

OA Forward Negotiation Summit:
How are different research communities navigating the landscape?

The Gap between Values and Practice:

**A view on the dynamics in the United States and how we
are responding**

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B18 Conference
September 2026



BTAA CONTEXT

19

research universities
in the U.S., coast-to-coast

810,000+
enrolled students

1.2M
people across our
universities

University of Illinois
Indiana University
University of Iowa
University of Maryland
University of Michigan
Michigan State University
University of Minnesota
University of Nebraska
Northwestern University
University of Oregon
Ohio State University
Pennsylvania State University
Purdue University
Rutgers University
UCLA
University of Southern California
University of Washington
University of Wisconsin
University of Chicago

97th

percentile
in global research
output

~3.8M
publications
since 2000

185k+
publications annually

What we see on the surface

chaos

paradox

Sea-change in
Federal funding
of research

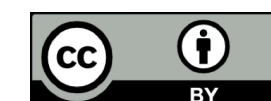
Potentially massive cuts
(Billions of dollars,
can equal tens
or even hundreds of
millions for one
BTAA university)

Proposed federal
Office of Management and Budget (OMB) rule:

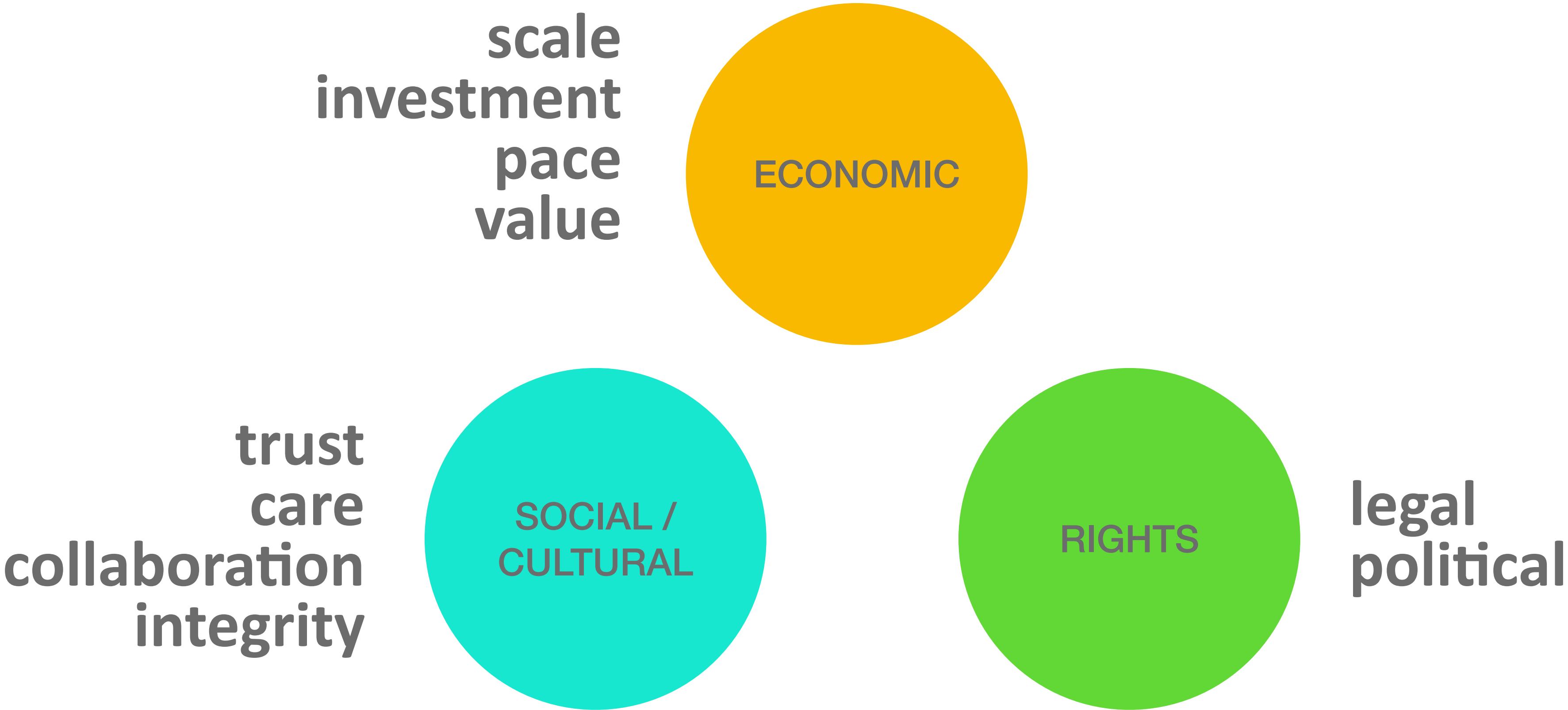
No federal funding may
be used to pay for APCs
(which are most often
the route to
“immediately open”)

BUT

Research receiving federal
funding must be released
immediately open



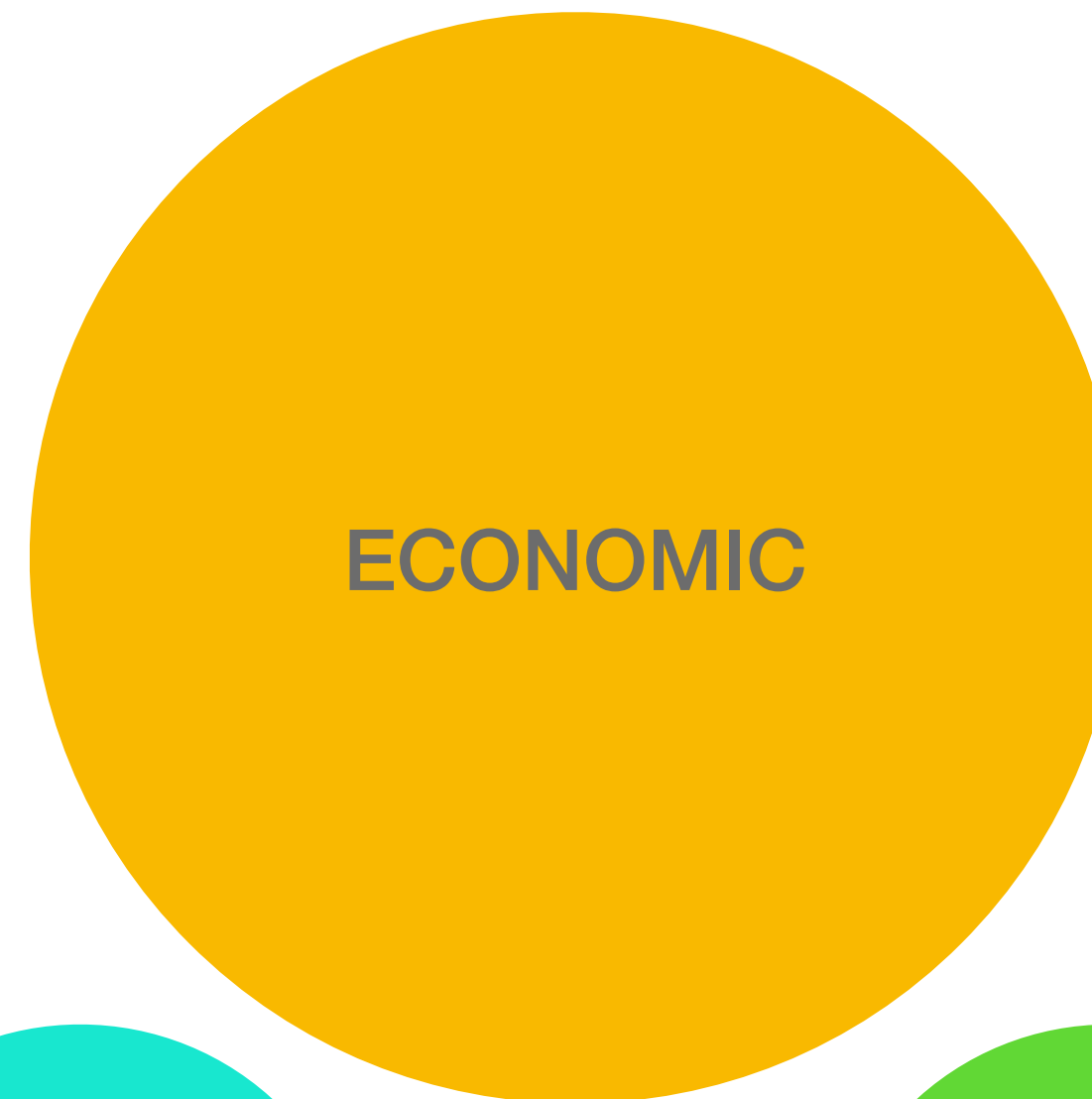
What is happening underneath



What is happening underneath

More **Efficient...** More **cost-effective...**

The Economic Sphere
has subsumed the other two -
Everything is about the money



Knowledge largely lives
in the Social / Cultural Sphere,
which has its own values.
Those have been subsumed
by the values of
the Economic Sphere

Which understandably leads to a reaction
in the Social / Cultural Sphere....

Initial reaction:
Overthrow the Economic,
break the shackles of the money-driven forces.
Get rid of it altogether.
Narrative perception:
that overthrowing the **economic forces**
will lead us through to the **values** of the
Social / Cultural Sphere, which will
“win the day”

What is happening underneath

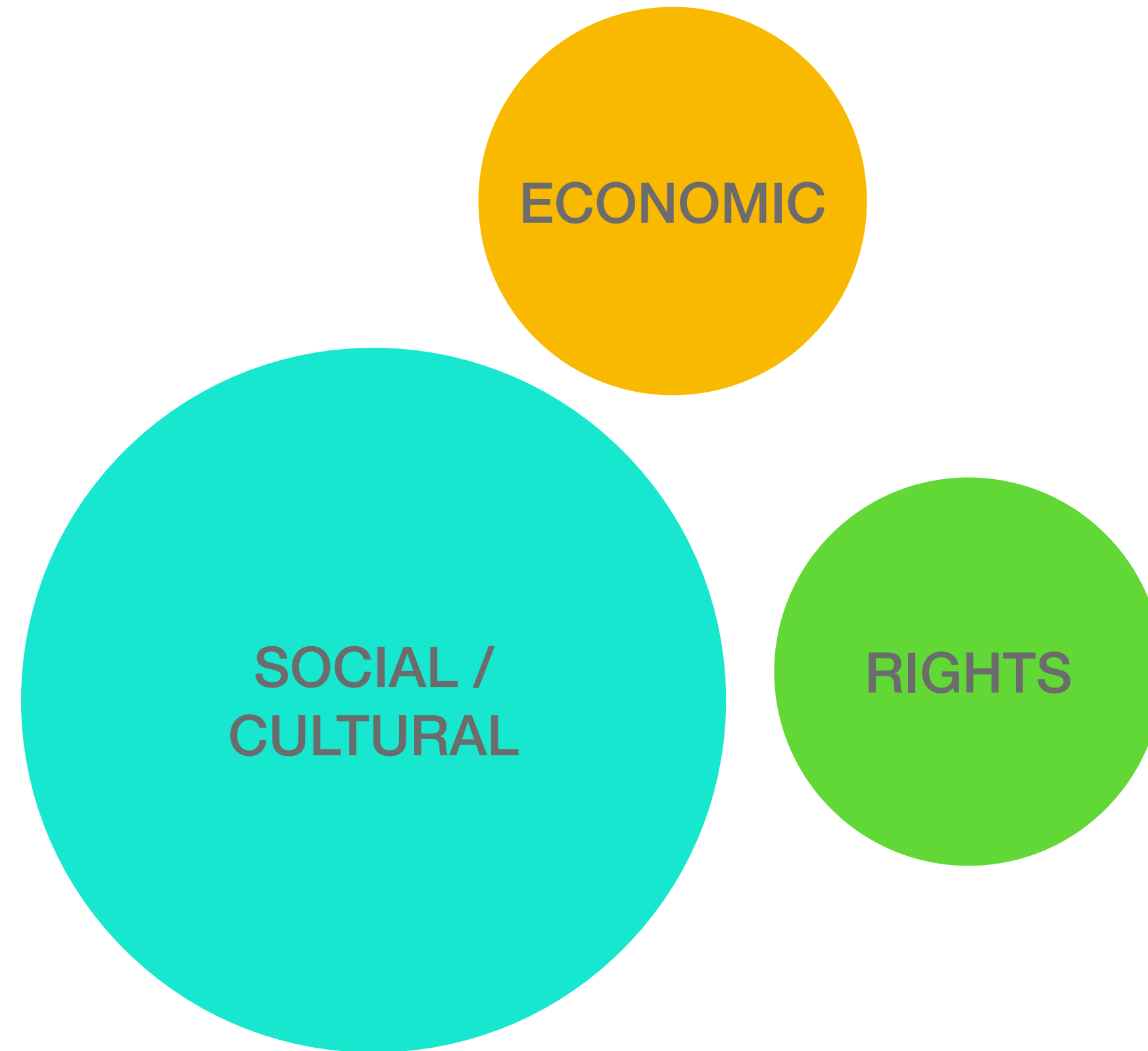
BUT

We are asking ourselves....

Is this the picture
we want to see — a flip to the
Social / Cultural Sphere
dominating the other two?

When you are in a
SEA CHANGE -
is the solution to
BOIL THE OCEANS?

(in other words,
to have the values of the
Social / Cultural Sphere
overwhelming the values
of the other two?)



An intervention is needed, yes....

SYSTEM-LEVEL INTERVENTIONS

**Challenges that sit at a higher level than
any of us can change alone**

**Cannot be solved, but can be addressed.
We can improve our position.**

**But only by working in community
— collectively —
through collective action and interdependence**

we need a new economy

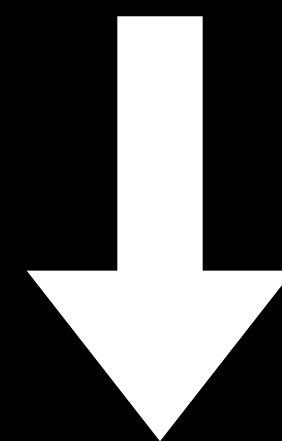
not to **overthrow** capitalism,
but to **transform** it

what I'm observing

we are in the midst of a

*P*aradigm shift
_____ in knowledge itself

“a major change in the worldview, concepts, and practices of how something works or is accomplished”



from the laws of capitalism to
a values-centered model

from
scarcity
to
abundance

a values-centered model OPEN PUBLISHING AGREEMENTS

as developed in the
the BTAA OPA model

philosophy

close the gap between
values and practice
as a transition,
no matter what comes next

VALUES-CENTERED

AUTHOR-FOCUSED

- Remove the barriers -
- Center research -
- Create opportunity -

psychology

Psychology of incentives

Psychology of closing the gap

“Values as leverage”
negotiating techniques

methodology

the new dynamic
requires new methods

two ways

CONTRACTS

everything comes
down to contracts
in the end.
**CHANGE THE
CONTRACTS**

DATA &
ASSESSMENT

data-driven assessment
of performance against
values supports the shift
to a balanced, healthy
ecosystem

the BTAA OPA model

has been operational for five years.

we can see that it works.

17k
articles published
under an OPA
2021-2025

from
65.6%
to **91.7%**
articles published open
in journals covered by an OPA
2021-2025

\$58.5M
in APCs avoided

9500
authors benefitting
from an OPA
(one publisher, one agreement,
2023-2025)

from
68 to **112%**
range of increases in use of BTAA research
with one major publisher
across ten LICs and LMICs

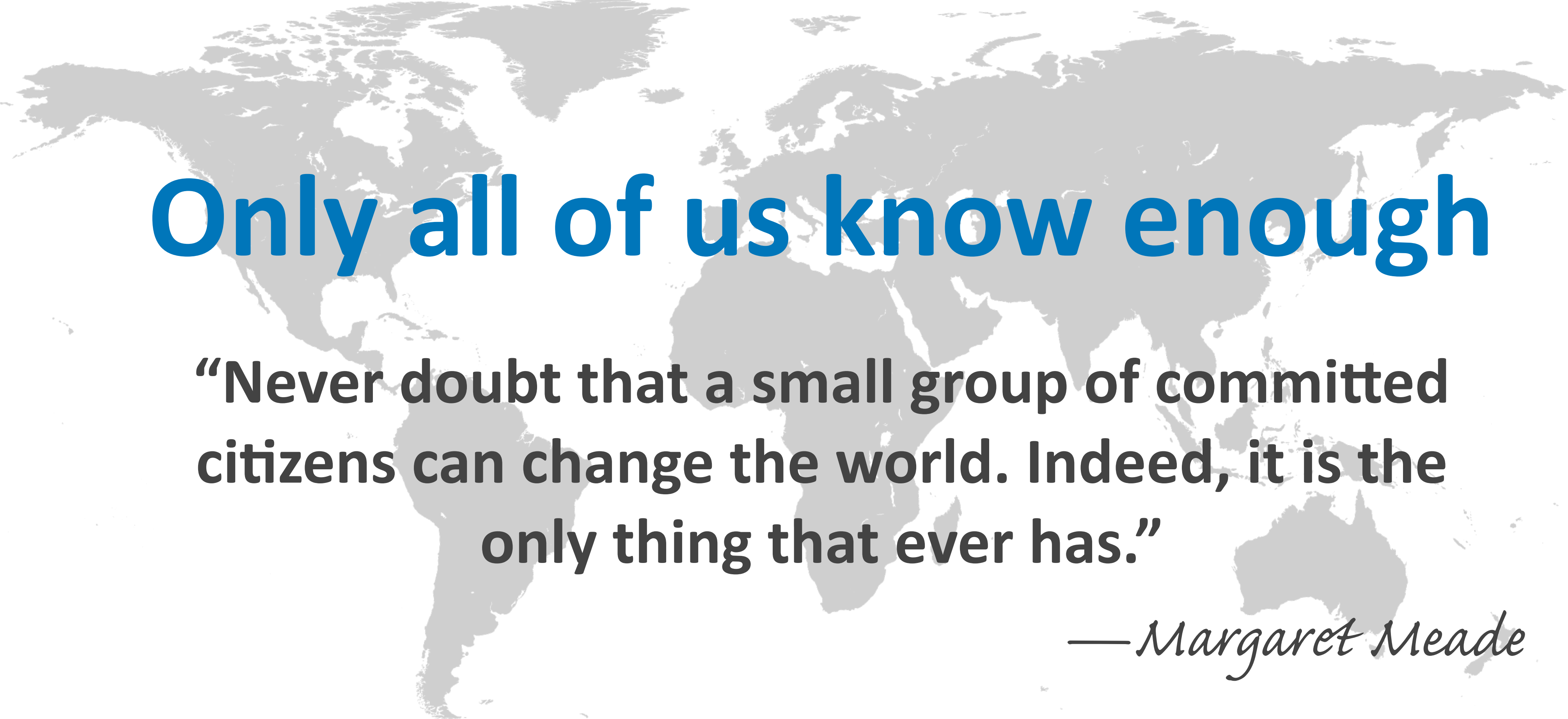
BTAA OPA AGREEMENTS

WILEY



IOP Publishing





Only all of us know enough

“Never doubt that a small group of committed citizens can change the world. Indeed, it is the only thing that ever has.”

—Margaret Meade

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