Journal’s publishers big deals: are they worth it?

The Université de Montréal’s experience

Stéphanie Gagnon
Director of collections, Université de Montréal Libraries
October 26th 2017, CAUL-CBUA, Wolfville
1. Context and goals
2. Methodology
3. Negotiation Strategy
   - The fair price
   - Alternative access and CPUa
4. Results and Impacts
5. Communications
1 Context
Goals

Budget Crisis situation
Balance our acquisition budget

Scholarly publishing crisis
A situation to communicate

Redefine the economical model
Sustainability
2 Methodology
The *Wiley methodology*: 1\textsuperscript{st} unbundling experience 2014

- Methodology
- Feedback from our community
Working group on the journals collections (GTCP)

1. Improve the methodology
2. Input from the community

*Rapport du groupe de travail sur la collection de périodiques*

5 easy steps to identify the most valued titles for your community

1 - Survey
2 - Quantitative data collecting
3 - Identification of priority titles
4 - Consultation with departments
5 - Final arbitration by librarians
1. Ten essential titles for your research and teaching activities

2. Five essential titles for your subject area
Step 2: Collecting quantitative data for 50,000 titles
Step 3: Identification of «Priority titles»
Arts, law and humanities

Citations: 0%
Downloads: 85%
Mentions: 85%
Step 4: Validation of the list by departments

- Sciences de la santé
- Sciences de la nature et génie
- Droit, sciences humaines et sociales

### Liste des titres par grands domaines

- Sciences de la santé
- Sciences de la nature et génie
- Droit, sciences humaines et sociales

### Liste des titres suggérés par unités

- **Département de Kinésiologie**
  - École d’optométrie
- **École de santé publique**
  - Administration de la santé
  - Médecine sociale et préventive
  - Santé environnementale et santé au travail
- **Faculté de l’aménagement**
  - Architecture
  - Architecture de paysage
  - Design industriel
  - Urbanisme
- **Faculté des arts et des sciences**
  - Anthropologie
  - Bibliothéconomie et des sciences de l’information
  - Chimie

- **Faculté des arts et des sciences (suite)**
  - Littératures et de langues modernes
  - Littératures de langue française
  - Mathématiques et de statistique
  - Philosophie
  - Physique
  - Psychoéducation
  - Psychologie
  - Relations industrielles
  - Science politique
  - Sciences biologiques
  - Sciences économiques
  - Service social
  - Sociologie

- **Faculté de droit**

- **Faculté de médecine (suite)**
  - Obstétrique-gynécologie
  - Ophthalmologie
  - Orthophonie et d’audiologie
  - Pathologie et biologie cellulaire
  - Pédiatrie
  - Pharmacologie
  - Physiologie moléculaire et intégrative
  - Psychiatrie
  - Radiologie, radio-oncologie et médecine nucléaire
  - Réadaptation

- **Faculté de médecine dentaire**
  - Dentisterie de restauration
  - Santé buccale
  - Stomatologie

- **Faculté de médecine vétérinaire**
  - Biomédecine vétérinaire
Step 5: Final decision by librarians
Global results of the analysis

<table>
<thead>
<tr>
<th>UdeM’s collection</th>
<th>Out of 50,000 journals</th>
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</thead>
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<tr>
<td>Used journals</td>
<td>16,816</td>
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<tr>
<td>Cited journals</td>
<td>9,075</td>
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<tr>
<td>Journals mentioned by our community in the survey</td>
<td>8,060</td>
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<tr>
<td><strong>subtotal</strong></td>
<td><strong>26,843 unique titles used/cited/mentioned</strong></td>
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<td>«priority titles» (80%)</td>
<td>4,852</td>
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<td>Additional titles (from validation by departments)</td>
<td>1,041</td>
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<tr>
<td><strong>subtotal</strong></td>
<td><strong>5,893 unique essential titles</strong></td>
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2,940 titles with quantitative approach  
2,953 titles from community consultation
### Language Acquisition: A Journal of Developmental Linguistics

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<tr>
<td>Fin</td>
<td>Vol. Fin</td>
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<td>Archives</td>
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<td>Retenu par prof</td>
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<td>Retenus par BIB</td>
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# UdeM’s Essential titles in big deals

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<th>Top 5 publishers</th>
<th>Big deal</th>
<th>UdeM’s Essential titles</th>
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<tbody>
<tr>
<td>Elsevier</td>
<td>2,074 +</td>
<td>699 or 34%</td>
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<tr>
<td>John Wiley &amp; Sons</td>
<td>1,646 +</td>
<td>523 or 32%</td>
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<tr>
<td>Springer-Nature</td>
<td>2,266 +</td>
<td>235 or 10%</td>
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<tr>
<td>Taylor &amp; Francis Group</td>
<td>2,391 +</td>
<td>279 or 16%</td>
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<tr>
<td>Sage Publication</td>
<td>705 +</td>
<td>258 or 37%</td>
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3. Negociation strategy I: the fair price
<table>
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<tr>
<th>Publisher</th>
<th>Big deal negotiated price</th>
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<th>60% scenario</th>
<th>70% scenario</th>
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<td>Publisher A ($175,000)</td>
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<td>$800,000</td>
<td>$1,200,000</td>
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</table>
Publishers’ price

All the titles

Commercial motives – stakeholder needs

Used and unused titles

Acquisitions, mergers, transferred titles

UdeM’s fair price

Essential titles only

Based on community’s needs and point of view + publishers’ list price
Negociation strategy II: Alternative access and CPUa
Adjusted cost-per-use (CPUa)

Traditional Cost-per-Use:
Subscription Price divided by all uses

Adjusted Cost-per-Use:
Subscription Price divided by just those uses not available through perpetual access or other mean (Open Access, aggregated databases)

Steven A. Knowlton, Princeton University
Big Deal
500,000 $
500,000 downloads
1 $ CPU

Essential titles
(400,000 downloads)

1,25$ CPUa for Essential titles only
**Big Deal**
500,000 $
500,000 downloads
1 $ CPU
2 $ CPUa

Perpetual access
Deep backfiles or perpetual access
250,000 downloads
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<tr>
<th>Library</th>
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<th>ISSN</th>
<th>ISSN2</th>
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<td>2325-5161</td>
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<td>0747-0088</td>
<td>2162-7983</td>
<td>1984</td>
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<td>2161-4354</td>
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<td>ABA Journal of Labor &amp; Employment Law</td>
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</tbody>
</table>
Gold Rush: Springer vs aggregators

- 15.5% (326 titles) of Springers’ cancelled titles are accessible through aggregators with 12 month embargos
- 37% (53 titles) of our 145 Springers’ retained titles are accessible with 12 month embargos
Big Deal
500,000 $
500,000 downloads
1 $ CPU
2 $ CPUa
2,5 $ CPUa
4 $ CPUa

Perpetual access
Open access
(175,000 downloads)

Aggregators
The State of OA: A large-scale analysis of the prevalence and impact of Open Access articles
Big Deal
500,000 $

1 $ CPU
2 $ CPUa
2.5 $ CPUa
4 $ CPUa
20 $ CPUa
4 Results and impacts of negotiations

1) Success of negotiations – concluded with our fair price approach:
   1) Wiley
   2) Sage
   3) Cambridge

2) Unbundled big deals:
   1) Springer
   2) Taylor & Francis
   3) Institute of physics
Impacts on our team

1) Public Services
2) Cataloguing and metadatas
3) ILL
4) Direction des collection & acquisition
5) Communications
External impacts

- Withdrawal of important number of consortial deals: instability
- Double hat: being the risk and a possible solution (particular position)
- Interest, curiosity, then mobilisation of Canadian Ulibraries (JUP)
- New opportunity of exchanges with US + European libraries sharing the same challenges
- Holistic approach
- Costs savings
- Budget control
- New beginning for collection development
- New way to do business
- Creativity

- Negotiation in an expired contract context
- Hard and toiling discussions (option A, B, C... S, T...)
- Cynism
- Isolation
- Confidentiality clauses
5 Communicate and share the project with the community
Nouvelle ère pour les collections

Le problème

Le budget consacré aux périodiques par les grandes universités nord-américaines a crû quatre fois plus vite que l’inflation depuis 1986. Ce rythme est insoutenable. Source [1]

La cause

L’édition scientifique est concentrée dans les mains de cinq multinationales qui, en 2013, ont publié plus de la moitié des articles savants dans le monde (source). Cette situation d’oligopole leur permet de fixer les règles et de dégager d’intéressantes marges bénéficiaires.

<table>
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<tbody>
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<td>RELX (Elsevier)</td>
<td>9,9 milliards</td>
<td>9 milliards</td>
<td>8,8 milliards</td>
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<td>N/A</td>
<td>N/A</td>
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<tr>
<td>John Wiley &amp; Sons</td>
<td>1,8 milliard</td>
<td>1,8 milliard</td>
<td>1,9 milliard</td>
<td>160 millions</td>
<td>177 millions</td>
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<td>Informa (Taylor &amp; Francis)</td>
<td>2 milliards</td>
<td>1,8 milliard</td>
<td>1,8 milliard</td>
<td>-11 millions</td>
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<td>Sage Publications</td>
<td>2,2 milliards</td>
<td>2,2 milliards</td>
<td>2 milliards</td>
<td>304 millions</td>
<td>295 millions</td>
<td>268 millions</td>
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</table>

Meetings

✓ All library personnel
✓ Deans
✓ Faculty of Medicine: Department Chairs, Directors of Research Centres
✓ Faculty Union Executive Committee
✓ Library and Information Science School
✓ Library Advisory Committee
✓ Library Management Team
✓ Professors
✓ Student Associations
✓ University Executive Committee
✓ University Office of Communications
✓ University Research Committee

Web Site

Nouvelle ère pour les collections

Articles

University newspaper, Facebook and Twitter
Communiqué

Bibliothèques

UdeM Libraries cancel Big Deal subscription to 2,231 periodical titles published by Taylor & Francis Group

May 4th 2017 — Following negotiations with Taylor & Francis Group, Université de Montréal Libraries have been forced to unbundle the “Big Deal” periodicals package with the publisher, as its usefulness is not worth the approximately US $500,000 per year demanded to access it. Our consultation of the UdeM community has shown only a fifth of the package (480 titles out of the 2,391 titles in the bundle deal) is required for UdeM’s research and teaching needs. Among those, only 160 will be retained, because of their very high cost (CA $236 000).

Articles published since January 1st, 2017 in cancelled journals will no longer be instantaneously accessible at UdeM, but will be available free of charge through the inter-library loan service. Access to earlier issues will be preserved for 404 titles.

Taylor & Francis literally turned a deaf ear to all of the requests from the Libraries, claiming that their Big Deal offers UdeM excellent value for its money. Libraries see things differently, because they include in their assessment of a Big Deal only those titles that actually answer the needs of their community. UdeM Libraries employ the same approach with all publishers when the time comes to establish the amount they are prepared to pay for a periodicals package. This approach considers both the publisher’s rates and UdeM’s needs. This attitude is not so unreasonable, judging from the agreements recently reached with three major commercial publishers: Cambridge University Press, John Wiley & Sons and SAGE Publications Inc.
Community support

- Letter to Wiley’s CEO
- Email from researchers to Wiley (refused translation of a book)
- Petition from 400 students to Springer
- Faculty’s letters to Springer and T&F
- Call for mobilisation in Union Faculty letter
Other initiatives

- OA target (%.)
- Knowledge unlatched
- Scoap 3
- Institutional repository
- Publishing of ebooks in OA with Presses de l’Université de Montréal
- Érudit publishing platform

http://www.bib.umontreal.ca/collections-nouvelle-ere/
Are you ready to unbundle?

Prepare the collection
1. Adapt your Core collection.
   1. Do all the possible SWAP in order to include essential titles in your core lists.
      • Core title = perpetual access
2. Read your licence agreements:
3. Buy Deep Backfile archives
4. Explore alternative access to contents

Prepare your community
2. Adapt services (ILL fees)
Conclusion

• Keys of the success
  • Communications
  • Participation of the community

• Journals analysis : 1st step toward free knowledge

• Next steps : more and more support to OA publishing

• Mobilisation of internal and external partners
stephanie.gagnon.16@umontreal.ca
514 343-7653

Nouvelle ère pour les collections :
www.bib.umontreal.ca/collections-nouvelle-ere