An introduction to the Association of Learned and Professional Society Publishers

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What is ALPSP?

- The international association for all non-profit publishers
  - *learned societies*
  - *professional associations*
  - *uni*versity *presses*
  - *Inter-Governmental Organizations*
  - *institutes, foundations, charities etc*

- Other members of the scholarly communication chain (including commercial publishers) may join as Associate Members
ALPSP in 2008

Founded in the UK in 1972, ALPSP is now the largest association for scholarly publishers in the world.

- 360+ members
- Of which 262 are publishers
- Publishing over 10,000 journals (almost half the world’s total output)
- As well as books, databases and other products
- There are ALPSP members in 36 different countries.
ALPSP membership . . .
Or in another way . . .
International Chapters

Already established in North America and Australia . . .

- Managed by a local committee of ALPSP members, reporting to ALPSP Council
- Chair of Chapter becomes a member of ALPSP Council
- Meet regularly to discuss local issues and provide feedback to all ALPSP members
- Arrange events – training, seminars, briefings
- Represent the non-profit publishers' point of view
What does ALPSP do?

- Representation and advocacy
- Professional development
- Collaborative initiatives
- Good Practice leadership
- Information and advice
Representation and Advocacy

- Regular meetings with
  - National and international officials
  - Organizations of libraries, universities, research funders
- Response to initiatives and consultations
- Often supported by research studies...
Research . . .

**Scholarly Publishing Practice:** Academic journal publishers’ policies and practices in online publishing – surveys conducted in 2003, 2005 and (forthcoming) 2008

- 174 publishers, 123 also publish books and 33 publish databases
- **New journal launches:** 1,048 new journal launches in previous five years, 185 discontinued – averaging 1.06 per publisher
- **Online submission systems:** 58.6 per cent are already using systems.
- **Online availability:** 90 per cent of journals use them (up from 75 per cent in 2003)
Research . . .

- **Open access**: one fifth of publishers experimenting
- **Access to back volumes**: 91 per cent of publishers make back volumes available
- **Long-term preservation**: 42 per cent of publishers have established formal arrangements
- **Authors’ rights**: 61 per cent require authors to transfer copyright, down from 83 per cent in 2003
- **Online pricing**: still largely tied to the print price, but new pricing models linked to institutional classification, size or usage are emerging
Professional Development

- Seminars and other events on topical issues
- Training – the leading provider of journals-related training
- ~25 training courses per year in UK, 10 in US in 2008
  - 5 areas - Editorial, Marketing, Production & electronic publishing, Copyright & legal, Business & management
  - 3 levels - Introductory (0 - 2 years’ experience), Intermediate (2 - 3 years’ experience), Senior (for managers)
- Planned and delivered by publishers
- Tutors receive training skills workshop
- In-house courses for individual companies
Collaborative Initiatives

- Enabling smaller publishers to work together
- Negotiation of collective offers with major suppliers
- **ALPSP Learned Journals Collection**
  - To help smaller publishers compete with the ‘Big Deal’
  - Collection of 627 journals from 48 smaller publishers
  - Sold as a package by Swets – 9 subject-specific subsets also available
  - [www.alpsp-collection.org](http://www.alpsp-collection.org)
- Investigating demand for a similar service for e-books – the **ALPSP e-Books Collection**
Good Practice Leadership

Position papers and guidelines, e.g.

- Scholarship-Friendly Journal Publishing
- Model agreements for journal authors
- Open Access
- Journal Transfers
- Access to Data
- Series of more than 30 ‘Advice Notes’
Information and Advice

*Information and advice:*

- Quarterly Journal (*Learned Publishing*)
- Website ([www.alpasp.org](http://www.alpasp.org))
- Monthly members’ electronic newsletter (*ALPSP Alert*)
- Discussion lists
- Reports and other publications
- Presence at international conferences and exhibitions (including London Book Fair, Frankfurt Book Fair, Beijing Book Fair)
- Personal networking
Membership

- Full membership is open to all non-profit publishers
- Associate membership is open to commercial publishers and others in the scholarly information chain
- Membership rates are dependent on expenditure on scholarly and professional publishing (not including staff and overheads)
- Charge is pro-rata for new members who join part-way through the year
Why are ‘society’ publishers different?
The first society journal?

The oldest academy in Europe dates from 1323, and 30 societies were founded before 1599, including the 1505 ‘Barber Surgeons of Edinburgh’.

The first issue of Philosophical Transactions appeared in March 1665 and featured Oldenburg’s correspondence with leading European scientists. In its formative years Isaac Newton had seventeen papers published in the journal including his first paper - New Theory about Light and Colours - which effectively served to launch his scientific career in 1672.

http://publishing.royalsociety.org/
Henry Oldenburg’s key principles

- **Registration**: to establish the ownership of a specific discovery by a researcher (or group of researchers as is now more commonly the case) and to assert that it was made on a particular date. In other words being able to establish priority and to clearly date-stamp the work.

- **Certification**: to have the quality of the research acknowledged, usually through publication in a specific journal and the acceptance of the work by peers.

- **Dissemination**: to let their fellow scientists know what they have done.

- **Archiving**: to provide a permanent record of their work.
Serving a community . . .

What do society and association members really want?

Mary Waltham

Learned Publishing, Vol 21, No 1, January 2008
Reasons for joining a society . . .

- To promote understanding in their respective fields
- To encourage interaction between people (conferences, networking, collaboration)
- To use the resulting knowledge for the common good

- Learned society
  - *Promotes a specific discipline*
- Professional society
  - *Certifies competence*

Yet these roles overlap

20
Figure 2: Trends in society membership from a poll taken in June 2007

<table>
<thead>
<tr>
<th>Increase</th>
<th>13/29</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remain flat</td>
<td>12/29</td>
</tr>
<tr>
<td>Fall</td>
<td>4/29</td>
</tr>
<tr>
<td></td>
<td>... by more than 7% 0/4</td>
</tr>
<tr>
<td></td>
<td>... by more than 3% 2/4</td>
</tr>
<tr>
<td></td>
<td>... by 3% or less 2/4</td>
</tr>
</tbody>
</table>

From: *What do society and association members really want?*
Trends in membership

Figure 3 Membership of the American Physical Society 2002–2007
Source: APS Executive Director
The journal?

Usually in second or third place, never in first . . .

But important none-the-less, and should reflect the values of the membership – you should be doing for your members what the members are unable to do themselves!
What do societies do with their publishing surpluses?

*ALPSP Research done in 2004:*
- 154 learned society and professional association publishers surveyed
- 68 responses
- 33.3% said they did not make a surplus from publishing
- The median surplus of ‘self-publishers’ was 15% of revenue
- Of those, publishing revenues represented 20% of total society revenue
- Those who contracted out their publishing reported a higher median figure
How were the surpluses applied?

1. Subsidy of members’ copies of the journal (96% of sample)
2. Supporting the organization in general (82%)
3. Reinvestment in the publishing business in particular (42%)
4. Subsidy of conference fees (33%)
5. Subsidy of membership dues (32%)
6. Provision of bursaries (26%)
7. Public education (26%)
8. Reinvestment in the organization’s reserves/endowments (21%)
9. Other (21%)
How publishing is handled (2004)

<table>
<thead>
<tr>
<th>How is publishing handled</th>
<th>Respondents</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do own publishing</td>
<td>39</td>
<td>57%</td>
</tr>
<tr>
<td>Contract out</td>
<td>38</td>
<td>56%</td>
</tr>
<tr>
<td>Do own publishing (only)</td>
<td>30</td>
<td>44%</td>
</tr>
<tr>
<td>Contract out (only)</td>
<td>29</td>
<td>43%</td>
</tr>
<tr>
<td>Do both</td>
<td>9</td>
<td>13%</td>
</tr>
<tr>
<td>No response</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>68</td>
<td>100%</td>
</tr>
</tbody>
</table>
Revenues from subscriptions support other activities

Nonprofit and commercial journals (Crow)

- Self-published nonprofit journals: 38%
- Commercially published nonprofit journals: 17%
- Commercially published commercial journals: 45%

Ulrich’s Periodicals Directory, 2005 (analysis by Raym Crow)
Advice on contracting out – and how to ‘manage’ your publisher

“As from 1 Jan 07 we will no longer be publishing the International Journal of -------- independently. We have passed the task to (a very big publisher). As a consequence we will no longer require our membership of the ALPSP.” [application to re-join received for 2008]

- Guidelines on society/publisher contracts
- Editor Contracts
- Advice notes on cross-industry initiatives
- ALPSP ‘Alert’ eNewsletter with industry news
- Training
- Seminars
- Cooperative services
## 1 Incoming resources

<table>
<thead>
<tr>
<th>Unrestricted funds</th>
<th>Restricted funds</th>
<th>2005 Total funds</th>
<th>2004 Total funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations and legacies</td>
<td>21,000</td>
<td>120,845</td>
<td>191,845</td>
</tr>
<tr>
<td>Activities in furtherance of the charity’s objects</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual subscriptions</td>
<td>1,473,142</td>
<td>—</td>
<td>1,473,142</td>
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<tr>
<td>Examination fees</td>
<td>—</td>
<td>—</td>
<td>—</td>
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<tr>
<td>Membership</td>
<td>1,317,241</td>
<td>—</td>
<td>1,317,241</td>
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<tr>
<td>Diplomas</td>
<td>338,711</td>
<td>—</td>
<td>338,711</td>
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<tr>
<td>Registration fees</td>
<td>121,273</td>
<td>—</td>
<td>121,273</td>
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<tr>
<td>BLOG</td>
<td>—</td>
<td>471,511</td>
<td>—</td>
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<tr>
<td>Grants received from government bodies</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Postgraduate training activities</td>
<td>—</td>
<td>149,587</td>
<td>149,587</td>
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<tr>
<td>Overseas doctors training</td>
<td>—</td>
<td>135,164</td>
<td>135,164</td>
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<tr>
<td>NCC - WCH</td>
<td>—</td>
<td>1,310,583</td>
<td>1,310,583</td>
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<tr>
<td>CEMACH (note 4)</td>
<td>—</td>
<td>1,446,268</td>
<td>1,446,268</td>
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<tr>
<td>Other</td>
<td>—</td>
<td>—</td>
<td>—</td>
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<tr>
<td>Postgraduate activities</td>
<td>969,373</td>
<td>—</td>
<td>969,373</td>
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<tr>
<td>Certification fees</td>
<td>91,788</td>
<td>—</td>
<td>91,788</td>
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<td>Publications and bookshop</td>
<td>694,800</td>
<td>—</td>
<td>694,800</td>
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<tr>
<td>Accommodation and service charges</td>
<td>—</td>
<td>—</td>
<td>—</td>
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<tr>
<td>Management fees</td>
<td>83,087</td>
<td>—</td>
<td>83,087</td>
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<tr>
<td>Accommodation charges</td>
<td>—</td>
<td>—</td>
<td>—</td>
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<tr>
<td>Wellbeing</td>
<td>43,849</td>
<td>—</td>
<td>43,849</td>
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<tr>
<td>Faculty of Family Planning</td>
<td>60,002</td>
<td>—</td>
<td>60,002</td>
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<tr>
<td>Other</td>
<td>1,250</td>
<td>—</td>
<td>1,250</td>
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<tr>
<td>College functions</td>
<td>29,811</td>
<td>—</td>
<td>29,811</td>
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<tr>
<td>President’s House</td>
<td>36,893</td>
<td>—</td>
<td>36,893</td>
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<tr>
<td>College lettings - charitable trading</td>
<td>32,045</td>
<td>—</td>
<td>32,045</td>
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<tr>
<td>Total</td>
<td>5,764,280</td>
<td>304,160</td>
<td>8,808,882</td>
</tr>
<tr>
<td>Activities for generating funds (note 3)</td>
<td>1,137,709</td>
<td>—</td>
<td>1,137,709</td>
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<tr>
<td>Investment income</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Managed unrestricted funds</td>
<td>346,431</td>
<td>277,644</td>
<td>624,075</td>
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<tr>
<td>Other income</td>
<td>25,871</td>
<td>—</td>
<td>25,871</td>
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<tr>
<td>Total incoming resources</td>
<td>7,095,291</td>
<td>3,490,091</td>
<td>10,585,382</td>
</tr>
</tbody>
</table>
Which journals are most vulnerable?

- Single- (or few-) journal publisher
  - ‘Over 97% of society publishers publish three or fewer journals, with almost 90% publishing just one title’.
  
  Raym Crow, Publishing Cooperatives: an alternative for society publishers (SPARC, 2006)

- Society publishers limited to specific discipline

- Niche journals
  - Low circulation → higher price

- Low-profit journals
  - Less room for manoeuvre
Collaboration

• Conferences
• Networking
• Community
• Innovation

I hope you will consider becoming a member of ALPSP.
有り難う

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