

Exploring business models for open access at the LSA



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Linguistic Society of America

Current business models:

LANGUAGE

Generates net revenue of \$310K per year through:

- **institutional subscriptions (libraries)**
- **royalties from Project Muse, JSTOR, and the Copyright Clearance Center**
- **Print Advertising**
- **Individual membership dues/subscriptions (@50%)**

Current business models:

E-LANGUAGE

- **LSA donates €10,000/~\$15,000 year to Heinrich Heine Universitat**
- **Also supported through in-kind and monetary donations from various entities in Germany**
- **Does not accept advertising**
- **Does not require LSA membership to submit papers or to view articles**
- **Institutional subscriptions not required**
- **Operates at a net loss to the LSA**

Goals for new model:



- **TO EXPAND ACCESS TO LSA PUBLICATIONS**
- **TO MAINTAIN LSA'S NET REVENUE FOR SUPPORT OF ONGOING PROGRAMS AND SERVICES.**
- **TO ATTRACT AND RETAIN NEW MEMBERS AND READERS FOR LSA PUBLICATIONS**

Business models for open access publishing

- **Article Processing Charges**
 - Paid by author and/or institution
- **Institutional subsidies**
 - Currently used for eLanguage
- **Advertising/Sponsorships**
- **Charitable contributions**

A delicate balancing act...



- **What are the incentives for members to join/ remain in the LSA?**
 - How important are the membership submission and access requirements?
- **Will libraries discontinue print subscriptions and at what rate?**
 - How do they perceive various publishers and aggregators?
- **Are there better publishing partners than MUSE and JSTOR?**
 - More lucrative for LSA? Greater capacity?
- **Can authors afford to pay APCs?**

New model for *Language*



- **Expand digital content to take advantage of online capacity and timeliness**
- **Delayed Open Access: One year Embargo**
- **Charge APC of \$400 for immediate open access**
- **Maintain parallel content delivery mechanisms:**
 - Print and online via Muse, JSTOR and LSA website
- **Membership requirement for submission and to access content during embargo period.**
- **Author retains copyright, but licenses content to LSA.**

A new model for eLanguage



- **Discontinue annual donation to HHU after 2013**
- **Empower co-journals to make a choice, subject to negotiation:**
 - Publish as independent LSA journals
 - With distinct policies and procedures
 - Publish content within a distinct section of *Language*
 - Subject to policies and procedures for *Language*
 - Publish as a journal external to the LSA
 - Discontinue publication as a free-standing journal
- **Pending: disposition of non-journal content**

Experimentation & Evaluation



- **eLanguage and Open Access**
- **New digital content for Language:**
 - Teaching Linguistics
 - Phonological Analysis
 - Public Policy
 - Perspectives
- **Semantics & Pragmatics**
- **Welcoming new proposals**
- **LSA Publications Fund??**

Further discussion:



**LSA BUSINESS MEETING
SPECIAL DISCUSSION SESSION ON CHANGES TO
THE LSA'S PUBLICATIONS PROGRAM**

FRIDAY, JAN. 4TH @ 5:30-7:00PM

FAIRFIELD ROOM



Contact Information



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