



Scholarly Publishing & Academic Resources Coalition  
*An initiative of the Association of Research Libraries*

[www.arl.org/sparc](http://www.arl.org/sparc)

# **SPARC Public Access Advocacy Activities in the United States**

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## About SPARC

[www.arl.org/sparc](http://www.arl.org/sparc)

- Coalition of libraries (300+ in Europe and North America) working to address inequities in scholarly publishing system.
- Pragmatic agenda -- mission is to:
  - expand dissemination of research
  - Leverage networked digital environment to serve scholarship.
  - reduce financial pressures on libraries.
- Strategy: Education, Incubation and **Advocacy**



## Market forces driving change

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1. Technology has changed **everything!**
2. Research library funding constraints continue to grow
3. Market power of STM giants - mergers, acquisitions change complexion of marketplace

**“...it’s clear the current model is breaking up.”** – Outsell (Feb. 2004)



# Impetus for change

[www.arl.org/sparc](http://www.arl.org/sparc)

*Why  
open  
access?*

**Societal Benefits  
Develop Public Policy**

**SCHOLARLY  
COMMUNICATION SYSTEM**

*How  
open  
access?*

**Market Forces  
Grassroots Efforts**



# Scientific imperative

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## A Foundation for Discovery

If sharing of knowledge is the foundation of scholarly advancement, then faster and wider sharing will fuel its progress.

### GOALS OF OPEN ACCESS

Accelerate  
Discovery

Stimulate Further  
Discovery

Translate  
Knowledge into  
Public Benefits

Improve  
Information  
Access & Sharing

Reduce  
Systemic Cost &  
Inefficiency

Enable New  
Research  
Strategies  
(e.g., data mining)



## Advocacy Program - Education

[www.arl.org/sparc](http://www.arl.org/sparc)

- Raise key policymakers' awareness of Open Access
- Build understanding of why Open Access is important to them
- Retain professional lobbying firm to create coordinated, sustained effort
- Goal is to engage policymakers enough to spur them to take action



## Advocacy Program - Outreach

www.arl.org/sparc

- Regular Communications/Outreach to members of scholarly community on Open Access policy issues
  - SPARC *Open Access News* (monthly)
  - Open Access News Blog (daily)
  - SPARC e-News (bi-monthly)
  - Website updates (daily)
  - Full roster of listserves (as often as needed!)



## Advocacy Program - Outreach

www.arl.org/sparc

- Media Outreach - establish and continually build active network of reporters interested in Open Access
  - Provide background info and education on Open Access issues
  - Established SPARC (and its coalition members) as reliable source of expertise and commentary on Open Access issues

Stories regularly placed in academic press (*Science, Nature, Chronicle of Higher Education* and also in national media - *Wall Street Journal, New York Times, Washington Post*)



# Advocacy Program - Coalitions

www.arl.org/sparc

- Develop internal “networks” of libraries poised to take specific, issue-oriented action
  - i.e., letter-writing campaigns on proposed legislation
- Establish larger, external coalition of library organizations similarly poised to act
  - OAWG (ALA, ARL, MLA, SLA, etc.)
- Create and deploy wider coalitions targeting specific issues - expand coalitions beyond academic community
  - Alliance for Taxpayer Access



## The Message - four principles

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- American **taxpayers are entitled to open access** on the Internet to the peer-reviewed scientific articles on research funded by the U.S. Government.
- Widespread access to the information contained in these articles is an essential, **inseparable component of our nation's investment in science**.
- This and other **scientific information should be shared** in cost-effective ways that take advantage of the Internet, stimulate further discovery and innovation, and advance the translation of this knowledge into public benefits.
- Enhanced access to and expanded sharing of information **will lead to usage** by millions of scientists, professionals, and individuals, and will deliver an accelerated return on the taxpayers' investment.



## “Taxpayer Access”

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### Credit Suisse First Boston:

“[W]e would expect governments (and taxpayers) to examine the fact that they are essentially funding the same purchase three times: governments and taxpayers fund most academic research, pay the salaries of the academics who undertake the peer review process and fund the libraries that buy the output, without receiving a penny in exchange from the publishers for producing and reviewing the content....”

“We do not see this as sustainable in the long term, given pressure on university and government budgets.”

–*Sector Review: Scientific, Technical and Medical Publishing,*  
April 6, 2004



# “Taxpayer access”

www.arl.org/sparc

## THE ALLIANCE FOR TAXPAYER ACCESS



member



media

birds  
of a  
feather



### Action

Watch for opportunities or recent progress involving:

- [U.S. Congress](#)
- [NIH](#)
- [ATA](#)
- [You](#)

### News

These sources will keep you updated on the latest developments related to taxpayer access:

- [SPARC Open Access Newsletter](#)
- [Open Access News blog](#)

A diverse and growing alliance of organizations representing taxpayers, patients, physicians, researchers, and institutions that support open public access to taxpayer-funded research.

### Statement of Principles:

1. American taxpayers are entitled to open access on the Internet to the peer-reviewed scientific articles on research funded by the U.S. Government.
2. Widespread access to the information contained in these articles is an essential, inseparable component of our nation's investment in science.
3. This and other scientific information should be shared in cost-effective ways that take advantage of the Internet, stimulate further discovery and innovation, and advance the translation of this knowledge into public benefits.
4. Enhanced access to and expanded sharing of information will lead to usage by millions of scientists, professionals, and individuals, and will deliver an accelerated return on the taxpayers' investment.

### What is “Taxpayer Access”?

Access to scientific and medical publications has lagged behind the wide reach of the Internet into U.S. homes and institutions. Subscription barriers limit U.S. taxpayer access to research that has been paid for with public funds.

Taxpayer access removes these barriers by making the peer-reviewed results of taxpayer-funded research available online, and for no extra charge to the American public.

To achieve this, the ATA supports applying the developing practices of Open Access as defined by the [Budapest Open Access Initiative](#) in February 2002.



# Direct Work with Federal Agencies

[www.arl.org/sparc](http://www.arl.org/sparc)

- Regular education efforts in both U.S. House of Representatives and U.S. Senate
  - Ongoing conversations key to building understanding of Open Access issues
- Opening conversations/education efforts in various federal agencies (Dept. of Energy, Department of Agriculture, National Science Foundation)
- Contact with Administrative/Policy oversight agency (Office of Management and Budget (OMB))



## Emerging policies

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- NIH Public Access Policy ( FY05)  
Appropriations Committee Report Language -  
June, 2004
  - “The (U.S. House of Representatives Appropriation’s) Committee is concerned that there is **insufficient public access** to reports and data resulting from NIH-funded research.”
  - “....**contrary to the best interests** of the U.S. **taxpayers** who paid for this research.”



## Emerging policies

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- NIH Public Access Policy calls for:
  - The final policy requests that NIH-funded investigators submit electronically to the NIH the final, peer-reviewed author's copy of their scientific manuscripts as soon as possible, and within 12 months of final publication.
  - Policy makes it clear that it is up to the author to decide to comply, and also to choose the time of deposit.
  - Copy will then be made publicly available in the NIH National Library of Medicine's (NLM) PubMed Central (PMC)  
<http://www.pubmedcentral.nih.gov/>



## Common themes in policies

[www.arl.org/sparc](http://www.arl.org/sparc)

- Right of public to have access to results of taxpayer funded research
- Create useful, long-term archive of federally funded material
- Accelerate pace of research; stimulate discovery and innovation
- Leverage the return on taxpayer investment
- Promote the advancement of science



## Further information

For more information on progress of these (and other) emerging Open Access policies in the U.S., please see:

[www.arl.org/sparc/soan](http://www.arl.org/sparc/soan)

[www.taxpayeraccess.org](http://www.taxpayeraccess.org)

[www.earlham.edu/~peters/fos/fosblog.html](http://www.earlham.edu/~peters/fos/fosblog.html)

[www.nih.gov/about/publicaccess/](http://www.nih.gov/about/publicaccess/)