“Subscription journals have been converting or “flipping” to open access (OA) for about as long as OA has been an option.”

Peter Suber
OA Journals at T&F

New/acquired/converted OA journals by year
Conversion Project

- We converted 20 subscription titles to Open Access for 2017
- 7 conversions to Open Access for 2018
Project goals
Why OA Conversion?
Open Access Vision

We will make it as easy as possible for researchers, societies, institutions, funders and governments to achieve their open scholarship aims.

- customer focused quality improvements to services and processes
- seek out and listen to our customers’ needs
- build the skills, knowledge and motivation of all colleagues
What happened?
2017 Conversion Project: Submissions

Submissions across the project fell 61%
Mean journal fell by 50%

Quality of submission has gone up
- Anecdotally from editors
- Desk reject rate has fallen by 12%
  (across the project) and the mean journal level is 18%
Challenges and Lessons Learned
Advocacy with Editors and Editorial Boards

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Conversion or rebirth?
Thank you