Moving to On-line Only, Open Access: the JVIM experience

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What on-line, open access should do for JVIM

• Should increase accessibility of content and increase readership (e.g. general practitioners, students, lay public) of the Journal
• Should increase the geographical reach of the Journal
• Should improve the Journal’s citation, usage, and “alt” metric scores

What on-line, open access should NOT do for JVIM

• Should NOT compromise the scientific review process and editorial management (editing/proofing) of the Journal
• Should NOT result in any decrease in quality or quantity of submitted manuscripts
• Should NOT adversely affect the finances of the ACVIM
Overview of time line

• June 2013 ACVIM Forum (Seattle)
  - Discussed publishing options at Journal editorial board meeting and ACVIM Board of Regents (BOR) meeting
  - BOR approved retaining a consultant to report on business models and options
• November 2013 ACVIM BOR mid-year meeting (Denver)
  - Continued discussion and BOR requested a formal proposal from the editors

Questions posed to ACVIM BOR in November 2013

• Q: “Should the Journal be moved to an online only (digital) format with discontinuation of print journal?”
  • A: “Yes”
    - Future direction of publishing
    - People are increasingly comfortable with accessing digital content
    - Those who bemoan loss of print format will “get over it”

Questions posed to ACVIM BOR in November 2013

• Q: “Should the journal be moved to an open access format (anyone with an internet connection can access the journal without charge)?”
  - Harder to answer because of financial considerations … most discussion with ACVIM BOR revolved around these concerns
Overview of time line

• June 2014 ACVIM Forum (Nashville)
  - Full proposal presented to ACVIM BOR
  - Proposal discussed at specialty board meetings and ACVIM business luncheon
  - ECVIM, ECVN, ECEIM partners informed of plan and feedback requested

• September 2014
  - ACVIM BOR makes final decision to move to online only, open access publication format for JVIM
  - Request for proposals sent to 5 potential publishers

Overview of time line

• October 2014
  - ACVIM membership (as well as ECVIM, ECVN, and ECEIM presidents) notified of BOR’s decision to adopt on-line, open access publishing format for JVIM with Wiley as publisher (current contract due to expire December 2014)
  - ACVIM agrees to subsidize $900 of the $1200 article processing charge (APC) for its members; APC for non-members set at $1650.

Opportunities with on-line, open access publishing format

• Shorter production cycle
• No paper, printing, mailing costs
• Robust platform for accessing multimedia content (e.g. video, audio)
• Expanded readership globally and demographically (e.g. general practitioners, students, lay public)
• Budget- and physical space-friendly for university libraries
Challenges with on-line, open access publishing format

• Loss of subscription income leads to article processing charge (APC) and shifts cost from consumer (reader) to producer (author)
• Technical expertise needed to set up and maintain platform (can be provided by an experienced publisher)

JVIM must be “revenue neutral” for ACVIM

• Change from FY 2014 (subscription-based, print journal) to FY 2015 (on-line only, open access)
  - For ACVIM: Loss of manuscript submission fees offset by increased royalty payments from publisher (part of negotiated contract)
  - For Wiley (publisher): Loss of subscription revenue offset by article processing charges (APCs)

Strategy to mitigate impact of APC on authors

• ACVIM has agreed to provide 75% subsidy of APC for manuscripts with at least one diplomate as an author ($300 vs $1200)*
• ECVN and ECEIM currently provide similar subsidy for their members (if no author is an ACVIM diplomate); ECVIM does not
• ACVIM waives APC for first submission by a resident/candidate

* In 2015, only 8% of manuscripts submitted to JVIM by European partners did not have at least one author who was an ACVIM diplomate.
Response of ACIVM membership (October 2014)

Dialogue with ACVIM membership

“Submissions will decrease. Prestige and impact of the Journal will decrease and fewer authors will submit manuscripts.”

JVIM submissions (2012-2016)
JVIM metrics (2014-2016)

<table>
<thead>
<tr>
<th>Metric</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-year Impact Factor</td>
<td>1.879</td>
<td>1.821</td>
<td>2.016</td>
</tr>
<tr>
<td>5-year Impact Factor</td>
<td>2.287</td>
<td>2.242</td>
<td>2.249</td>
</tr>
<tr>
<td>2-year IF ranking for veterinary sciences</td>
<td>17/133</td>
<td>19/138</td>
<td>12/136</td>
</tr>
<tr>
<td>Citable items published</td>
<td>223</td>
<td>210</td>
<td>200</td>
</tr>
<tr>
<td>Immediacy index</td>
<td>0.287</td>
<td>0.390</td>
<td>0.350</td>
</tr>
<tr>
<td>Cited half life</td>
<td>7.5</td>
<td>7.9</td>
<td>8.2</td>
</tr>
<tr>
<td>Total citations to all Journal content</td>
<td>5,899</td>
<td>6,181</td>
<td>6,643</td>
</tr>
<tr>
<td>Eigenfactor</td>
<td>0.00944</td>
<td>0.00974</td>
<td>0.00931</td>
</tr>
<tr>
<td>Article influence</td>
<td>0.626</td>
<td>0.650</td>
<td>0.645</td>
</tr>
<tr>
<td>2-year Cites</td>
<td>712</td>
<td>785</td>
<td>873</td>
</tr>
<tr>
<td>5-year Cites</td>
<td>2,168</td>
<td>2,220</td>
<td>2,253</td>
</tr>
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JVIM article full text downloads

<table>
<thead>
<tr>
<th>Year</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>1,071,766</td>
</tr>
<tr>
<td>2013</td>
<td>1,351,225</td>
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<tr>
<td>2014</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td></td>
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<tr>
<td>2017</td>
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JVIM usage metrics since adoption of open access (2015)

<table>
<thead>
<tr>
<th>Metric</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page views</td>
<td>NA</td>
<td>2,047,525</td>
</tr>
<tr>
<td>Accesses/article</td>
<td>788</td>
<td>1,066 (+35%) *</td>
</tr>
<tr>
<td>Article downloads</td>
<td>1,071,766</td>
<td>1,351,225 (+26%)</td>
</tr>
<tr>
<td>Percentage of articles with Altmetric score</td>
<td>NA</td>
<td>70% §</td>
</tr>
</tbody>
</table>

* Industry average for Wiley-published veterinary journals was 310

§ Industry average for Wiley-published veterinary journals was 40%
Dialogue with ACVIM membership

• Q: “Was this change put to a membership vote?”
  • A: Vote of membership is not required by ACVIM by-laws; plan was circulated electronically via “Diplomate Community” (April 2014), discussed at ACVIM Forum business meetings (June 2014), and placed on ACVIM website.

Dialogue with ACVIM membership

• Q: “You are shifting the cost of publication from the consumer (reader) to the producer (author). Why should authors pay to publish their work?”
  • A: Concept that federally-funded research should be available to the public because taxes fund research has led to adoption of open access, but this applies to only a small portion of research published in the Journal; dramatic growth of open access publication since 2000 supports belief that authors are willing to pay an APC to have their work made widely and freely available to other scientists and the public.

Dialogue with ACVIM membership

• Q: “What do authors get out of this approach?”
  • A: Advancement of science is based on others learning about, evaluating, replicating, and building upon an investigator’s work. Increased exposure means increased exposure, recognition and hopefully more citations of an investigator’s work.
Dialogue with ACVIM membership

•Q: “Other major veterinary journals are not open access and don’t have high fees.”
•A: Page charges and charges for color figures represent a cost to authors (and can amount to $250-500 per article). With the ACVIM subsidy, the APC for authors (if one is an ACVIM diplomate) is $300.

Dialogue with ACVIM membership

•Q: “Our European partners may choose not to subsidize the APC for their members, resulting in inequity. These partners may withdraw their support of the Journal.”
•A: ACVIM provided $15,000 in subsidy support for ECVN, ECVIM, and ECEIM during 2015. The ECVN and ECEIM now provide subsidy for their members. ECVIM does not at this time.

Dialogue with ACVIM membership

•Q: “High APC will prevent residents and junior faculty with smaller or unfunded studies from submitting their manuscripts to the Journal.”
•A: Many residents will have at least one co-author who is an ACVIM diplomate and many junior faculty already are ACVIM diplomates. ACVIM has waived the APC for first manuscript submitted by resident/candidate.
Dialogue with ACVIM membership

• Q: “ACVIM dues should be decreased because a print subscription is no longer being provided.”
• A: The cost of a Journal subscription has always been part of membership dues, it has never been optional. The portion of the dues that has supported the print Journal is now being used to support open access by subsidizing the APC for ACVIM members.

Dialogue with ACVIM membership

• Q: “Displeasure with the APC will cause diplomats to refuse to review for the Journal”
• A: Although not evaluated quantitatively, this has not been the subjective experience of our associate editors in the past 2 years. The reasons people give for reviewing generally are altruistic: playing one’s role as a member of the scientific community, improving the paper, seeing work ahead of publication, reciprocating the efforts of other reviewers.

Dialogue with ACVIM membership

• Q: “The Journal’s APC is too high.”
• A: The APCs for high quality open access veterinary journals were $1000-3000 in 2014 when JVIM was considering going to open access. With subsidy, ACVIM diplomats have an APC of $300.
Dialogue with ACVIM membership

• Q: “Why haven’t we communicated our plan more effectively to our European partners?”
• A: We did notify them by email in June 2014 of plans to move to open access, but we should have followed up when we didn’t hear back. We missed opportunities to attend the EBVS meeting in April 2014 and ECVIM meeting in September 2014. Final notification of our decision was made in October 2014.

Dialogue with ACVIM membership

• Q: “Some open access journals are low impact, of questionable value, and solicit submissions from authors.”
• A: The Journal has never and will not solicit submissions from authors (other than invited reviews). Journal quality is much more dependent on production standards (e.g. strong scientific peer review, careful editing and proofing) than publishing format. The Journal is strongly committed to high production standards.

Dialogue with ACVIM membership

• “Will we monitor parameters to determine the effect of open access on submission numbers and types of papers submitted so as to assess the success (or failure) of the move to open access?”
• A: Yes (we have been collecting this type of data for many years and will continue to do so).
Dialogue with ACVIM membership

• Q: “Why not just set up a website, upload manuscripts, and give the content away for free?”

• A: We believe rigorous scientific peer review and careful editing and proofing are essential for a high quality product. Also, setting up a website and uploading content is not “free” – expense is involved. Partnering with a publisher that has experience with on-line open access will insure a high quality interface.

Summary of advantages of the current publishing format with Wiley

• Increased access for users (e.g. private practitioners, students, lay public) – “anyone with internet access can read the Journal for free”
• Increased global reach
• (Hopefully) increased metrics ratings – citation, usage, and “alt” metrics
• Optimization of content: PDF-like reading experience with functional advantages of HTML (e.g. clickable references, expansion of tables, access to supplementary material)
• Customizable “table of contents alerts” by email

Missteps along the way …

• Communication with European partners: ECVN, ECVIM, ECEIM
  - Better follow-through
  - In person meeting (e.g. EBVS meeting in Brussels – missed opportunity of April 2014)
• Communication with ACVIM diplomates
  - Use all avenues of communication, repeatedly!
  - Membership should be reminded that final decision rests with BOR, after considering input from membership.
How “missteps” were rectified

• ACVIM agreed to provide $15,000 for one year (2015) to European colleges to allow subsidization of APC for submissions for which none of the authors is an ACVIM diplomate (only 8% in 2015)
• In future European colleges will determine if they will provide subsidy for their members (ECVN and ECEIM will provide subsidy; ECVIM has not yet decided to do so)

How “missteps” were rectified

• Communicate! Communicate! Communicate!
  - Organization website
  - Organization newsletter
  - Presentations by editors at organization meetings
  - Discussion at organization business meetings
  - Email
• Give people time to think about the issue and respond
• Members should understand the rules that govern the organization’s decision-making process

QUESTIONS?