Knowledge Unlatched

Knowledge Unlatched Select 2017 Prospectus

Creating a Sustainable Path for Open Access E-books and Journals

Offered by Knowledge Unlatched, May 2017

1. Executive Summary

Mandates to make scientific journal literature available via Open Access (OA) to a global audience are growing, even as Humanities and Social Sciences monographs, edited volumes, and journals remain locked behind paywalls. Knowledge Unlatched (KU) seeks to demonstrate that the combined global purchase power of academic libraries is sufficient to cover the first-copy costs of producing new books as well as providing Open Access to backlist titles—thereby creating a sustainable path to OA for this body of literature.

This model has the potential to transform access to the knowledge and ideas contained in scholarly books and journals and enables libraries to act as catalysts in the shift toward OA. Libraries can create a future that includes free access to high quality scholarly publications for readers all over the world.

Your participation will connect you with a global library community of over 450 institutions crowdfunding the costs of publishing HSS books and journals Open Access. This cooperative effort is less expensive than the purchase of single copies—plus you are contributing to the advancement of scholarly communication as a whole.

The KU Select Model:

- The success of the KU Select 2017 packages is based on a sufficient number of libraries participating globally in the funding model
- Any surplus exceeding the amount needed will be divided equally between supporting the KU Research programme and investing in KU's infrastructure on behalf of the library and publisher community
- KU Research will provide usage data and is geared to library requirements
- Supporting libraries will have a voice in shaping the future of KU

The KU Select 2017 Books and Journals Collection:

- 343 books available: 151 frontlist (Nov 2017–April 2018) and 192 backlist (2006–2016)
- 21 journals in the Humanities and Social Sciences (both formerly closed and Open Access titles)
- 60 well-respected scholarly publishers on five continents participating, including university presses, commercial publishers, and Open Access publishers
- The collection is curated by the KU Title Selection Committee consisting of 40 librarians in 12 countries
- 17 subject areas in the Humanities and Social Sciences

- Creative Commons licenses hosted by OAPEN and HathiTrust, preserved by CLOCKSS and Portico

2. KU Select 2017 Books: Collection Content and Pricing

The KU Select 2017 Book Collections include 151 new titles (to be published between November 2017 and April 2018) and 192 backlist titles (published between 2006 and 2016) covering topics in the Humanities and Social Sciences from 57 highly respected scholarly, commercial, and OA publishers:

- Academic Studies Press
- Akademie Verlag
- Amsterdam University Press
- Anthem Press
- Berghahn Books
- Bloomsbury Academic
- Brandeis University Press
- Brill
- Brookings Institution Press
- Cambridge University Press
- Columbia University Press
- Cornell University Press
- Dartmouth College Press
- De Gruyter
- De Gruyter Mouton
- De Gruyter Oldenbourg
- Duke University Press
- Edinburgh University Press
- Fordham University Press
- Georgetown University Press
- HAU Books
- Intellect
- John Benjamins Publishing Company
- Leiden University Press
- Liverpool University Press
- Manchester University Press
- The MIT Press
- Monash University Publishing
- Northwestern University Press
- Penn State University Press

- Peter Lang
- Pluto Press
- Policy Press
- Purdue University Press
- Routledge
- Rutgers University Press
- Sydney University Press
- Temple University Press
- The Ohio State University Press
- The University of North Carolina Press
- Transcript Verlag
- UCL Press
- University of Calgary Press
- University of Georgia Press
- University of Hawai'i Press
- University of Michigan Press
- University of Ottawa Press
- University of Toronto Press
- University Press of Colorado
- University of Westminster Press
- University of Hertfordshire Press
- University of South Australia Architecture Museum
- Utah State University Press
- V&R unipress
- Vandenhoeck & Ruprecht
- Verlag der Österreichischen Akademie der Wissenschaften
- Wayne State University Press

The full title list is available on our website: knowledgeunlatched.org/ku-select-2017/.

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Titles in the KU Select 2017 Book Collections were selected to represent a broad range of specialist research books—most of which are monographs, with a few edited collections and backlist titles as supplementary content for courses—forming the core of a broad collection of titles that KU is planning to develop through its unlatching program over the next few years.

For KU Select 2017 books, the Book Processing Charges (BPC) were set by KU based on the average title fee for the first two pilot collections. The BPC for frontlist titles in KU Select 2017 has been fixed at $13,410 // €12.650 // £10,755 per book. This represents all or part of the fixed costs of getting to the first digital file. For each backlist monograph included, the BPC was fixed at a much lower amount of $3,048 // €2.875 // £2,445 to partially compensate the publisher for loss of income from sales in other formats. These costs will be spread equally among participating institutions. The weighted average price per title comes to $30.74 // €29,00 // £24.65.

KU Select 2017 Books pledging options are:

- Option 1: Both KU Select 2017 Book packages (343 titles): $10,547 // €9.950 / £ 8,458
  - 100% KU Select 2017 Books pledge (all 343 titles)
        Or
  - 90% KU Select 2017 Books pledge (90% of total amount)

- Option 2: KU Select 2017 Frontlist only package (151 titles) $8,003 // €7.750 // £6,418
  - 100% KU Select 2017 Frontlist pledge (all 151 titles)
        Or
  - 90% KU Select 2017 Frontlist pledge (90% of frontlist amount)

Note that differential pricing applies for certain territories, including the US, the UK, Canada, and Norway. Learn more on our website: knowledgeunlatched.org/ku-select-2017.

3. KU Select Journals: Pricing

The KU Select 2017 Journal Collection includes 21 journal titles. The collection is a combination of current subscription or hybrid journals, as well as Open Access journals seeking a new, sustainable funding model. All journals are covering topics in the Humanities and Social Sciences and include 9 respected scholarly, commercial, and OA publishers:

- Berghahn Books
- Brill
- De Gruyter
- De Gruyter Mouton
- International Association for the Study of the Commons (IASC)
- John Benjamins Publishing Company
- MDPI
- Peter Lang
- SAGE Publishing

The full title list is available on our website: knowledgeunlatched.org/ku-select-2017.

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Titles in the KU Select 2017 Journal Collection were selected by librarians of the KU Title Selection Committee. Submitted titles were first screened by KU staff based on the number of articles published per year (with a target of around 20 scholarly articles per annum), and whether the journal has been published for a minimum number of years (with a target volume of at least seven years). The title fees are set by KU and are based on the APC charged by each journal, multiplied by the expected number of scholarly articles. The article count therefore excludes editorial content, book reviews, and other types of content that are typically neither APC-based nor behind a paywall.

The title fees therefore differ for each journal and result in the following package price:

- Journal pledging price annually for three years (21 journal titles): $2,333 // €2.200 // £1,870

In contrast to the KU Select 2017 Book Collections, the journals are offered as one package, which is why journals cannot be selected individually. However, for completeness, the title- and article-level pricing is mentioned below as a reference:

- Average price per title: $111.00 // €105,00 // £89.00
- Average price per article: $3.00 // €2,83 // £2.40
- Average discount compared to the list price: 47%

Note that the goal is to finance three years' worth of Open Access articles for the copyright years 2018, 2019, and 2020. Journal articles will be made Open Access on the publisher's platform and, if applicable, with other hosting partners.

4. KU Business Model and Pricing

To support the launch, all project and startup costs for KU's first pilot were covered by grants and generous support from founding libraries. The organizations that provided support to Knowledge Unlatched during its startup phase are: the New York Public Library, the British Library Trust, Queensland University of Technology, the University of Melbourne, and the University of Western Australia as well as the Open Society Foundation and the Big Innovation Centre. Round 2 (part of the pilot phase) as well as KU Select 2016 included cost recovery for KU.

The role of KU is project management, which includes the operational costs of coordinating with all participants. Publishers contribute 7.5% of the title fee for each book, and the remaining 7.5% is paid by libraries. The total 15% covers the costs of running the KU consortium, marketing KU collections, paying for sales representation, and keeping KU services sustainable. The charge for each title (BPC) already includes these costs. Any surplus from exceeding the necessary amount will be divided equally between supporting the KU Research Program and investing in KU's infrastructure for the benefit of the library and publishing community worldwide.

If enough libraries pledge their support to unlatch titles in the KU Select 2017 collection and the minimum cost requirements are met, fully downloadable PDFs—and EPUBs, where possible— of the selected titles will be made available on Creative Commons licenses via OAPEN and HathiTrust as soon as possible after publication.

Community Outreach

Operational support and invoicing will be handled by (subject to change):

- LYRASIS in the USA and Canada
- JISC Collections in the UK
- Schweitzer in Austria, Belgium, Germany, Luxembourg, the Netherlands, and Switzerland
- Karger Libri in Israel, Russia, Singapore, Thailand, and Turkey
- LM in Iceland, Norway, Sweden, Denmark, Finland, and Spain
- iGroup in Asia and Oceania
- and directly by KU staff in all other countries

5. Hosting and Preservation

Hosting and preservation will be provided by OAPEN and HathiTrust. CLOCKSS and Portico will also provide preservation for the book collections. Furthermore, all content will be discoverable on the BiblioLab platform.

6. Pledging Period

Binding pledges will be accepted beginning May 15, 2017. Libraries should register on the KU website at: app.knowledgeunlatched.org. The pledging period will end at the end of November, 2017.

At the end of the pledging period, KU will evaluate the commitments from libraries and make a decision about which KU Select 2017 packages to unlatch. If necessary, KU will announce that there was insufficient participation to unlatch certain packages. If titles are not unlatched, libraries that pledged for those titles will be released from their obligations and no invoices will be sent.

7. Features

Rights: The publishers acknowledge that the copyright holders of the books and journals have agreed to issue their works on a Creative Commons license, unless stated otherwise, and that permissions for third-party materials have been obtained.

Platform: Book titles will be available as fully downloadable PDF files, and in EPUB format where available. Journals will be available as fully downloadable PDF files, and as HTML where available. OAPEN and HathiTrust will host the OA version of unlatched titles, DRM-free and without an embargo.

Preservation: All the titles included will be preserved by OAPEN, HathiTrust, CLOCKSS. and Portico.

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MARC: Initial MARC records will be available shortly after titles are unlatched.

Discovery: Unlatched titles will be discoverable in the Directory of Open Access Books, the Directory of Open Access Journals, OCLC's Worldcat, and via library discovery tools.

Usage Data: Usage data will be provided by OAPEN and HathiTrust to KU. KU provides reports on usage and geolocation data as well as institutional reports to supporting libraries on a quarterly basis.

8.   Advisory Groups

KU has a two-tier approach to library governance, consisting of the Library Steering Committee (KU strategy) and the Title Selection Committee (KU content).

Members of the current Library Steering Committee (2017–2019) were selected based on their support for and engagement with KU. Thereafter, any library that has participated in more than two successfully unlatched KU collections will be invited to nominate members. The Library Steering Committee will make recommendations regarding the business model and will be invited to propose new business opportunities and contribute to the overall strategic direction of KU.

The Title Selection Committee was formed based on nominations from all the libraries that participated in either of the first two rounds (the Pilot and Round 2 collections). The Title Selection Committee plays a key role in selecting content to be offered to libraries via KU. The committee makes recommendations on:

- titles to be included in collections;
- procedures for curating collections offered to libraries via KU;
- criteria for publisher inclusion in the KU program;
- subject areas included in the KU program.

The Title Selection Committee also plays an advisory role on matters such as library acquisitions workflow, library-vendor relationships, metadata, accessibility, and archiving.

9.   Benefits for Participating Libraries

Knowledge Unlatched places libraries at the center of the shift towards OA e-books and journals. As librarians increasingly consider their role in connecting users with high quality research and information, it is even more important that libraries find efficient ways to work together for the benefit of global communities.

By participating in KU Select 2017, librarians can be part of a global organization that leverages their influence and increases their combined impact on the development of OA e-books and journals.

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- Librarians take a leadership role in making new book and journal content openly available.
- Librarians gain direct experience with the dynamics of OA models for e-books and journals.
- Librarians enable and support research on usage to better inform all stakeholders.

10. Benefits for Participating Publishers

Publishers take part in KU for many reasons:

- KU is an opportunity for publishers to learn about what happens when their titles are made available on an OA license.
- Many publishers recognize that demand for OA publication is growing and want to be able to offer their authors OA options.
- Author-pays OA publishing (equivalent to journal APCs) is not appropriate for many authors. KU represents an alternative to requiring individual authors to fund OA publications.
- The aggregation of demand for OA versions of publications is attractive to publishers because it helps them cover the origination costs earlier in their sales cycle.
- Publishers have access to unique usage data for their own books and journals.

11. KU Research

KU began its metrics study by gathering detailed information about how titles made available on OA licenses through its program are used. This data also feeds into critical research on impact metrics for digital books.

KU Research is the arm of KU working to find better ways to track how OA books are being used; to develop simple, easy-to-understand usage reports for libraries, authors, and publishers; and to explore the role KU usage data may play in the emerging field of altmetrics.

Quarterly aggregated usage statistics reports are published on the KU website, which allows authors, libraries, and publishers to view blended usage data on an interactive map: knowledgeunlatched.org/about/research/usage-statistics/.

Institution-specific reports are available on the KU Portal: app.knowledgeunlatched.org.

12. Step-by-Step Description of the Pledging Process

To take part in the KU Select 2017 Collection, libraries will be asked to take the following steps:

1. A representative of the library should register on the KU website (app.knowledgeunlatched.org) to record their pledges.

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2. Libraries need to pledge for one of the two options. Librarians can learn more here: knowledgeunlatched.org/ku-select-2017/.

3. The first library representative of an institution to register can then invite their colleagues to create their own accounts, which will be linked to the main library account.

4. Libraries will receive an email confirmation when they have selected titles in the KU Select 2017 collection.

5. Libraries may request to be invoiced early, before the end of the pledging period.

6. Once the pledging period has closed, libraries will be notified by email about whether the pledging target was reached for their choice of titles.

7. If the pledging target is not reached for certain titles, libraries will be released from their pledges to those titles and will not be invoiced for them. In such cases, no further action by the library is required.

8. If the pledging target is achieved, libraries will be invoiced for their selection.

9. If KU Select 2017 packages are unlatched, libraries will be notified when titles are made available as fully downloadable PDFs via the OAPEN Library (oapen.org/home) and the HathiTrust Digital Library (hathitrust.org).

10. Participating libraries are entitled to a 35% discount on purchases of additional formats of KU Select 2017 titles directly from the publisher. KU will inform the publishers of which libraries pledged on their titles.

11. Complete MARC records will be available after the titles have been unlatched.

13. Stay Updated

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