# Scenarios for the Role of Libraries in Scholarly Publishing

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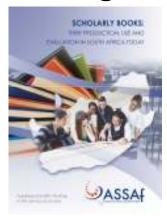
# University of Rochester

- Private University
- Upstate New York
  - 4,600 Undergraduates
  - 2,900 Graduates
  - 1,250 Faculty
- 3 closely-sited campuses
  - Medical Center
  - Eastman School of Music
  - River Campus



#### Outline

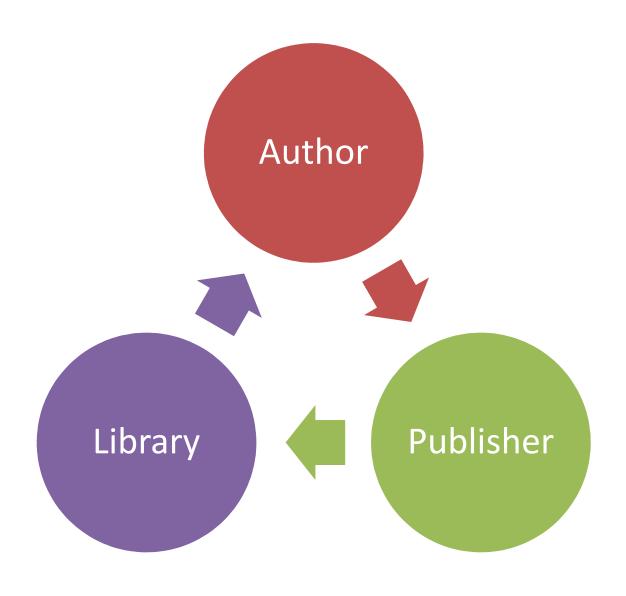
- Scholarly book publishing
  - Publishing models for university presses



Scholarly publishing paradigm is broken

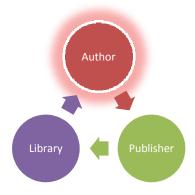
Future scenarios

# **Book Creation & Use Cycle**



# **Authors/Faculty**

- Promotion/tenure
  - Forced productivity
  - "publish or perish"
- Outsourcing of promotion/tenure decisions
- Humanities- book remains gold standard
- Publishing prospects driving research

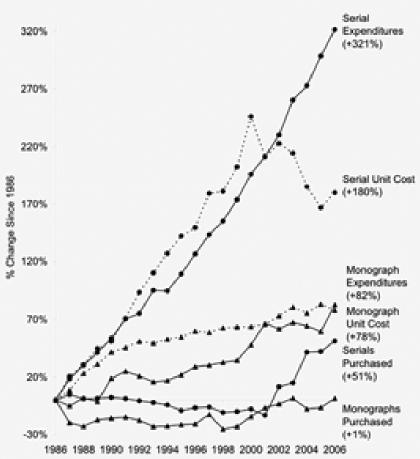


## **Academic Libraries**

- Journal inflation eroding book budgets
  - Unit cost of serials up 180% (1986-2007)







Source: ARL Statistics 2005-04, Association of Research Libraries, Washington, G.C. Sectodes electronic resources from 1999-2000 onward.

#### **Academic Libraries**

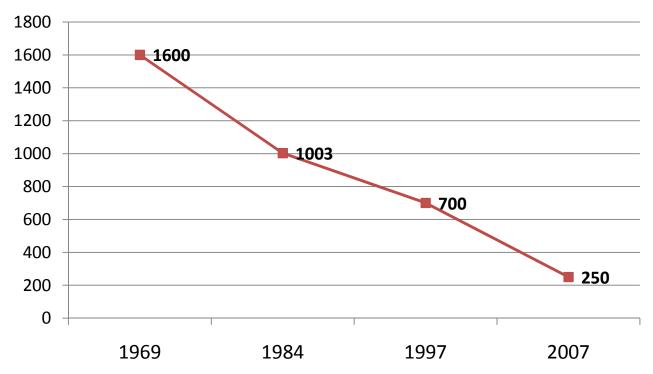
- Journal inflation eroding book budgets
  - Unit cost of serials up 180% (1986-2007)
- Narrowing of collections
- Cooperative collection development
- Shift to cheaper binding



## **Publishers**

Diminishing print runs

#### **Copies Sold**





#### **Publishers**

- Diminishing print runs
- Front-loaded costs
  - Vetting, editing, layout, design, physical creation,
     marketing costs sunk before 1<sup>st</sup> copy is sold



= List price



## **Publishers**

- Diminishing prints runs
- Front-loaded costs
- Minimize risk
  - High list prices
  - Small print runs
  - "Popular" topics





#### **Future Scenarios**

- Potential outcomes too difficult to see
  - "Me" focused
  - Disruptive forces unforeseen (by most)
    - Digital photography
    - Cellular phones
    - Computing power in phones
    - Internet
  - Bounded by imagined reality

## **Future Scenarios**

 Leap to an imagined future and work backwards

Future 1

Future 2

Future 3

**Actual Future** 

## "Just-in-Time" Future

- Publishers
  - Offset printing replaced by print-ondemand



Espresso Book Machine by On Demand Books

Eliminates: warehousing, returns, remainders, distribution



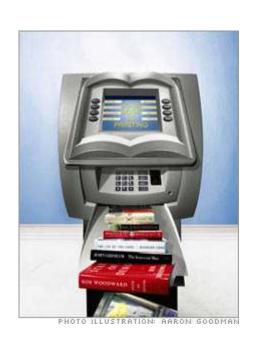
## "Just-in-Time" Future

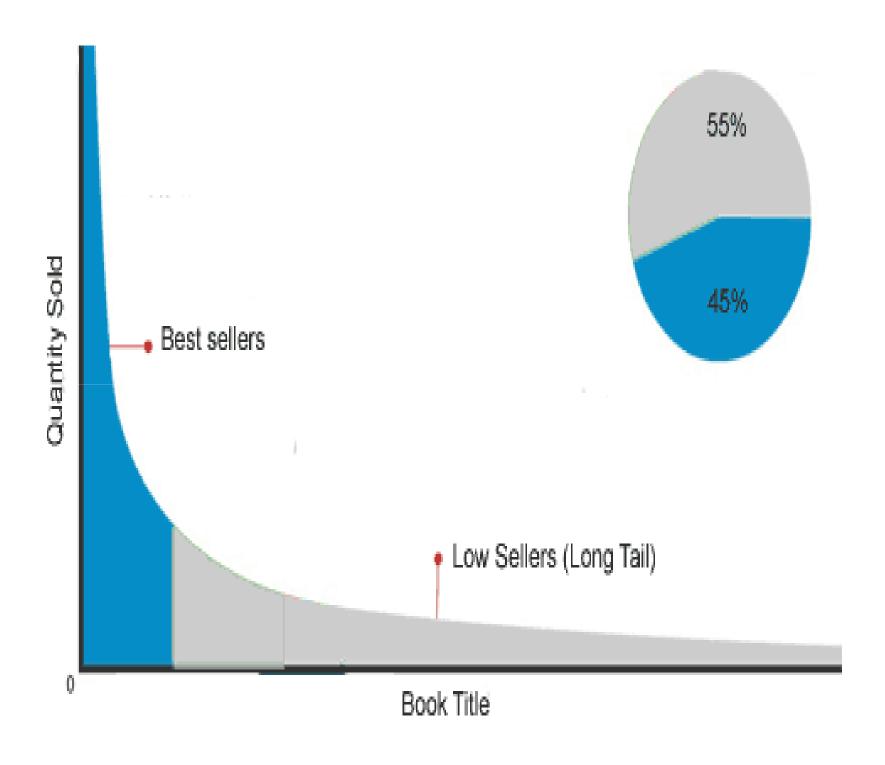
#### Libraries

- Patron-driven collections
- No more "out of print"
- No need for "just in case"

#### Authors

- "Long-tail" audience
- Easier to get published



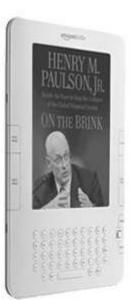


## "Just-in-Time" Future

 Caution: Costs do not exit system, just shift







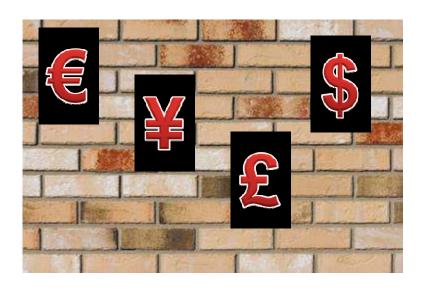
## Pay for Use

- Publishers
  - Google Book Project and others
    - May push publishers out altogether
  - Books disaggregated to smallest unit
  - Access through micropayments
- Libraries
  - Cooperative purchasing agent role eliminated
- Authors
  - "Longer-Tail" audience

# Pay for Use

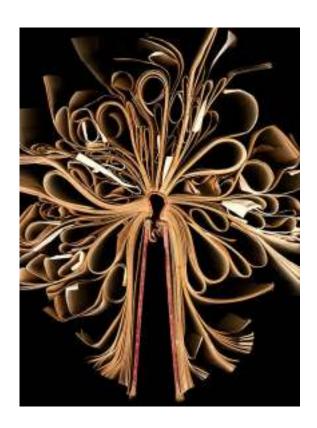
#### • Cautions:

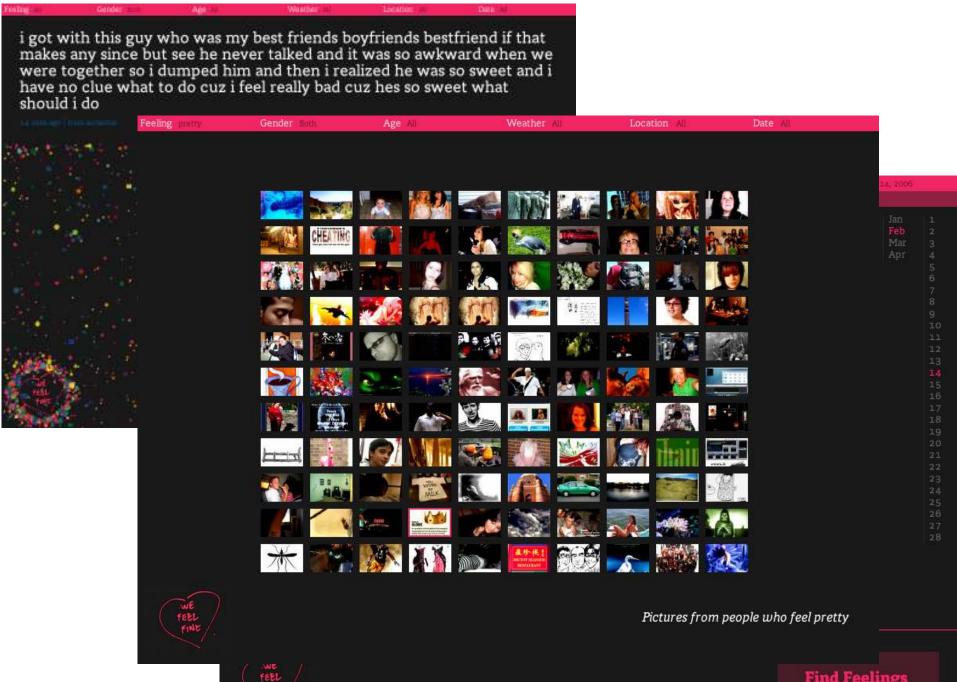
- Books no longer owned, borrowed, re-sold, etc.
- Eliminates "free riders"; creates greater economic barriers to information



## **Beyond Books**

- Medium of text is too limiting
- Scholarly communication creates new forms





**Find Feelings** 





## **Beyond Books**

- Publishers
  - Quality control & verification
  - Scholarly societies & univ presses
- Libraries
  - Access, preservation, distribution
  - Institutional repositories
- Authors
  - Freedoms of expression
  - Tenure/Promotion in disarray

# **Beyond Books**

- Cautions:
  - Libraries need to step up or else someone else will
  - Infrastructure costs will be barriers to access



## Future of Scholarly Publishing

- Current system unsustainable
- Vigilant for broadening of access to quality information; wary of financial barriers
- We (librarians) can't control this; follow our users

## Questions?



What version of the future is driving your decisions?