How Library Publishing Programs can Support Journal Flipping

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Background

• IUPUI University Library - supporting the publication of open-access scholarly journals since 2008
• Currently hosting 13 journals using Open Journal Systems (OJS)
• Several of our titles flipped from a subscription-based model to open access
Flipping *Metropolitan Universities*

- *Metropolitan Universities* (MUJ) is a peer-reviewed journal focused on higher education.
- Publication of the Coalition of Urban and Metropolitan Universities (CUMU) at Towson University
- Subscribers were primarily higher education administrators, university Presidents and Vice Presidents.
- Subscriptions by print and for CUMU members
Publishing History

- Transactions Publishers Inc. 1990-1993
- Wright State University 1993
- Towson University 1994-2000
- IUPUI 2000-2015
Stakeholders Roles and Motivations

**IUPUI University Library**
- Desire to make MUJ openly available in electronic format
- Add to journals supported by journal publishing program

**Journal Editor/Board**
- Hesitant to move to digital publishing
- Not that interested in OA
- Liked the idea of digital archive

**University College**
- Responsible for producing print copies of MUJ
- Lacked infrastructure to support digital publishing

**CUMU**
- Underwent reorganization at headquarters
- Desire to increase impact of the journal; saw value of OA
- Producing the journal was largest expense for CUMU
A Digital Archive as a Step to Transitioning

- The wariness of digital publishing from the journal necessitated a transition step
- A way to demonstrate value without disrupting the journal’s current workflows
- An openly available digital archive of the full run required obtaining the rights from various publishers
Copyright Releases and the Buyback

- Wright State University and Towson University signed copyright releases granting non-exclusive license to Indiana University Board of Trustees to distribute.
- CUMU negotiated the terms of a buyback with Transaction Publishers.
- Rights to distribute Vol. 1-4 under a non-exclusive license purchased for $2,400.
Digitizing and Batch Uploading to OJS

• Site setup in OJS 2.4.7
• 89 issues scanned - Fujitsu M4097D sheet feed scanner for cut copies; Konika Minolta PS7000C MKII for bound copies
• Individual article, front matter, and back matter files prepared
• Article-level metadata created
• Issues batch uploaded to OJS using XML upload
Timeline

• Initial conversations began October 2013 then stalled
• In October 2014 conversations about creating digital archive began
• Digital archive complete early October 2015
• Archive public launch on February 16th, 2016
The Flip

- Beginning with Volume 27 Issue 1, Metropolitan Universities started producing new and openly available digital content.
- CUMU handles all marketing around the digital launch and archive.
Lessons Learned

• Transition phase important
• Conflicting goals and motivations
• Value of partnering with an association
• Potential value of buybacks
• This process is messy
Good Candidates for a Flip

• Practice-based readership
• Relatively few subscriptions
• Journals looking to transition from print only to digital
Questions?