a new model

- **Consensus:** Meaningful and sustainable change is most achievable through collective action built on consensus. It is critical that all voices are heard, so that each institution can fully support actions taken.
- **Sustainability:** Sustainability is about more than price – it is also about users' needs and the rights to use the content in ways that support teaching, research, and scholarship. It is about an equitable model that acknowledges the ecosystem, including investments in institutional research, faculty analysis and publication, program emphasis, and audience.
- **Model:** We need to get out of the consumer model and reframe the conversation as a partnership stake – our institutions support the research, our researchers produce the scholarly content, and our faculty serve as reviewers and sit on editorial boards.



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# Recommendations

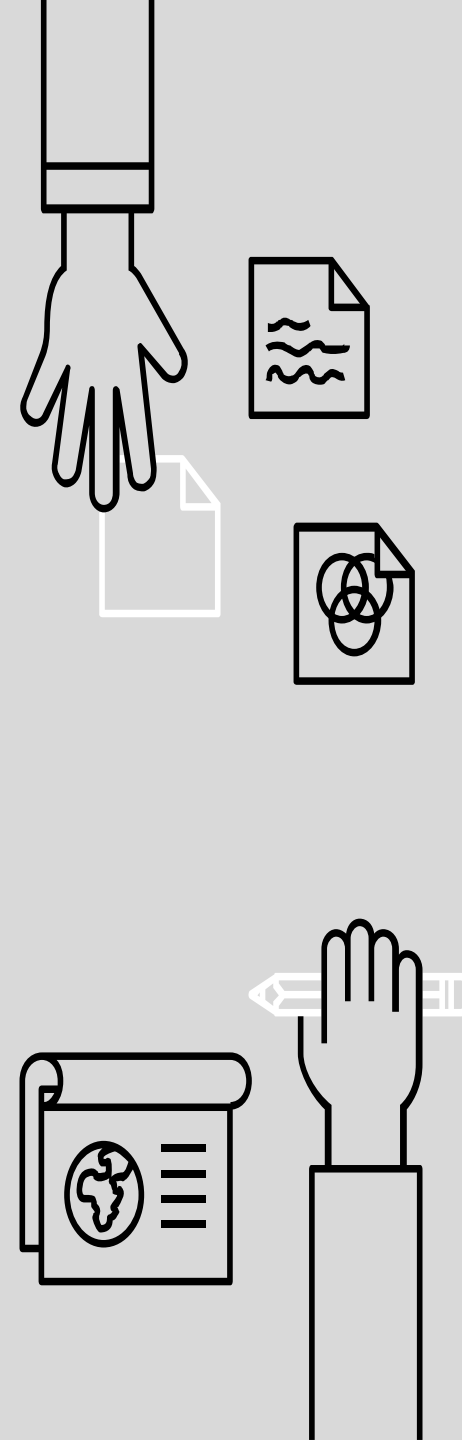
## Expectations of Publishers/New Models:

Annually evaluate amount of OA content available in publications, as well as Virginia author OA content, and adjust price accordingly.

Cap the inflation to a standard measure, such as CPI-W, HEPI, or other well established cost-index.

Do not increase the price based on unrequested increases in the amount of available content.

Are in compliance with the current versions of the COUNTER and SUSHI standards.



# Recommendations

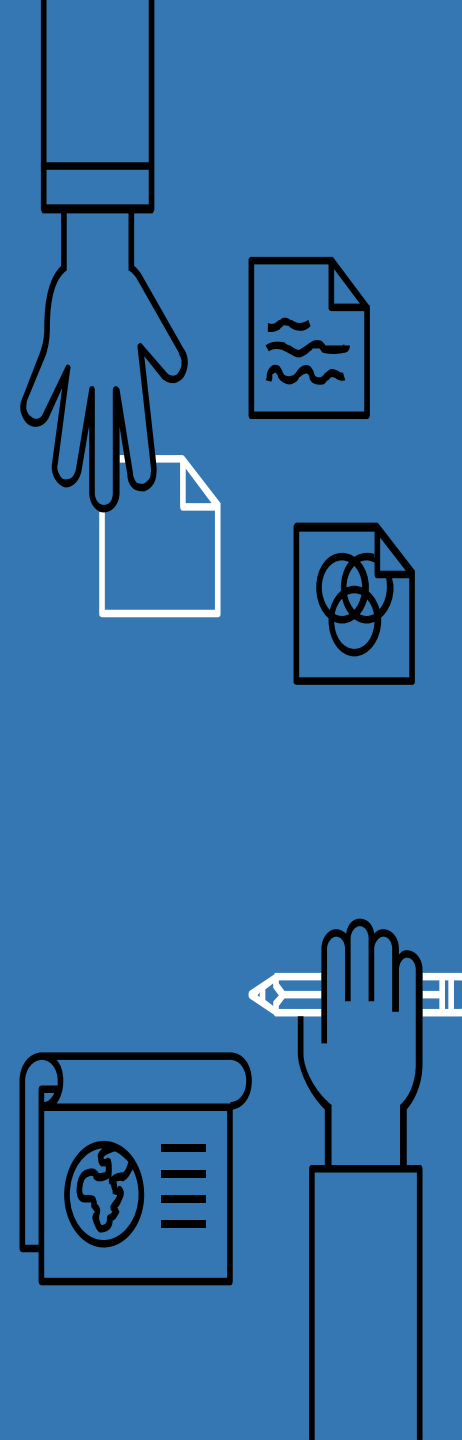
## Expectations of Publishers/New Models:

Provide **Virginia authors** with the information that they may publish OA via this agreement.

Include **robust deposit rights** for non-OA content (e.g. IRs, pre-print, post-print, embargos).

**No DRM** and the ability to share through ILL without embargo.

Provide a fair method for **disentanglement from all-access packages** for individual institutions no longer able to participate.



### “ Recommendations

*Sustainable pricing and acquisition models for major journal publishers will **be requested via an RFP for journal content** or through a **sole-source negotiation approach**.*

*Either approach should be coupled with a **shared commitment to programmatically reduce statewide spend** with publishers that will not work with the consortium.*

Recommendations



“

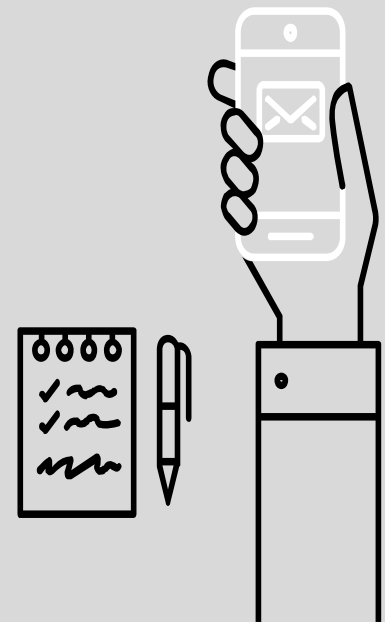
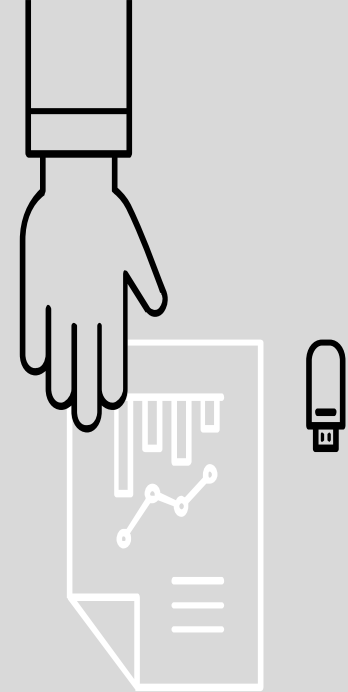
Apply for an IMLS National Digital Platform grant, **in partnership with other consortia and publishers**, to support the **creation of a shared platform** that could house and distribute content from small and independent publishers. This will **support a greater diversity of resources**, particularly those publishers that do not have an infrastructure to work directly with libraries and consortia

Recommendations



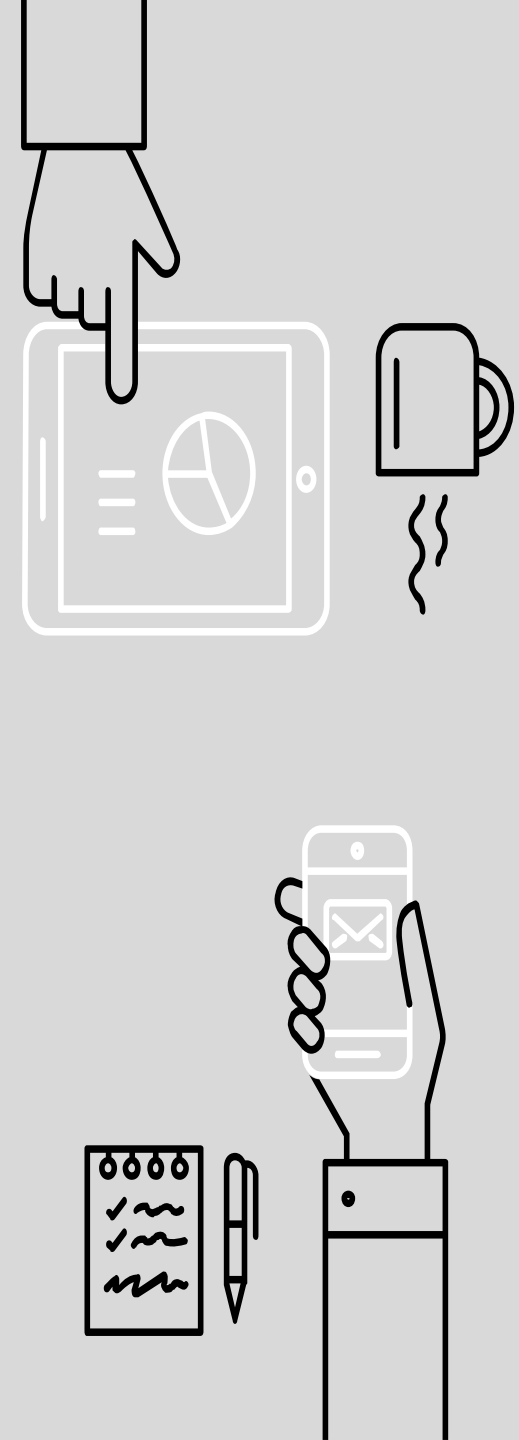
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# Next Steps: creating the bridge

- ▶ Model out financials
- ▶ Usage
- ▶ Impact
- ▶ Institutional characteristics
- ▶ Shifting balance of OA content
- ▶ Statewide Spend
- ▶ Work with State Virginia Procurement to understand overall spend
- ▶ Commitment to yearly statewide percentage reduction
- ▶ Consensus Building
- ▶ Building consensus among 72 institutions
- ▶ Clear and consistent communication
- ▶ Member advocacy tools



# Concluding thoughts!

The power behind **collective action** is only as strong as the group's **ability to stick together**

Models **must be flexible, as we do not yet know what the future holds.** Avoiding locking ourselves into models that require an all or nothing approach. This gives members an opportunity to push towards shared goals without alienating their most powerful advocates: users.

**Collective action should be built through consensus, not a vote.** Broader input and in-depth conversations lead to better and more nuanced solutions that have the strength of commitment from participating libraries.

# THANKS!

Any questions?

[www.vivalib.org](http://www.vivalib.org)



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# CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- ▶ Presentation template by [SlidesCarnival](https://slidescarnival.com/)
- ▶ Photographs by [Unsplash](https://unsplash.com/)

