

# Widespread Academic Efforts to Address the Spiraling Costs of Scholarly Journals

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# Rocket Science?



# Approach

- Events?
- Data will be gathered sequentially.
- Survey intended as a “benchmark”. We’re at the beginning of processes that will play out over time, perhaps decades.
- Only “scratch the surface”

# Methods

- 200 SPARC member institutions
- 170 phone interviews (85%)
  - 92 ARL
  - 78 non-ARL
- 84 Yes (49%)
- 86 No (51%)

# Methods . . . . Questionnaire

- 21 questions – “flow chart”
- Typical questions (most scored 1-7)
  - Which group was the sponsor of the event?
  - Did you get assistance from SPARC?
  - How extensive was follow-up?
  - What would you do differently?
  - Four questions assessing “success”.

# Results

## Q15 What would you do differently?

- Have more events (13)
- More personal contact (9)
- Nothing (9)
- Better follow-up (8)
- Go to departments (7)
- Contact SPARC (6)
- More formal invitations (5)

# Results

## Q15 What would you do differently?

- Get admin. more involved (4)
- Read/prep more (4)
- Encourage alternative publishing (4)
- Better advertise (3)
- Change time/location (2)
- Focus more on the issue (2)
- Get fac involved in planning (2)

(responses by only one school omitted)

# Results

Q16      What was extent of changes  
            in faculty publishing habits?  
  
(1-7, 1 being very little or none)

Mean	2.09
Median	2
Mode	1
St Dev	1.09
N	75

# Results

Q17 To what extent were there changes  
in tenure-granting process?

(1-7, 1 being very little or none)

Mean	1.50
Median	1
Mode	1
St Dev	0.94
N	74

# Results

Q18 To what extent did event have affect up or down on library serials budget?

(-3 to 3, 0 being no affect)

Mean	0.67
Median	1
Mode	0
St Dev	1.26
N	78

# Results

Q19 To what extent did event increase faculty awareness/understanding of issue

(1-7, 1 being very little or none)

Mean	4.74
Median	5
Mode	5
St Dev	1.69
N	78

# Results

Questions 16-19 = “Effectiveness Factor”

– 68 institutions

– (0-24 scale)

• 7 >12 (“more effective”)

• 61 <12 (“less effective”)

– Tough hurdles

# Results

## Correlation of attributes with “effectiveness factor”

### – Q11 - SPARC assistance?

- Yes 9.9
- No 7.8

### – No other statistically significant correlations

# Results

## ARL vs. non-ARL institutions

- Only statistical difference was that ARL schools were more likely to have held an event.
- No statistically significant difference between attributes and “eff. factors”.

# Results (Anecdotal)

- Top five responses (categorized)
  - Institutional repositories are being pursued as solutions (23)
  - Having or building library/faculty relationships is crucial (18)
  - Sending out specific or personal invitations is recommended (17)
  - One large event is not enough (15)
  - Focus more on departments/individuals (12)

# Results . . . . . Observation

- Though not quantified, we repeatedly heard a strong sentiment that those who held events felt they had accomplished their goals. These “goals” they set out to accomplish were along the lines of starting a dialogue with, and educating the faculty.
- One evidence is that 94% recommended that others hold similar events.

# Discussion

- Planning Events
  - Identify a goal
  - Have a prominent individual present overview
  - External speakers often helpful
  - Panel
  - Include faculty already attuned to issues
  - Can be of varying lengths

# Discussion

- Encouraging attendance
  - Support and involvement from high-ranking administrators from the start is important.
  - Involve prominent faculty
    - Editors
    - Those on tenure/promotion board
    - “Tuned in” faculty as panelists

# Discussion

- Advertising
  - Website, emails, flyers, newsletters, etc.
  - Personal invitations
    - To: particularly important faculty
    - From: senior administration and library (jointly?)
  - Follow-up
    - Send out “reports” after meeting.

# Discussion

- Post-Campus Events
  - Handouts, website shown at the end, giving additional readings & resources.
  - Mechanism for follow-up on **action items**
  - Educate library staff so they are conversant.
  - Plan for future events
    - Annual?
    - Additional campus-wide events?
    - Departmental events?

# Conclusion

- Increased awareness among faculty
- Less impact on
  - Faculty publishing habits
  - Tenure-granting processes
  - Increasing serials budgets
- Benchmarking - repeat survey in future?
- Best practices & suggestions
- Full paper will likely be posted on SPARC website

# For more information

- Randall Ward, Brigham Young University  
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- Preliminary paper - Randall Ward, David Michaelis, Robert Murdoch, Brian Roberts, Julia Blixrud, ***Widespread academic efforts address the scholarly communications crisis: The results of a survey of academic institutions***, C&RL News, June 2003, 64(6), 382-83,89.