

# OPEN PUBLISHING IN THE BIG TEN ACADEMIC ALLIANCE

AN APPROACH TO TRANSFORMATIVE PUBLISHING THROUGH COLLECTIVE ACTION IN A CONSORTIUM OF RESEARCH UNIVERSITIES IN THE UNITED STATES

**NORTH STAR**  
In order to advance a just, trustworthy, scalable, and sustainable open knowledge ecosystem, make open, more equitable scholarship our lead purpose

### Current state of "Open" in the BTAA licensing portfolio: 2022-2023

Our portfolio today is approximately \$54M USD spread across some 44 licenses

The BTAA shared content licensing pool has operated for decades as a "buying club" in which the libraries of the consortia pooled their funds to increase buying power to get better terms and pricing. The directive was to "save money" and the primary value metric to report on was "dollars saved." This was largely accomplished through traditional subscriptions, purchases and licenses for "closed" content. Most library consortia in the US have similar origins and histories.

**Our Direction:**  
flip the "buying club" to "open" by 2025

### Our Priorities

- Establish a fair cost model
- Simplify the publishing relationship
- Increase publishing opportunities
- Increase OA publications within our membership
- Remove as much friction as possible for our authors

We consider ourselves equal partners investing with publishers in the transition to open, and as such we share both the risk of that investment as well as the benefit when the investment succeeds. We insist that our agreements reflect this principle.

### Our Negotiating Model: Values-centered (inspired by OA2020)

Our 2023-2025 agreement with Wiley largely met these goals. In the pilot year (2022), BTAA open articles in Wiley journals increased from 19% to over 60% in one year.

All open access, with no fees (i.e. APCs) to lead authors for publishing in all journals under the publisher's umbrella, with the administrative burden on authors completely removed: "in all of the publisher's titles, no fees, no caps, no limits, no hassle; authors keep rights in their own work under a CC license; immediately open and available to anyone"

All workflow and labor to be handled by the publisher, with no additional work, review, or touches by library staff

No increased cost. Libraries to pay no more than they would have in a traditional agreement given the pricing trends of recent years

Strong provisions built around a frame of meaningful, mutually accountable objectives for:

- Structured conversation on Diversity, Equity, and Inclusion in editing and publishing
- Structured conversation on preservation and stewardship of the Scholarly Record
- Accountable and auditable accessibility

## OPEN JOURNALS

### Our OPEN SCHOLARSHIP STRATEGY for how we intend to confront these barriers:

#### BARRIERS & OBSTACLES we are determined to change:

- PROHIBITIVE, UNSUSTAINABLE PRICE INCREASES & THE HIGH COST OF SHARING RESEARCH** have destabilized the balance in the academic publishing marketplace
- A FRACTURED DATA LANDSCAPE & THE HIGH COST OF ANALYSIS** have made understanding the activity of our own authors too complex and too expensive
- VOICES OF ADVANTAGE HAVE DETERMINED WHAT GETS PUBLISHED, WHO GETS TO SEE WHAT, AND ON WHAT TERMS,** resulting in structural inequities in both access & resources
- ARBITRARY PRICING, ACCESS, & AVAILABILITY** have made finding & using content from our own university publishing operations frustrating & limiting
- INCONSISTENCY OF TECHNOLOGIES & METHODS ALONG WITH POOR INTEROPERABILITY** have weakened our academy-owned-and-built infrastructure
- CLOSED, COMMERCIALIZED INFRASTRUCTURE & CONTENT** threaten & inhibit public knowledge and the public good

Next steps recommendation:  
Forming a working group for coordination of our open scholarship strategies

The logos above represent companies and organizations with whom we have made "all-university, all-Alliance" collective action investments, contracts, or agreements in 2022 & 2023

A shift in our collective investment model enabled our investments in open infrastructure and open content in 2022  
NEW FUNDS PUT INTO THE OA SYSTEM: \$2.3M USD  
EXISTING FUNDS REDIRECTED TO OA: \$1.2M USD

## OPEN BOOKS (we view these as close companions to open journals)

### Our Vision for a Sustainable OA Monograph Solution

### Pilot project: Big Ten Open Books

This collection, a collaboration of libraries and six university presses, launched in June 2023 and is available at [bigtenopenbooks.org](http://bigtenopenbooks.org)

"Open, open, open" model: It is the first of many...

- open content: convert 100 monographs (previously published in print) in Gender & Sexuality studies to open access digital books
- hosted on open platforms: Fulcrum + Manifold
- distributed in open channels: Project MUSE

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## PUBLISHING OUTPUT OF OUR UNIVERSITIES

**LIBRARIES OF THE BIG ACADEMIC ALLIANCE**

- University of Illinois
- Indiana University
- University of Iowa
- University of Maryland
- University of Michigan
- Michigan State University
- University of Minnesota
- University of Nebraska
- Northwestern University
- Ohio State University
- Pennsylvania State University
- Purdue University
- Rutgers University
- University of Wisconsin
- University of Chicago