



NRC-CNRC

*From **Discovery**
to **Innovation***

*De la **découverte**
à l'**innovation***

NRC Research Press: a pragmatic publisher

CLA, St-John's, May 2007

Presented by:

Jason Charron,

Acting Director Business Affaires, CISTI

Business Manager, NRC Research Press (2005-2007)

NRC Research Press Context

- ▶ Who we are:
 - First journal 1928
 - Part of National Research Council of Canada
 - Part of Canada Institute for Scientific and Technical Information
 - Mandated by NRC Act
 - Full cost recovery





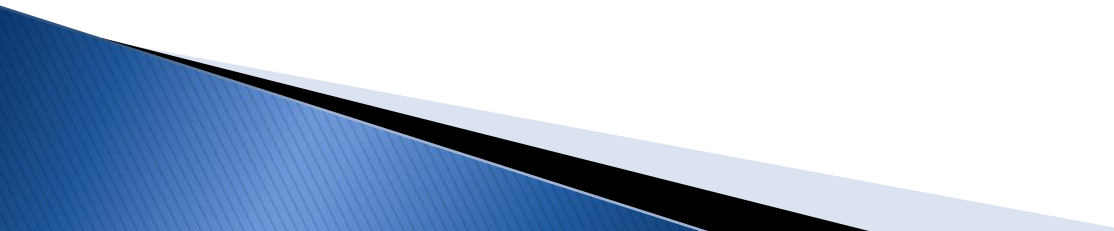
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Current Product Lines

16 NRC Research Journals
Publishing Services (*14 Client Journals*)
OSPRey (*Online Peer Review System*)
NRC Book & Monograph Program

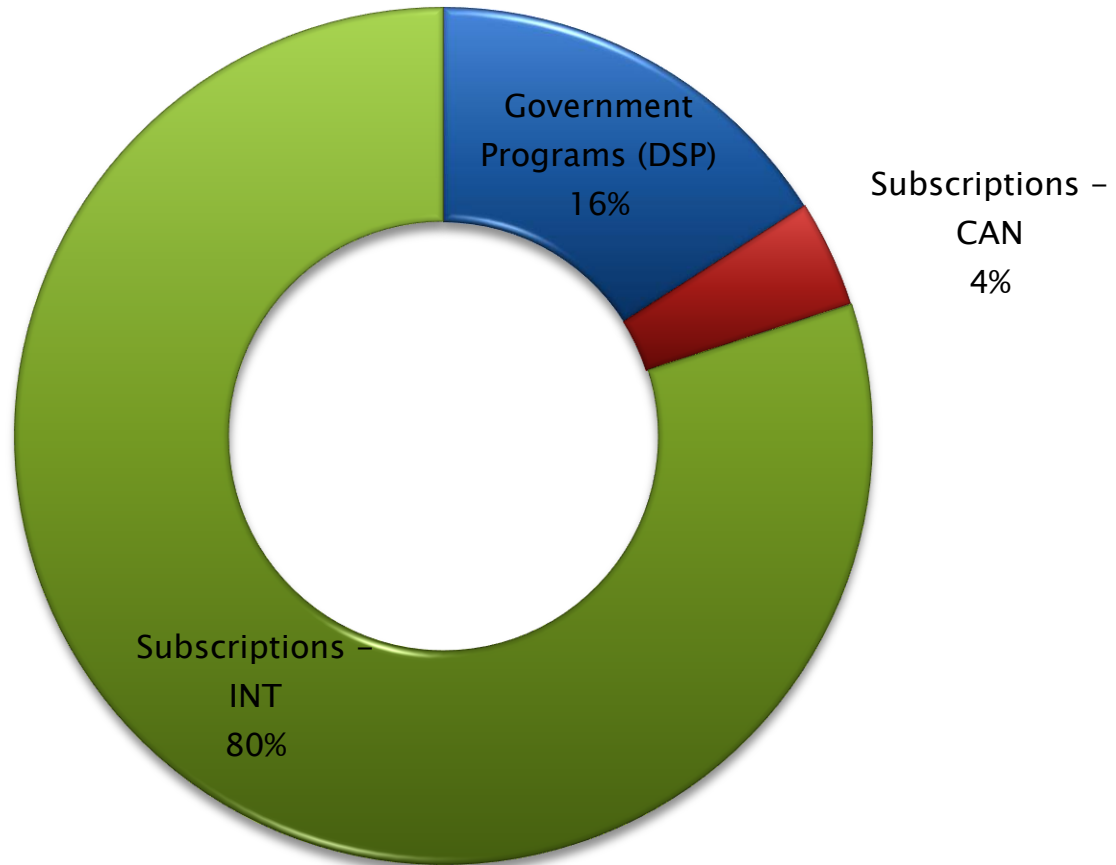


NRC Research Press Journals

- ▶ 16 NRC Research Press Journals
- ▶ Journal subscriptions: 13,500
- ▶ 80% Libraries
- ▶ Rev 2005/2006: +\$11M CDN
- ▶ Available free in Canada through the Depository Services Program
- ▶ Impact factors from 1 – 3
- ▶ 2 journals at the top of their field
- ▶ Partner with Canadian Scholarly Societies & Academia



Publishing Revenue Breakdown



Disruptive Industry Change



Increased private sector publishing concentration



Changing researcher behavior

- Google/Microsoft Academic Live
- Web 2.0 – Blogs, Wikis, etc.



Publishing Industry

- Open Access
- Journal Subscription Prices

Open Access is Here

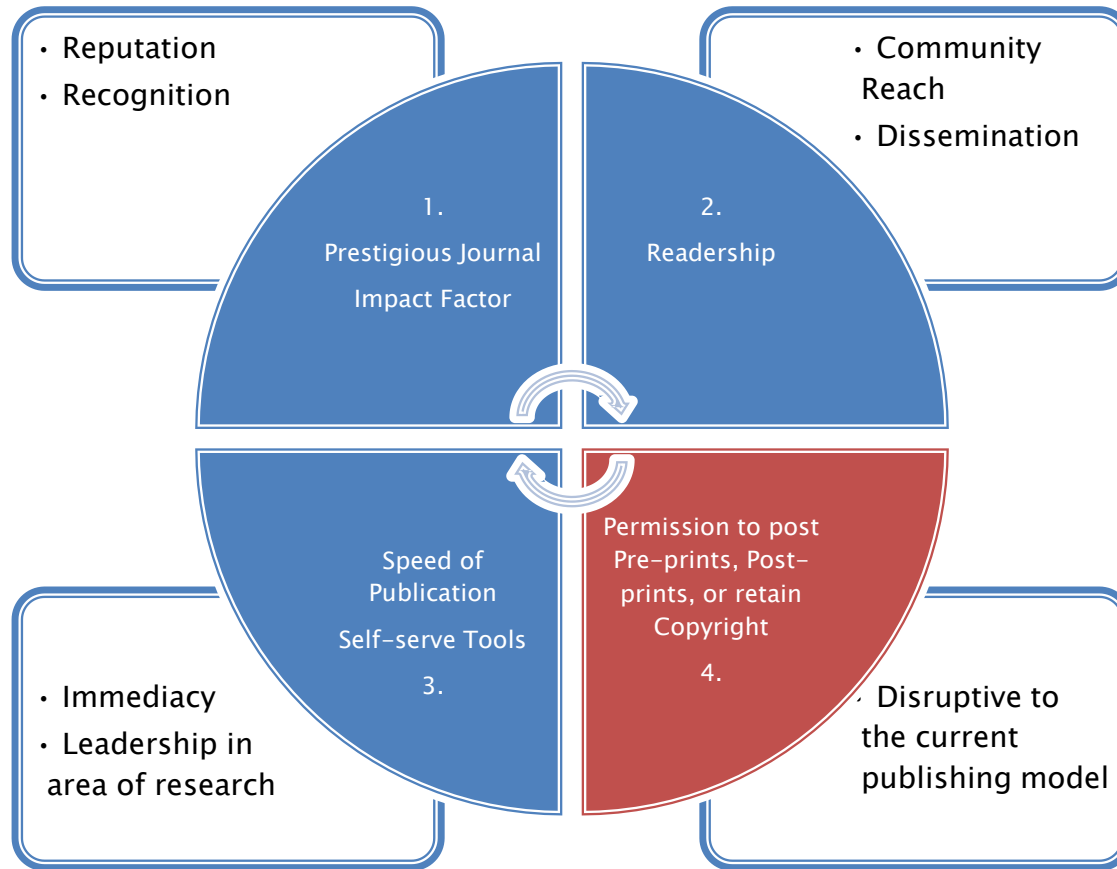
- ▶ Open or Opener Access is here
- ▶ The Agenda is moving from the radical OA fringe to the mainstream centre
 - ▶ Research funding agencies are beginning to develop policies
 - ▶ Authors are becoming more informed about the issue
 - ▶ Libraries are beginning to develop collection approaches
 - ▶ And publishers are beginning to develop OA alternatives

New OA Initiatives

Opener Access Initiatives:

- ▶ OA initiatives largely based on article access
 - Seminal Article OA
 - Subsidized Article OA
 - Reduced pay-per-view fees
- ▶ Geographic Opener Access
 - Canada DSP
 - Developing World
- ▶ Delayed Access
 - Trial Journal 12 month delay to determine impact
 - Backfiles

What Do Authors Want...



Alternative Publishing Models

Payers

Funding Agencies

Research
Institutions &
Government

Libraries

Model

Author
Pay

Publication
Support

Subs/Reader
Pay

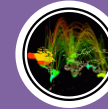
Publishing Process



Peer Review



Article Production



Dissemination



Publication Cost Breakdown



- ▶ Other Costs
 - Corporate Overheads
 - Prestige (Value)
 - Commercial Profit

Bringing Peer Review



Peer Review

- Online Submission
- Manuscript Management
- Editorial Office

- Validates the quality of the science
- Ensures the accuracy of the conclusions
- Promotes the importance of the research findings



Transforming a Manuscript into an Article



Article Production

- Copy-Editing
- Lay-out & Production
- XML Tagging

- Copy editing: materials & units, contradictory material, problems with references, clear language, wrong labels and just plain wrong
- Layout: clarity and easy of scanning or reading, graphic and photographic enhancement
- XML Tagging: speed to web, multiple formats, multiple sources



Creating the Infosphere

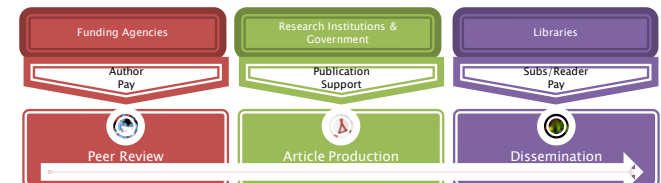


Dissemination

- Linking
- Distributing
- Promoting



- CrossRef and other Linking
- RSS Feeds and Alerts
- Indexing: Google, PubMed, Scifinder, Web of Science, Scopus
- Institutional and Subject Repositories
- Web 2.0: Blogs, Wikis



Alternative Publishing Models

Payers

Funding Agencies

Research
Institutions &
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Libraries

Model

Author
Pay

Publication
Support

Subs/Reader
Pay

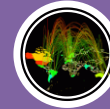
Publishing Process



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Dissemination



Conclusions

- ▶ Need a migration strategy...
- ▶ Need a consultative, community driven process...
- ▶ NFPs need to reduce costs, maybe by dropping print...
- ▶ NFPs need to be funded for this work...
- ▶ There may be many different models...
- ▶ Shared cost models will move to centre...



NRC CNRC

*Canada Institute
for Scientific
and Technical
Information*

Science —at work for— Canada



National Research
Council Canada

Conseil national
de recherches Canada

Canada 