

2016-05-19

# From Shoestrings to Pursestrings: Securing Funding for Small, Open-Access Scholarly Journals

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<http://hdl.handle.net/2027.42/120920>

# **From Shoestrings to Pursestrings: Securing Funding for Small, Open- Access Scholarly Journals**



# Who's here?

Michigan Publishing (University of Michigan Library)

- **Allison Peters**, Digital Publishing Coordinator
- **Rebecca Welzenbach**, Director, Strategic Integration and Partnerships
- **Kelly Witchen**, Digital Publishing Coordinator

#LPForum | Thursday, May 19, 2016

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**Initiating Transition:  
The Grind of Shifting Gears**

## Where were we...

- Early, early on, our model was: If you make your journal free, we will host for free, and if you charge a subscription, we'll take a cut
  - Our subscription partners, however, have fallen away (or never really took off to begin with)
  - Minimal differentiation between internal and external journals
  - For external journals: small start-up fee (often waived)

## ...and where are we trying to go together?

- Shifting to a cost recovery model provided the opportunity to establish a precedent of health check-ins with journals
  - This is ongoing (annual check-ins)
  - Create new documents from scratch
  - A budget-balancing act

# Paperwork!



University of Michigan Press  
Michigan Publishing Services  
100 Oswald Street  
Ann Arbor MI 48106-2208  
publish@umich.edu

## Michigan Publishing Journals Roles and Responsibilities

### EDITORS' ROLES AND RESPONSIBILITIES:

We, the editors/sponsors of *Michigan Family Review* accept the following rights and responsibilities pertaining to the publication of *Michigan Family Review*:

- We will establish an editorial board and editorial staff, including a succession plan so that the journal's activity may be sustained without interruption.
- We will produce and edit the content of the journal, including recruiting submissions, soliciting reviews, managing review and revisions, and obtaining final author approval.
- We will ensure that authors sign the author agreement and obtain permissions for any embedded materials (images, multimedia, etc.) for which they do not own the copyright.
- We will ensure that all content adheres to our own stylistic guidelines before delivering it to Michigan Publishing. We understand that Michigan Publishing is not responsible for finding and making such changes to the content.
- We will deliver all content in its complete and final form to Michigan Publishing according to the attached schedule. (The schedule may be amended in consultation with the Michigan Publishing and the new schedule appended to this document).
- We will preview the publication website before new content is published, apprising Michigan Publishing of any changes that need to be made and granting approval to publish.
- We will monitor our publication and alert Michigan Publishing immediately of any problems with the site or the content.
- We understand that each author accepted to Michigan Family Review retains copyright in their work, granting Michigan Publishing permission to publish the work under a Creative Commons Attribution NonCommercial-NoDerivs (CC BY-NC-ND) license.
- We retain copyright in any intellectual property inherent to Michigan Family Review and grant Michigan Publishing permission to publish the journal under a Creative Commons Attribution NonCommercial-NoDerivs (CC BY-NC-ND) license.
- We understand the attached Michigan Publishing fee schedule, have received an estimate specific to our publication, and agree to pay these fees.

### PUBLISHER'S ROLES AND RESPONSIBILITIES

We, Michigan Publishing, accept the following rights and responsibilities pertaining to the publication of *Michigan Family Review*:

- We will ingest your content into our publishing platform and deliver it via the web



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## Michigan Publishing Journals Publication Schedule

We, the Editors/Sponsors of *Michigan Family Review*, agree to adhere to the following publication schedule.

We understand that our partnership with Michigan Publishing, as well as the success of *Michigan Family Review*, are contingent upon adhering to this schedule. If needed, the schedule may be amended in consultation with Michigan Publishing.

### Future Issues

- Editors will deliver content to Michigan Publishing: \_\_\_\_\_
- Michigan Publishing will make content available to preview within 30 days.
- Editors will review content, report any problems/changes to the Publisher, and grant approval to publish within 14 days.
- If Editors have not reported any problems or changes or granted approval to publish within 30 days of content being made available to preview, Michigan Publishing reserves the right to publish the content as-is.

Signed:

\_\_\_\_\_  
Date: \_\_\_\_\_  
Publication Representative

\_\_\_\_\_  
Date: \_\_\_\_\_  
Michigan Publishing Representative



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## Michigan Publishing Journals Fee Schedule

The following schedule of fees is anticipated for the service of launching, hosting, and preserving *Michigan Family Review*. Any fees due to a third-party vendor (e.g., outsourced typesetting) will be invoiced as they are incurred. Fees due to Michigan Publishing will be invoiced on an annual basis in March of each year. This fee schedule will go into effect at the beginning of the University of Michigan Fiscal Year 2017, which begins July 1, 2016. The first annual invoice would go out in March, 2017.

Service	Estimated Fee
Ongoing maintenance, development, hosting, and preservation of the platform and journal site	~\$507.00/yr
Digital conversion of articles	~\$40/article

We understand that this is an estimate and that actual costs may vary.

We understand that these fees are subject to change. Anticipated changes to the fee structure shall be discussed each year at the Publication Check-up and changes appended to this document.

Signed:

\_\_\_\_\_  
Date: \_\_\_\_\_  
Publication Representative

\_\_\_\_\_  
Date: \_\_\_\_\_  
Michigan Publishing Representative

# Initial Takeaways

- Opportunity to revisit all of our documents and plans
- Chance to truly check in with journals
  - You can't help them succeed if you don't know where they're struggling
- Journals have costs of all kinds
  - Even if they're not paying *you*, thinking about costs and how to cover them will help the journal to thrive in any setting
- Helping editors to understand the complete value of their journal



**2**

**Providing A  
Transition Guidebook**

# Michigan Publishing's Guide to Financing Journals

- We hosted a journal finances webinar for all of our journal partners in December 2015
  - Making a case for a journal and communicating impact
  - Managing and tracking finances
  - Starting a discussion *among* editorial teams
    - Q&A with the editors of *Weave: Journal of Library User Experience*, who shared their unique experiences with the editors of our other journals

# Thinking about impact: Remember, reflect, re-imagine...

- Why did they initially start the journal?
- What gap in scholarship does it fill?
  - What would be missing without it?
- Who were editors hoping to reach?
- What was their primary motivation?

# Communicating Impact

- Google Analytics
- Altmetric
- Google Scholar Alerts
- Any messages from authors, reviewers, readers, etc. about what the journal means to them
- Look at the strategic plan of editors' university, department, etc. to identify what their institution is focusing on right now. How does the journal align?

# ...create a story from the numbers!



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## Crossing Boundaries: An Interview with Nobuyoshi Araki

Hyewon Yi

*Volume 1, Issue 2, Spring 2011*

Permalink: <http://hdl.handle.net/2027/spo.7977573.0001.205>

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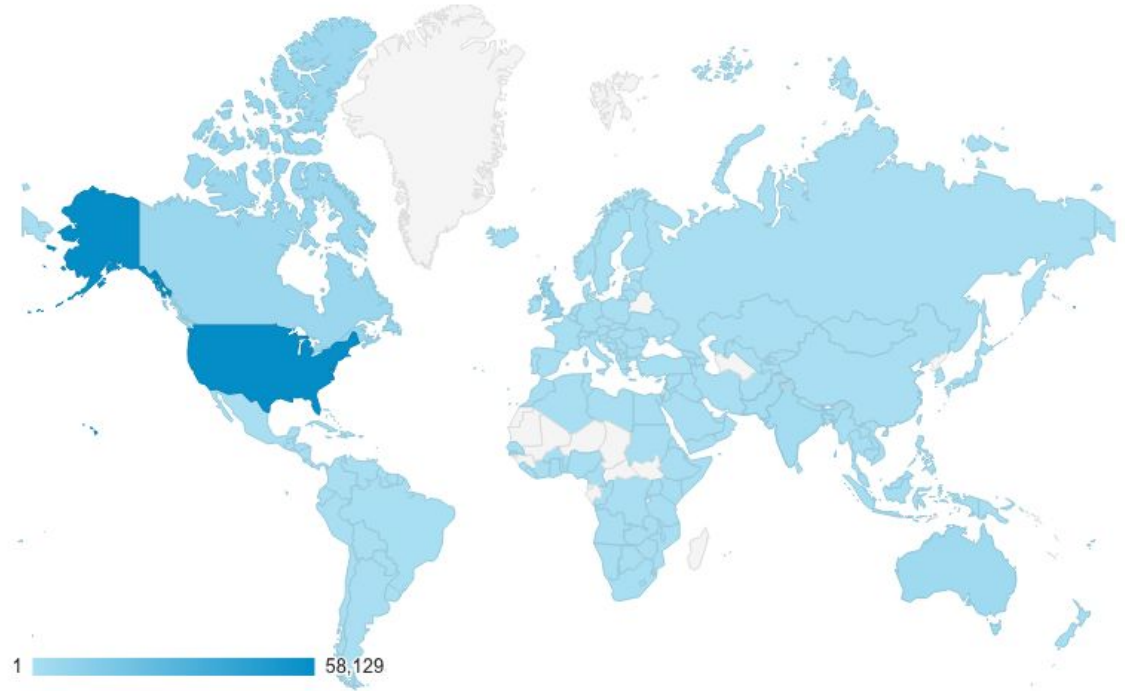


-  Picked up by 1 news outlets
-  Tweeted by 70
-  On 14 Facebook pages

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# Emphasizing non-academic (and non-US/non-Western) audiences

- available to users at schools of all sizes—if this were a subscription journal, your school might not have access to it (especially if you're at a small school)
- clinical/practical uses (social workers, therapists)
- Readers around the world
- The public!



**3**

**Change = Discovery**

# What alternative funding options and opportunities are available to journal editors?

- Editorial board chips in
- Sponsored themed issues
- Departmental funds from home institution
- Grants
- Team up with a conference or association
- Charging for submissions and/or publication fees
- Donate button
- kickstarter/gofundme (crowdsourcing)
- Advertising
- (Re)negotiating faculty contract to include support for the journal
- Banding together with the institution's other journals
- Be creative, collaborative
- Bake sale! (jk)



# We learned that most journals have no bank account! How can we advise them?

- Make use of institutional infrastructure, if possible
- Incorporating is an option (though this may not be necessary or make sense; it's often overkill for a small, open access journal)
- Are there stipulations attached to money you're receiving? What kind of reporting out will need to happen?
- Work with the Development Office at your institution to create a channel for a designated gift

**4**

# **Moving Forward**

- Continuing to chase folks down to determine whether they're committed to going forward with us
- How to waive fees when appropriate?
- How to prepare our business office for what's coming
- How to prepare ourselves
- Journal Editors' Tea (panel on campus)
- Google Group

**FINALLY...**

# Thank you!!

