Building a UC coalition

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@jmmason

Berkeley Library
UNIVERSITY OF CALIFORNIA

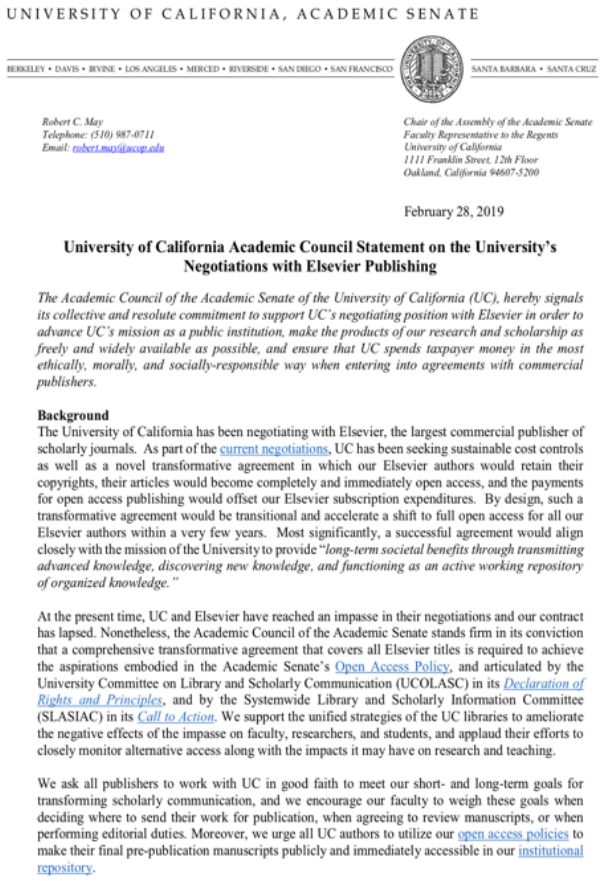
Broad coalition

Faculty Senate

UC President

UC Provost's Library advisory committee

Council of University Librarians



UNIVERSITY OF CALIFORNIA, ACADEMIC SENATE

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February 28, 2019

University of California Academic Council Statement on the University's Negotiations with Elsevier Publishing

The Academic Council of the Academic Senate of the University of California (UC), hereby signals its collective and resolute commitment to support UC's negotiating position with Elsevier in order to advance UC's mission as a public institution, make the products of our research and scholarship as freely and widely available as possible, and ensure that UC spends taxpayer money in the most ethically, morally, and socially-responsible way when entering into agreements with commercial publishers.

Background

The University of California has been negotiating with Elsevier, the largest commercial publisher of scholarly journals. As part of the current negotiations, UC has been seeking sustainable cost controls as well as a novel transformative agreement in which our Elsevier authors would retain their copyrights, their articles would become completely and immediately open access, and the payments for open access publishing would offset our Elsevier subscription expenditures. By design, such a transformative agreement would be transitional and accelerate a shift to full open access for all our Elsevier authors within a very few years. Most significantly, a successful agreement would align closely with the mission of the University to provide "*long-term societal benefits through transmitting advanced knowledge, discovering new knowledge, and functioning as an active working repository of organized knowledge.*"

At the present time, UC and Elsevier have reached an impasse in their negotiations and our contract has lapsed. Nonetheless, the Academic Council of the Academic Senate stands firm in its conviction that a comprehensive transformative agreement that covers all Elsevier titles is required to achieve the aspirations embodied in the Academic Senate's Open Access Policy, and articulated by the University Committee on Library and Scholarly Communication (UCOLASC) in its *Declaration of Rights and Principles*, and by the Systemwide Library and Scholarly Information Committee (SLASIAC) in its *Call to Action*. We support the unified strategies of the UC libraries to ameliorate the negative effects of the impasse on faculty, researchers, and students, and applaud their efforts to closely monitor alternative access along with the impacts it may have on research and teaching.

We ask all publishers to work with UC in good faith to meet our short- and long-term goals for transforming scholarly communication, and we encourage our faculty to weigh these goals when deciding where to send their work for publication, when agreeing to review manuscripts, or when performing editorial duties. Moreover, we urge all UC authors to utilize our open access policies to make their final pre-publication manuscripts publicly and immediately accessible in our institutional repository.

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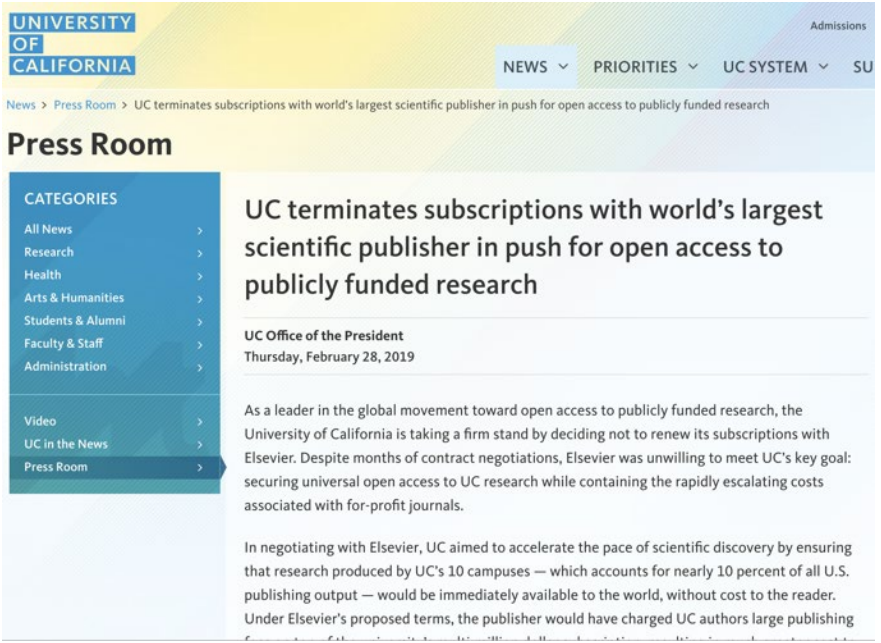

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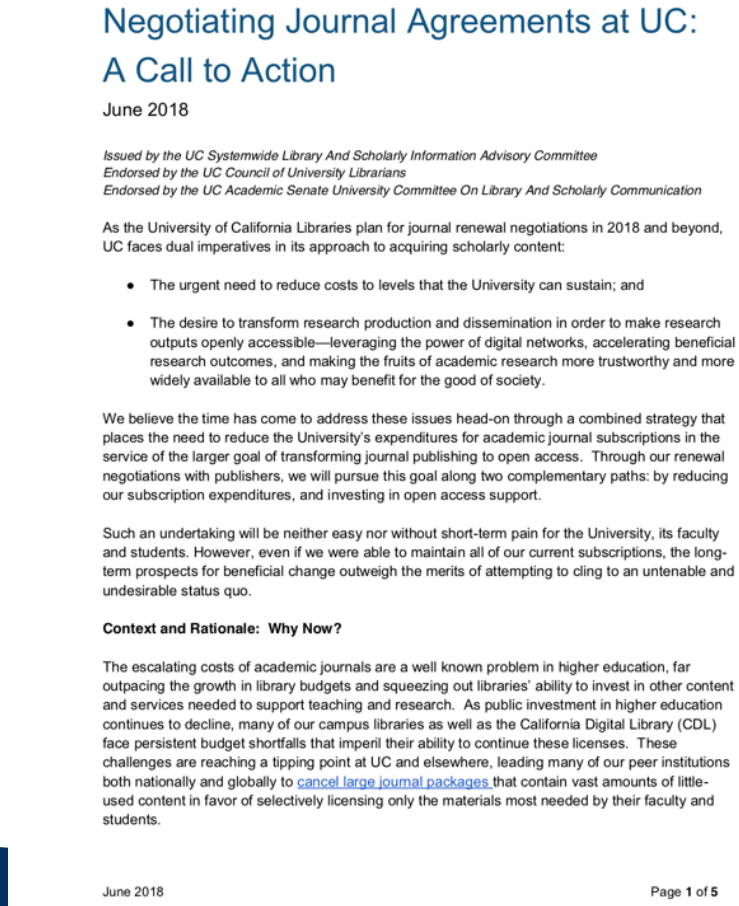

Negotiating Journal Agreements at UC: A Call to Action

June 2018

Issued by the UC Systemwide Library And Scholarly Information Advisory Committee
Endorsed by the UC Council of University Librarians
Endorsed by the UC Academic Senate University Committee On Library And Scholarly Communication

As the University of California Libraries plan for journal renewal negotiations in 2018 and beyond, UC faces dual imperatives in its approach to acquiring scholarly content:

- The urgent need to reduce costs to levels that the University can sustain; and
- The desire to transform research production and dissemination in order to make research outputs openly accessible—leveraging the power of digital networks, accelerating beneficial research outcomes, and making the fruits of academic research more trustworthy and more widely available to all who may benefit for the good of society.

We believe the time has come to address these issues head-on through a combined strategy that places the need to reduce the University's expenditures for academic journal subscriptions in the service of the larger goal of transforming journal publishing to open access. Through our renewal negotiations with publishers, we will pursue this goal along two complementary paths: by reducing our subscription expenditures, and investing in open access support.

Such an undertaking will be neither easy nor without short-term pain for the University, its faculty and students. However, even if we were able to maintain all of our current subscriptions, the long-term prospects for beneficial change outweigh the merits of attempting to cling to an untenable and undesirable status quo.

Context and Rationale: Why Now?

The escalating costs of academic journals are a well known problem in higher education, far outpacing the growth in library budgets and squeezing out libraries' ability to invest in other content and services needed to support teaching and research. As public investment in higher education continues to decline, many of our campus libraries as well as the California Digital Library (CDL) face persistent budget shortfalls that imperil their ability to continue these licenses. These challenges are reaching a tipping point at UC and elsewhere, leading many of our peer institutions both nationally and globally to cancel large journal packages that contain vast amounts of little-used content in favor of selectively licensing only the materials most needed by their faculty and students.

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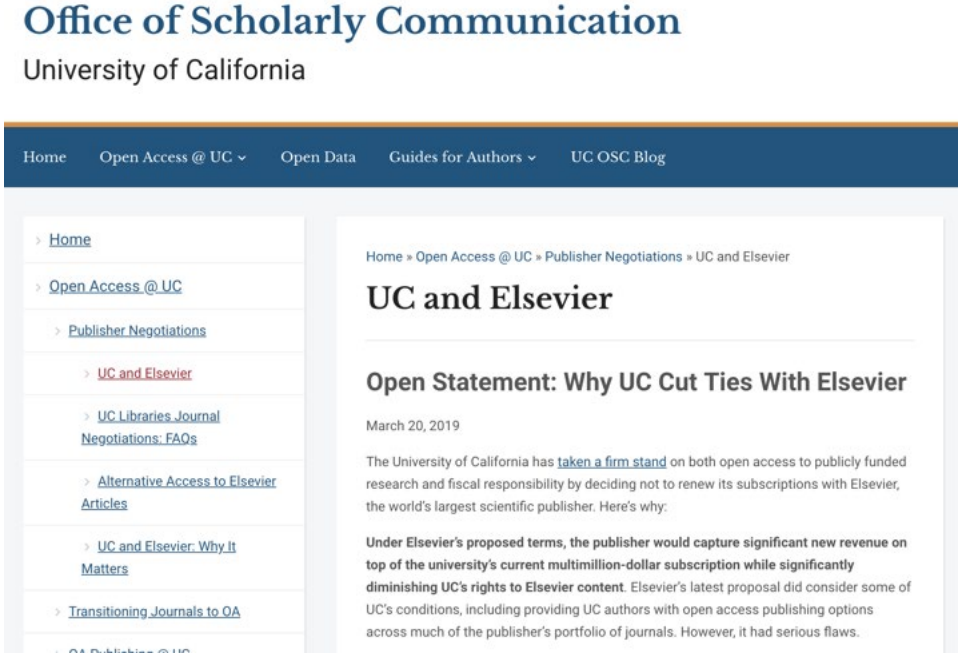

Develop a comprehensive, articulated communications strategy

Important context for UC

Faculty have led open access policy

The Academic Senate is very strong and highly respected

Faculty as partners, not merely audience

THE CHRONICLE OF HIGHER EDUCATION NEWS OPINION ADVICE STORE

SECTIONS FEATURED: A College-Closure Crisis Jordan Peterson vs. Slavoj Zizek Understanding the Outsourced University

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RESEARCH

A Lesson From UC's Split With Elsevier: Keep the Faculty in the Loop

By Lindsay Ellis | MARCH 01, 2019 PREMIUM

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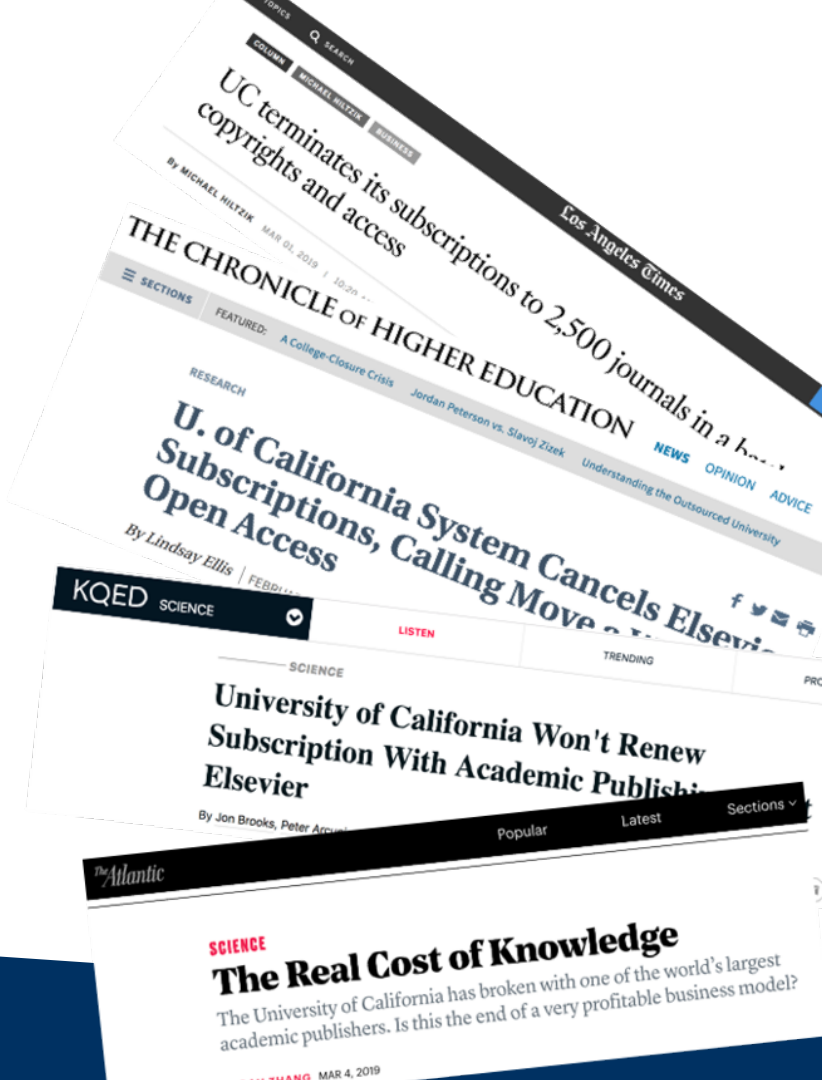
Faculty as partners in strategy development

CoUL roadmap (*Pathways to OA*) - Feb 2018
Senate (Library committee) *Declaration* - April 2018
UC Provost advisory *Call to Action* - June 2018

Only then, CoUL announces *negotiations project* - June 2018

Keeping faculty informed

- ✓ Faculty Senate meetings (full & committee)
- ✓ Town halls
- ✓ Broadcast emails
- ✓ Website banners and portal page with FAQs
- ✓ Public media



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Faculty as partners in execution

Coalition case study

Sequencing communications on termination day (28 Feb 2019)

1. Faculty Senate letter
2. President's office press release
3. Broadcast letter to faculty from Campus Senate chair + provost + UL
4. UC Libraries website announcement

Some lessons learned

- Develop a comprehensive, articulated strategy
- Get started early
- Coordinate
- Emphasize engagement, not just informing
- Know your audiences
- Be nimble