



# UC Libraries Author Communications and Outreach Strategy for Fall 2023

September 20, 2023

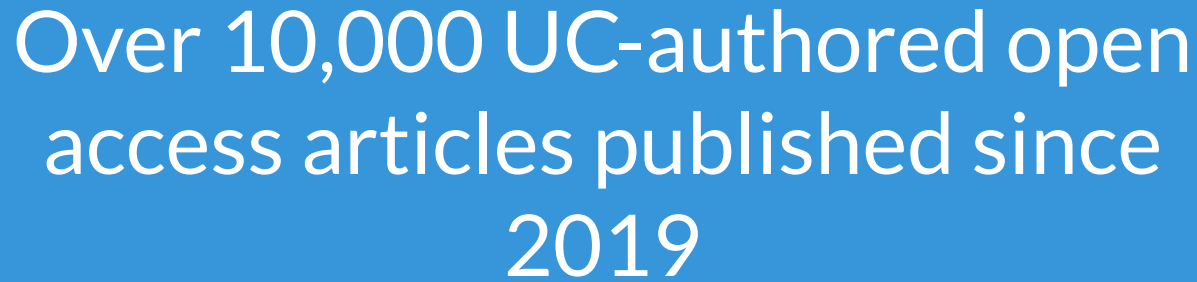
UC Systemwide Open Access Communications Team: Jessica Nusbaum (Davis), Tiffany Grandstaff (Berkeley), Johannes Steffens (Santa Barbara), Jessica Crosby (UCSF), Anneliese Taylor (Scholarly Communication, UCSF), and Mark Clemente (CDL)

# UC's Progress to Date





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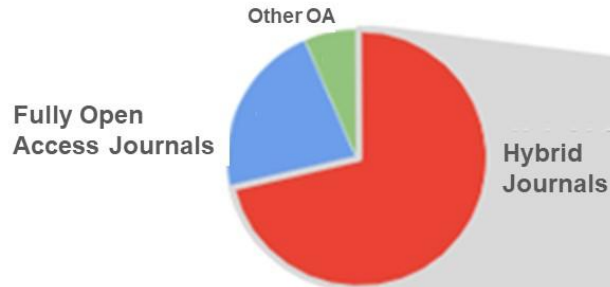


Over 10,000 UC-authored open  
access articles published since  
2019

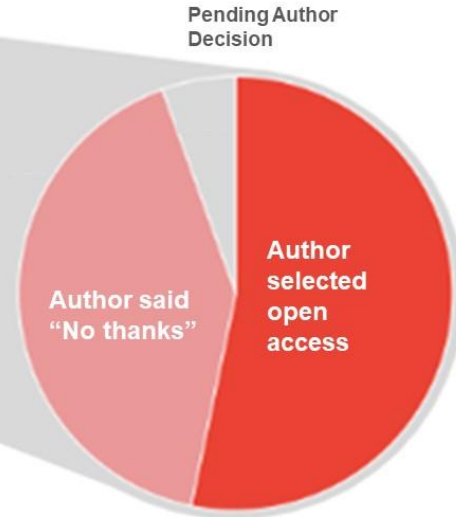


# The Challenge: Nearly Half Decline Open Access

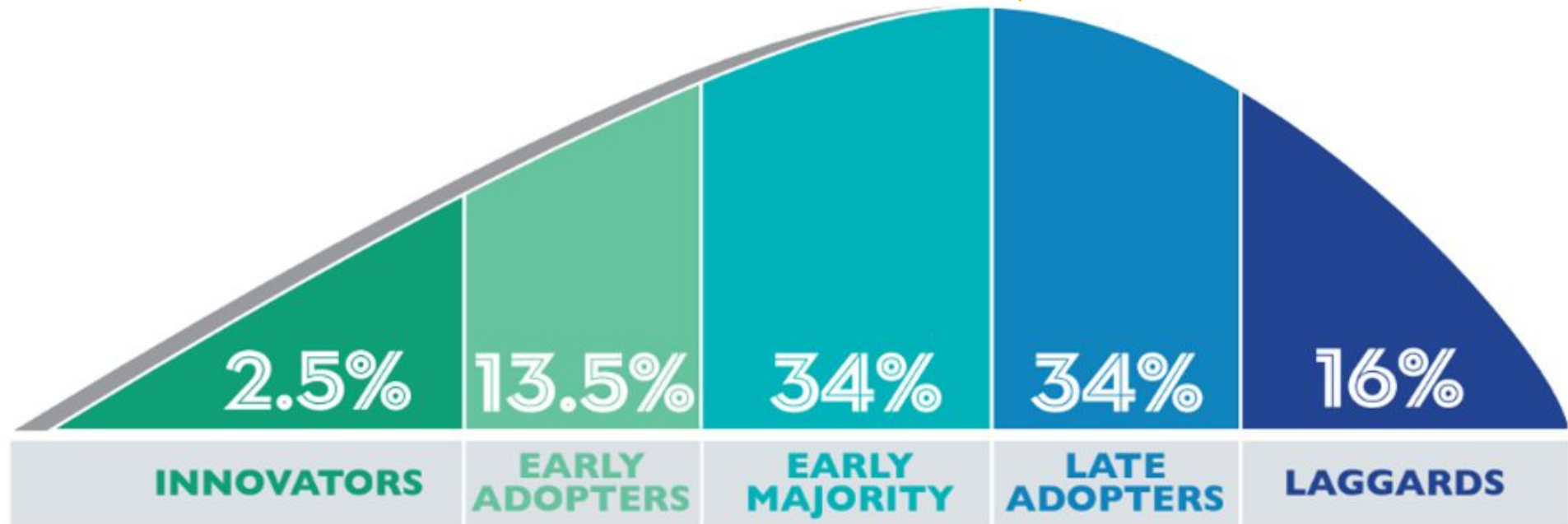
Eligible articles by journal type



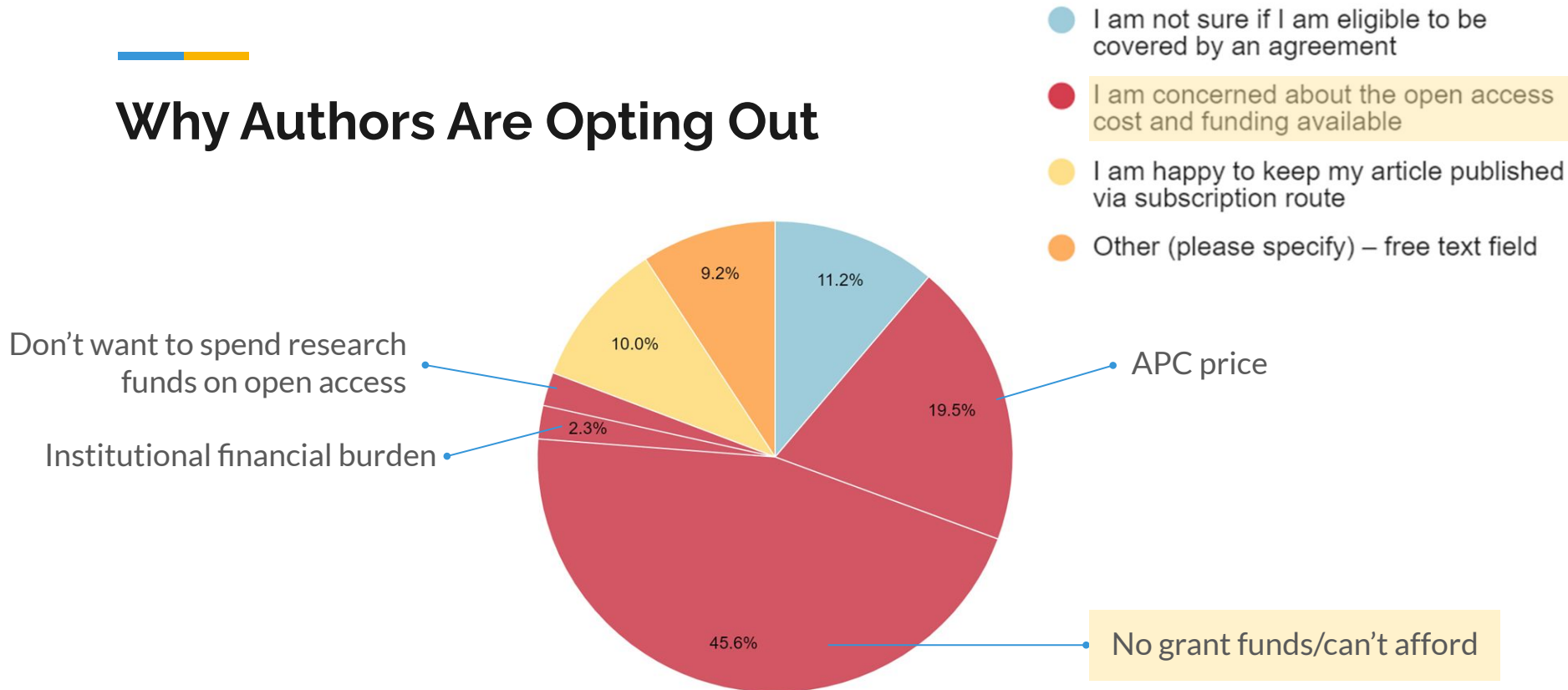
Author choice in hybrid journals



In Other Words, We're Here.



# Why Authors Are Opting Out



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**We need to do something different.**



# What We're Doing

- Improving publisher workflows
- Analyzed the online “ecosystem” of info we’re providing UC authors
- Improving central resources, like key sections of the OSC website
- CDL is building a journal lookup tool

## OA Publishing Agreements and Discounts

The University of California is committed to making it easier and more affordable for UC authors to publish open access.

The UC libraries negotiate agreements with scholarly journal publishers to reduce the amount authors must pay when they choose to publish open access. **Terms vary, but under most agreements:**

- **The libraries automatically pay the first \$1,000 of the open access fee**, or article processing charge (APC), as part of a university-wide agreement.
- **The libraries will pay the full amount** if an author does not have research funds available for this purpose.

Find details on the benefits available to UC authors, by publisher, below. UC offers discounts for authors publishing open access in many journals outside these agreements, as well.

[Expand All](#) | [Collapse All](#)

▼ [American Association for the Advancement of Science](#)

▼ [American Chemical Society](#)

▼ [Association for Computing Machinery](#)

▼ [Biochemical Society/Portland Press](#)

▼ [BioMed Central](#)



# What We're Doing

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[Collapse All](#)

[Society for the Advancement of Science](#)

▼ American Chemical Society

▼ Association for Computing Machinery

▼ Biochemical Society/Portland Press

▼ BioMed Central

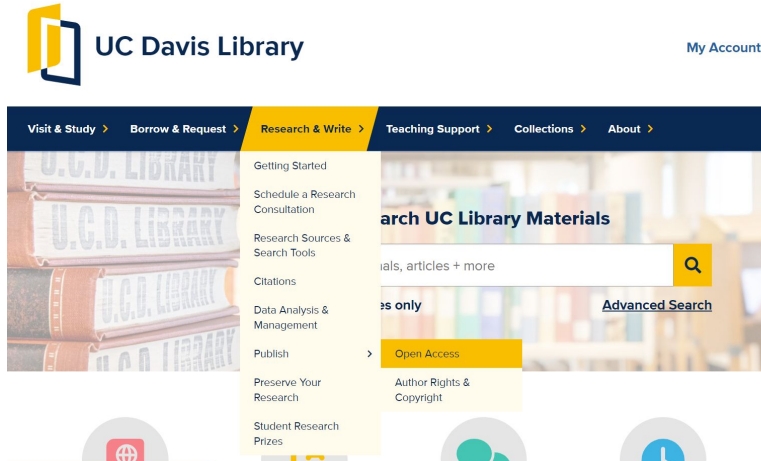
### ^ Biochemical Society/Portland Press

- **Discount or funding available:**
  - First \$1,000 of APC automatically covered
  - Full APC covered for authors without funds available for open access publishing
- **Eligible journals:** All Biochemical Society/Portland Press journals
- **UC locations covered:** All 10 campuses, LBNL
- **Effective dates:** January 1, 2022–December 31, 2024
- [See full details](#)

- CDL is building a journal lookup tool

# Where We Need Your Help: Online

#1 Consider making open access info (or the link to it) more visible on your website and/or in relevant LibGuides.



The screenshot shows the UC Davis Library website. The top navigation bar includes "Visit & Study", "Borrow & Request", "Research & Write", "Teaching Support", "Collections", and "About". The "Research & Write" menu is expanded, showing options like "Getting Started", "Schedule a Research Consultation", "Research Sources & Search Tools", "Citations", "Data Analysis & Management", "Publish", "Preserve Your Research", and "Student Research Prizes". The "Publish" option is highlighted, and a sub-menu is visible with "Open Access" selected. Below the navigation, there is a search bar with the text "Search UC Library Materials" and a search icon. The background features a stack of books with "U.C.D. LIBRARY" printed on them.



The screenshot shows the UC San Diego Library website. The top navigation bar includes "THE LIBRARY" and "UC San Diego". The main navigation bar includes "Research & Collections", "Borrow & Request", "Computing & Technology", "Visit", "Ask Us", "About", and "Hours". The page title is "Open Access Publishing & Policies: Open Access Publishing Discounts". Below the title, there is a search bar with the text "Search this Guide" and a search icon. The page content includes a section titled "University of California Publisher OA Agreements and Discounts" with a sub-section for "UNIVERSITY OF CALIFORNIA Publisher OA Agreements and Discounts". The text below this section reads: "The University of California has transformative open access publishing agreements and publishing discounts in place with a broad range of scholarly publishers, including several of the world's largest commercial journal publishers, as well as society, not-for-profit, and fully open access publishers. These agreements and discounts are in place to make it easier and more affordable for UC authors to publish open access by reducing the amount that authors are responsible for paying when publishing open. Please note: it is a good idea to check the link above for the details of each agreement or contact the Scholarly Communications Librarian (scholcomm at ucsd dot edu) with questions."

# A Note on Language: Online and Elsewhere

## Subvention



### Review Open Access eligibility



#### Article is eligible for Open Access through your institution at no fee

As an author affiliated with University of California Merced included in a pilot agreement with Wiley, you are automatically eligible for a 15% discount on your open access article processing charges (APC) as well as a \$1000 subvention paid for by the UC libraries.

The UC Academic Senate strongly recommends the open access option. The UC libraries will cover the costs in full if you do not have available grant funding to pay the remainder of the APC.



## Where We Need Your Help: On the Ground

- #2 Prepare for a potential request from your Academic Senate Library Committee to partner on local outreach via college, school and departmental meetings.

UCOLASC

UCOLASC Chair will encourage members (i.e., local COLASC Chairs) to engage their committees this fall

Campus Library Committees

Option 1: Present to COLASC and ask them to open doors  
Option 2: Train COLASC members to present

Colleges, Schools, Depts

Library staff and/or COLASC members present at college, school and/or dept meetings about open access opportunity



## Next Steps: September-early October 2023

1. **Review your website.**
  - *Can you make information on UC's open access agreements easier to find?*
  - *Beyond your website, are there other forms of outreach you can pursue?*
2. **Talk with your communications and/or librarian colleagues** to start thinking about how you might want to structure your outreach on the ground.  
*What makes sense in light of your local capacity, depth of expertise, and relationships?*
3. **Report back.** Let us know how it goes, and if you have questions along the way.



# Questions & Discussion