Communication strategy of OA2020-DE

„Open in order to transition"

OpenAIRE workshop on non-author fee open access business models
05.04.2015
Royal Library, The Hague

Agenda

1. About OA2020-DE

2. Communication strategy

3. Librarians, consortium leader and FIDs

4. Working with individual target groups

5. Digression: Open access ebook pilot scheme

Approach to open access transformation

– Don't change the behaviour of your researcher, change the scientific publication system.

– Open access transformation means establishing new business models in the publisher industry and new services in libraries.

About OA2020-DE

- Project on behalf of Alliance of Science Organisations in Germany

- Duration: 08/2017 – 12/2020

- Staff: communication, conceptual, data

Strategic objective

Create **requirements** for a large-scale transition to open access

Operational objectives

– Acquisition of further academic and research institutions to support the open access transformation

– Assistance in the transformation process with extensive publication- and cost-data-analysis

– Development of open access financial and business models

– Support of the scientific institutions in implementing these models

– National coordination, international networking

Alternative business models for OA journals (without APC)

- – Submission requires membership in a learning society

- – Donations via patreon.com

- – Institutional membership models

- – ….

Radical Philosophy is creating an open access left-wing philosophical journal

RP

Overview   Posts   Community

BECOME A PATRON

REWARDS

RP Supporter 1
$1 or more per month

This small monthly donation will help us cover our basic costs, maintain our website and allow us to remain open-access

GET $1 REWARD

RP Supporter 2
$2 or more per month

This level of support will allow us to pay translators so we are able to continue translating key philosophical works (both old and new) into English, and we'll thank you on our supporters list

GET $2 REWARD

RP Supporter 3
$5 or more per month

This level of support will allow us both to pay translators and keep ourselves open access. In return we'll give you free access to any RP events and epub versions of the issues and any other publications, and we'll thank you on our supporters list.

GET $5 REWARD

RP Supporter 4
$10 or more per month

If you're feeling generous $10 per month will help us to keep expanding the RP project. In return we'll give you free access to any RP events and epub versions of the issues and any other publications, and give you special thanks on our supporters list! We'll also send you some extra goodies!

GET $10 REWARD

Communication strategy

- – SWOT-Analysis

- – Target group analysis

- – Communication goals

- – Catalogue of measures

- – Monitoring

SWOT-Analysis

Strengths	Weaknesses
- central coordination office - support from the Alliance - MPDL as a strong partner - clear definable target groups - part of an international network	- Implementation of the transformation must (also) done locally - Concentration on parts of the scientific communication system - Still little consideration of discipline-specific differences

Opportunities	Threats
- Adress and conviction of more target groups - OA-transformation will be broadly accepted by publisher and libraries - Synergies with DEAL, OA2020, Intact, … - Establishment of future-oriented services of libraries with increasingly alternative supply routes to specialized information	- missing commitment of directorates of scientific / academic institutions - not enough pressure on publisher to change their business model - missing willingness of libraries to switch their budget and realignment of their services - artificially competition between FAIR-OA and APC-models

Target group analysis

- Libraries and directorate of academic / scientific institutions

- Publisher

- Learning societies / professional societies

- Research funder and ministries

- Multiplicators (OA-agents, researcher, NCPs)

- Leader of acquisition

- Consortia

Communication goals

- Winning active participants

- Achieve a solid database

- Notice from OA2020-DE

- Achieving acceptance

- Consideration of criticism

Key message

Open in order to transition.

Catalogue of measures

- For each target group: initial situation, communication goal, obstacles and measures

- Exemplary communication goals

    - The library of the scientific institution supports the open access transformation and is either as an early adopter for studies and models available or implements the transformation from 2020 actively in their own institution. She is supported by the directorate.

    - The consortia know the transformation models and are able to negotiate accordingly with the publishers.

Monitoring

– Survey: 2019

– Media resonance analysis: via Google alert & randomly internet searches

– Quantitative measurement: Social-media-interactions ( )

– Benchmarks: Amount of participants won for a transformation workshop, amount of libraries obtained for a transformation calculation….

Fact-based communication

Tabelle 5.1: Publikationsstärkste Universitäten

Universität	Anzahl Publikationen (2008-2016)	Anzahl Gold OA-Publikationen (2008-2016)	Gold OA-Publikationen (%)
Bergische Universität Wuppertal	4.123	803	19,48
Universität Siegen	3.511	611	17,40
Universität Hamburg	27.242	4.147	15,22
Justus-Liebig-Universität Gießen	13.998	2.117	15,12
Tierärztliche Hochschule Hannover	3.743	558	14,91
Universität Bielefeld	7546	1.120	14,84
Johannes Gutenberg-Universität Mainz	20.328	3.004	14,78
Ruprecht-Karls-Universität Heidelberg	40.524	5.889	14,53
Julius-Maximilians Universität Würzburg	18.281	2.638	14,43
Albert-Ludwigs-Universität Freiburg	24.552	3.449	14,05
Medizinische Hochschule Hannover	14.510	2.010	13,85
Humboldt-Universität zu Berlin	14.212	1.941	13,66
Eberhard-Karls-Universität Tübingen	25.253	3.440	13,62
Universität Konstanz	6.412	869	13,55
LMU München	42.331	5.699	13,46
Georg-August-Universität Göttingen	24.132	3.233	13,40
Heinrich-Heine-Universität Düsseldorf	15.131	2000	13,22
Charité - Universitätsmedizin Berlin	27126	3.507	12,93
Goethe-Universität Frankfurt am Main	22.782	2907	12,76
Friedrich-Wilhelms-Universität Bonn	25.879	3.257	12,59
Technische Universität Dortmund	8.053	1.005	12,48
Ernst-Moritz-Arndt-Univ. Greifswald	7.407	914	12,34
Universität Ulm	14.787	1.805	12,21
Universität Regensburg	13.123	1.563	11,91
Universität Rostock	10.664	1.260	11,82
Universität zu Lübeck	7.061	829	11,74
Friedrich-Schiller-Universität Jena	18.306	2.127	11,62
Universitätsklinikum Schleswig-Holstein	9.240	1.061	11,48
Karlsruher Institut für Technologie	24.062	2.758	11,46

05.04.2018

Wohlgemuth M, Rimmert C, Taubert NC. Publikationen in Gold-Open-Access-Journalen auf globaler und europäischer Ebene sowie in Forschungsorganisationen. Bielefeld: Universität Bielefeld; Unpublished.

Librarians, consortia, *Fachinformationsdienste* (FIDs)

- First key target groups

- Acquisition librarians have sovereignity about budget

- Consortia negotiate publish- & read-agreements

- FIDs (former „Special Subject Collections") support open access pilots and produce connection to research community

Working with individual target groups – librarians

- Website & social media
- Infographics
- Recommendations
- Workshops: Data analysis, alternative publishing models, new workflows...

Open Access
5 ways to support the open access transformation

OA2020-DE, Germany's National Contact Point Open Access, presents 5 ways in which you and your institution can support the transformation of subscription based journals into gold open access. These paths should help you to develop and implement a strategy for your institution.

1. Support gold open access publishing

Support your researcher with (paid) publishing in the gold open access and make funds available for this, eg. by the conversion of subscription budgets. Document these expenditures by participating in the openAPC project.

2. Publishing infrastructure

Advise and support your researcher in open access publishing. Provide platforms for publishing their own open access journals or publishing preprints and postprints.

3. Analysis of publication and cost data

Collect data on the publication behavior of your researcher and the associated publication costs for your institution. Also get an overview of your subscription expenditures. You will receive support from the National Contact Point Open Access.

4. Alternative publishing models

Engage in open access membership models and cooperative publishing initiatives like Knowledge Unlatched, SCOAP³, or the Open Library of Humanities.

5. Networking

Convince your institution's leadership to sign the OA2020 Initiative's Expression of Interest and help develop a local open access transformation roadmap in Germany. Connect with other actors in the open access area and in the scientific communities.

www.oa2020-de.org

Working with individual target groups – consortia

- – Further development of negotiation strategies

- – Information material to change financial flows and billing processes

- – Workshops with the heads of consortia to change licensing negotiations

- – Find consortia for open access pilot schemes or projects

Working with individual target groups – FIDs

- FID „political science" is part of an open access ebook pilot scheme → financial stake, organisational participation in perspective

- Winning additional FIDs to expand this pilot scheme and develop further

- Get information about desires and needs of the scientific community → get connection to them

Digression: Open access ebook pilot scheme

- Pilot scheme for an open access transformation of discipline-specific monographs

- Aim: To develop a manageable, transparent and economically sustainable open access ebook business model for publisher and libraries

Open access ebook pilot scheme – core elements

- – Publish a frontlist (political sciences 2019, transcript publisher) in open access

- – Form a consortium (combination of FID and libraries)

- – Consortium finances the appearance of open access monographs

- – CC-licensing, metadata dissemination

- – Transparent calculation

Questions?

www.oa2020-de.org

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