Knowledge Unlatched

Knowledge Unlatched Select 2017 Prospectus

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

Offered by Knowledge Unlatched, May 2017

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1. Executive Summary

Mandates to make scientific journal literature available via Open Access (OA) to a global audience are growing while Humanities and Social Sciences monographs, edited volumes and journals remain locked behind paywalls. Knowledge Unlatched (KU) seeks to demonstrate that the combined global purchases of academic libraries is sufficient to cover the first copy costs of producing new books as well as providing Open Access to backlist titles – and thereby create 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 towards OA. Libraries can create a future that includes free access to high quality scholarly publications for readers all over the world.

Your participation will include you in a global library community of over 450 institutions that crowdfunds the costs to publishing HSS books and journals Open Access. With this cooperative effort, it is less expensive than the purchase of single copies – and you are bringing benefit to scholarly communications 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 from 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 have a voice in shaping the future of KU

The KU Select 2017 Books and Journals collection:

- 343 books available: 151 front list (Nov 2017-April 2018) and 192 backlist (2006-2016)
- 21 journals in the Humanities and Social Sciences (formerly closed and Open Access titles)
- 60 well-respected scholarly publishers participating on 5 continents including university presses, commercial publishers and Open Access publishers
- 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 licences - hosted by OAPEN and HathiTrust, also preserved by CLOCKSS and Portico

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2. KU Select 2017 Books - Collection Content and Pricing

The KU Select 2017 Book Collections include 151 new titles (to be published in November 2017-April 2018) and 192 backlist titles (published between 2006-2016) 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 Title List is available on our website: knowledgeunlatched.org/ku-select-2017/

Titles in the KU Select 2017 book packages were selected to represent a broad range of specialist research-based books, most of which are monographs, a few edited collections and backlist titles that are supplementary content for courses, to form a core collection of these that KU is planning to achieve through its unlatching programme over the next years.

For KU Select 2017 books, the Book Processing Charges (BPC) were set by KU based on the average Title Fee during the first two Pilot collections. The BPC for front list 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 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 other format sales. This will be spread equally to 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 front list only package (151 titles) $8,003 // €7,750 // £6,418
  - 100% KU Select 2017 Books Front list pledge (all 151 titles)
  - Or: 90% KU Select 2017 Front list pledge (90% of frontlist amount)

Note that differential pricing apply 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 titles, which will be flipped for 3 years. This is a combination of currently 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 Title List is available on our website: knowledgeunlatched.org/ku-select-2017/

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 based on the number of articles published per year (target around 20 scholarly articles per annum) and whether the journal was published for a certain amount of years (target volume seven or beyond). The BPCs are set by KU based on the APC charged by this 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 content nor behind a paywall.

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The BPCs therefore differ by journal and result in the following package price:

- Journal pledging price annually for 3 years (21 journal titles): $2.333 // €2.200 // £1,870

In contrast to the KU Select 2017 Book collections, the journals are offered as a single package. Therefore, journals can't be selected individually but 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%

For journals, 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 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. Organisations 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 to coordinate 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 of 15% covers KU costs of running the KU consortium, marketing KU collections, paying for sales representation and keeping KU services sustainable. The cost of each title (BPC) already reflects these costs. Any surplus from 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

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

5. 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, Netherlands, and Switzerland

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- Karger Libri in Israel, Russia, Singapore, Thailand, and Turkey
- LM in Iceland, Norway, Sweden, Denmark, Finland, and Spain
- and directly by KU in all other countries

6. Hosting and Preservation

Hosting and preservation will be provided by OAPEN and HathiTrust. CLOCKSS and Portico will also be providing preservation for these books. The content will furthermore be dicoverable on the BiblioLab platform.

7. Pledging Period

Binding pledges will be accepted as of 15 May 2017. Libraries should register on the KU website app.knowledgeunlatched.org. The pledging period will end 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 or announce that there is insufficient participation to unlatch certain packages. If titles will not be unlatched, the libraries will be released from their pledge and not be invoiced.

8. Features

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

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

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

MARC: Initial MARC records will be available shortly after they 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 through library discovery tools.

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

9. Advisory Groups

KU has a two-tier approach to library governance consisting of a 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 support for and engagement with KU. Thereafter any Library that has participated in more than two KU collections that have been unlatched will be invited to nominate members. The Library Steering Committee will make recommendations on the business model. They will be invited to propose new business opportunities and contribute to the overall strategic direction for KU.

The Title Selection Committee was formed through nominations from all 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 programme
- Subject areas included within the KU programme

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

10. Benefits for Participating Libraries

Knowledge Unlatched places libraries at the centre 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 organisation that leverages their influence and increases their combined impact on the development of OA e-books and journals.

- Librarians take a leadership role in making new book and journal content openly available
- Librarians gain direct experience with the dynamics of OA e-book and journal models
- Librarians will be enabling research on usage to better inform all stakeholders

11. Benefits for Participating Publishers

Publishers are taking 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 licence
- Many publishers recognise 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 the OA version is attractive to publishers because it helps them to cover the origination costs earlier in their sales cycle
- Publishers will have access to unique usage data of their own books

12. KU Research

KU has begun its metrics study by gathering detailed information about how titles made available on OA licences through its programme are used. This data will also feed into critical research on impact metrics for digital books.

KU Research is an arm of KU that is 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 that 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 in an interactive map: knowledgeunlatched.org/about/research/usage-statistics/

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

13. 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

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

3. The first library representative at 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 achieved for certain titles, libraries will be released from their pledge to those titles, will not be invoiced for them, and 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 via the HathiTrust Digital Library: hathitrust.org

10. Libraries are entitles to a 35% discount on purchases of additional formats direct from the publisher. KU will inform publishers which libraries pledged on their titles

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

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