Flipping the Script

Joe Lerro, Open Access Sales Executive
Fiona Counsell, Open Access Publisher
What do we offer?

- Green and Gold publishing routes
- A range of licencing options, including Creative Commons
- 160 Full open access titles (*Open, Cogent*)
- 2,300+ Hybrid open access titles (*Open Select*)
On the Librarian

On the Publisher

The Impact of Open Access

On the Author
- Processing APCs
- Managing institutional repositories
- The need to become a “knowledge bank”?
- Author choice
- Tools and guidance
- Best practice
- Regional variations
- Internal systems
OA Support at Taylor & Francis

Open Access Editorial Team
- Policy and advocacy
- Operations
- Research

Open Access Sales
- OA Memberships
- Sales Agreements
- Workflow for Institutions

Customer Service – APC Team
- Invoicing authors
- Liaise with OA member and partner institutions

Communications
- Promoting OA
- Support and guidance for researchers

eProduction
- Feeds to indexing services
- Delivering technology to participate in initiatives

Production
- Workflow and system development
Taylor & Francis OA philosophy

- Author choice
- Community collaboration and consultation
- Commitment to offering the best in OA publishing
Agreement Models

- Institutional Agreements
  - Institutional Open Access Memberships

- Transitional Agreements
  - Jisc (UK)
  - FinELib (Finland)
  - FAK (Germany)
  - KEMÖ and FWF (Austria)
  - California Digital Library

- Transformational Agreements
  - VSNU (Netherlands)
  - Max Planck Digital Libraries
Lessons learned and challenges

- **Communication**
  - Refine and continually broadcast messages
  - Joint Advocacy
  - Internal communication as important as external

- **Lots of variation across countries, consortia, institutions, faculties**
  - Flexibility or standardization?

- **Workflow**
  - Continuous infrastructure development
  - Feedback loop to institutions, funders
Netherlands

Open access publications per publisher sorted by year

- Elsevier: 358
- Emerald Publishing group: 5
- Karger: 103
- Royal Society of Chemistry (RSC): 108
- SAGE: 83
- Springer: 2113
- Taylor & Francis: 1549
- Walter de Gruyter: 16
- Wiley: 379

Total: 4714

This data has been updated on 11 September 2017.
Advocacy

- Taylor & Francis collaborate with libraries and researchers to promote OA opportunities
  - Author Workshops
  - Webinars
  - Materials to promote agreements to researchers
  - Dedicated OA pages on our Author Services website
- Journal Finder
“Subscription journals have been converting or “flipping” to open access (OA) for about as long as OA has been an option.”

Stuart Shieber

“Publishers will never convert their hybrid journals to Open Access”

…journals would still have no incentive to switch to the full open access APC-only model”

Peter Suber
New/acquired/converted OA journals by year

OA Journals at T&F
Dove Press joins Taylor & Francis
Conversion Project

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

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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
Criteria for Conversion

• Is there a community to serve?
• Copyflow?
• Subject appropriate indexing?
• Editor?
• Society support?
• Financially sustainable?
• Potential for wider readership?
• Author fees?
• OA competitors?
What happened?
2017 Conversion Project: Submissions

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

Quality of submission has gone up
- Anecdotally from editors
- Desk reject rate fallen by 12% (}

![Graph showing submissions before and after conversion]

- Before: Average of # submissions
- After: Average of # submissions

- Not rejected
- Desk rejected
- Benchmark
- Max
Challenges and Lessons Learnt

www.tandfonline.com/page/openaccess
Advocacy with Editors and Editorial Boards

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Decisions, decisions, decisions…

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Timing the communications

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Internal organisation

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Conversion or rebirth?

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