



## Open Access 2020 Transformation Workshop ICOLC North American Conference 2018

April 18, 2018 - 9:00 am – 5:00 pm  
The Westin Book Cadillac Detroit, MI

Registration: <https://www.mcls.org/icolc>

Note: while registration for the ICOLC conference is limited to member affiliates, the Open Access Transformation Workshop is open to the academic library community at large and university administrators.

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### Workshop description and objectives

This workshop is a unique opportunity to gain a better understanding of the essential role that libraries and consortia play in driving the transformation of scholarly communications from the current subscription model to open access publishing. Learning from the experiences of national-level consortia and individual institutions from around the world, participants will gain strategic insights and practical knowledge that will enable them to:

- Understand the relevance of open access publishing and how it can be leveraged in the context of licensing
- Acquire and analyse the data necessary to define an informed, pro-active approach to the transition under way
- Develop a comprehensive strategy for publisher negotiations to drive the open access transformation
- Identify new opportunities for consortia to deliver services and value in future, fully open access scenario

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### Workshop Program

#### 9:00 – 9:15 Welcome

Celeste Feather, Lyrasis  
Colleen Campbell, Open Access 2020 Initiative

#### 9:15 - 10:10 – Session 1

### What do we mean by “transformation”?



### **Choosing Consortial Pathways to Open Access**

Rachael Samberg, Scholarly Communications Officer – UC Berkeley Library

In August 2017, the ten UC campus libraries formed a working group to identify and analyze the panoply of OA funding models, and articulate the existing strategies for effectuating each approach—and in so doing create a toolkit that we have recently published. Our aim with this undertaking was to equip our respective campuses with information to decide purposefully about OA investment efforts from among all available options. In this presentation, we discuss this process of reflecting upon and repurposing institutional or consortial funds—a process that also underlies OA2020. This community- or consortia-specific dialogue is essential to a “transformation” premised on divesting from subscriptions and reinvesting in sustainable OA publishing models.

### **Libraries leading the transformation in scholarly publishing**

Colleen Campbell, Open Access 2020 Initiative – Max Planck Digital Library

While responsibility for “open access” has traditionally been considered within the domain of scholarly communications librarians, the economic implications of today’s subscription system and the transformation currently underway create opportunities for libraries and consortia to expand the scope of their current roles, bring new leverage to their relationships with publishers and make a direct impact on the future of scholarly communications. Learning outcomes include a greater understanding of the current dichotomy of scholarly publishing (open vs closed) and how the OA2020 call “divest of subscriptions, invest in open access” offers a framework for libraries and consortia to successfully drive and manage the transformation of scholarly publishing.

### **Q&A and Discussion**

**10:10 - 11:00 – Session 2**

### **What does the growth in OA publishing mean for libraries and consortia, and how can we get out in front of the trend?**

As our researchers increasingly choose to publish open access in order to augment the impact of their work, this has created new revenue streams that are flowing to traditional commercial publishers, largely unmonitored and unchecked. In order to understand how this trend impacts our work as library consortia, we must first get our arms around the publication and financial data of our



institutions, as only then will we be able to create a comprehensive strategy to rein in those revenue streams and cost model for future OA scenarios.

**Prerequisites for a comprehensive transformation strategy**

Ralf Schimmer, Deputy Librarian and Head of Information – Max Planck Digital Library

**Cost modelling for an Open Access future - introduction to the Pay-It-Forward tool**

Mat Willmott, Scholarly Publishing Data Analyst – California Digital Library

**Q&A and Discussion**

**11:00 - 11:15 Break**

**11:15 - 1:00 – Session 3**

**What new leverage does the OA transformation bring to our negotiation strategies?**

Libraries typically rely on publishers to provide COUNTER statistics to assess the value of their subscriptions and justify price increases, but these data tell only part of the story. Looking beyond publisher-provided JR1 and JR5 report, criteria such as *where our researchers choose to publish their research* and *what publications do our researchers cite in their works* are wholly relevant to an institution's value-assessment exercises. In this session, presenters will share how their organizations were able to gather and analyse these important data elements and how what they have learned has shaped their negotiation strategies, particularly with regard to driving the open access transformation.

**Projekt DEAL, Germany**

Ralf Schimmer, Deputy Librarian and Head of Information – Max Planck Digital Library

**California Digital Library, USA**

Mat Willmott, Scholarly Publishing Data Analyst – California Digital Library

**CERES - National Center for Systems and Services for Research and Studies, Norway**

Nina Karlstrøm, Senior Advisor and Open Access Coordinator - CERES and Henrik Karlstrøm, Senior Advisor and Bibliometrician - Norwegian University of Science and Technology (NTNU), Trondheim



**MIT Libraries, USA**

**Q&A and Discussion**

**1:00 – 1:45 Lunch Break**

**1:45 - 3:45 Session 4**

**Just what *are* “transitional agreements”, how do they work, and what progress have they made so far?**

In this session, participants will gain a clear understanding of the nature and objectives of “transitional” agreements (ie “offsetting” or “read and publish”), which bring read access rights and open access publishing entitlements under one umbrella. Representatives from different library consortia who have negotiated transitional agreements (or are about to) will illustrate their objectives, the challenges encountered, the impact achieved and the next evolutionary steps in this transitional phase on the road to an open information environment.

**Not the New Norm: An Introduction to Transformational and Transitional Agreements**

Colleen Campbell, Open Access 2020 Initiative – Max Planck Digital Library

**Offsetting Agreements in the UK**

Ben Taplin, Licensing Specialist - Jisc Collections

**Perspectives of the Early Adopters: Austria**

Rita Pinhasi – E-Medien Österreich KEMÖ

**The Road to 2020 and the Five Pillars of Open Access**

Robert van der Vooren, VSNU, Netherlands

**Looking Forward: A Model to be developed**

Ivy Anderson - California Digital Library, USA

**Q&A and Discussion**

**3:45 - 4:00 Break**



#### 4:00 - 4:45 Session 5

##### **What opportunities does the OA transformation offer libraries and consortia?**

Some libraries and consortia may see challenges to implementing the kind of transitional agreements adopted in Europe and may even wonder about their future role in a fully open access world. Through open discussion and active participation among participants, we will address these issues and look more closely at the new opportunities emerging for library consortia to both *positively impact* and *benefit from* the transitional agreements negotiated so far as well as the fully open access publishing models that are available and under development. Indeed, consortia may be uniquely positioned to demonstrate value and deliver new services to their communities when embracing a pro-active approach to the transformation of scholarly communications.

##### **Guided discussion**

Rick Burke, SCELC

Ralf Schimmer, Max Plack Digital Library

#### 4:45 – 5:00 Closing and Adjourn

[OA2020](#) is an academic community-lead, global initiative committed to accelerating the transition to universal open access by transforming today's scholarly journals, currently locked behind paywalls, to open access. OA2020 holds a unique and essential place in the broader OA landscape, addressing the subscription system head-on, as participants make best efforts to convert resources currently invested in the paywall system into funds that support open access publishing models and initiatives.