

Building an Open Access Investment Portfolio

A Moving OA Forward Focus Session

o p e n a c c e s s
2 0 2 0



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Big Ten Academic Alliance

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The Big Ten Academic Alliance

19

research universities
across the US

150M+

library holdings

5600

library staff

1.2M

People across our
universities

\$852M

annual library
expenditures

\$17B

in funded research

800,000+

enrolled students

15%+
of U.S. research output

~2M
publications
since 2000

 **open
articles
cited
3x**
more often than
“closed” pubs

100k+ **over**
publications
annually **50%**

 **yet
only
18%**
are made
open
every year
are open at
the time of publication

OPEN PUBLISHING IN THE BIG TEN

An arc of over 20
years

The numbers,
at a high level:
2000 - 2023

OPEN SCHOLARSHIP STRATEGY



ADVANCE THE GROWTH OF OPEN SCIENCE AND OPEN SCHOLARSHIP



PROHIBITIVE, UNSUSTAINABLE INFLATION, HIGH COST OF SHARING RESEARCH



SUSTAINABLE BUSINESS MODELS + GOVERNANCE



CLOSED, COMMERCIALIZED INFRASTRUCTURE AND CONTENT

FRACTURED DATA LANDSCAPE HIGH COST OF ANALYSIS



DATA DASHBOARDS + RESEARCH



SUSTAINABLE
SCALABLE
OPEN KNOWLEDGE
ECOSYSTEM
TRUSTWORTHY
JUST

VOICES OF ADVANTAGE - WHAT WE COLLECT AND WHY

DIGITAL PUBLISHING + PURCHASING



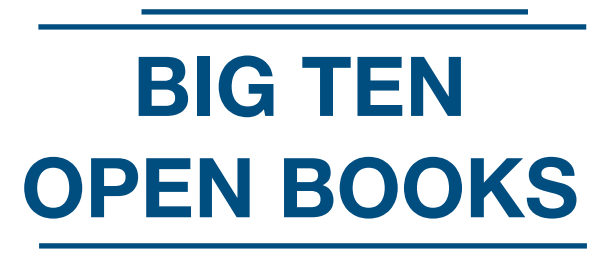
INTEROPERABLE SYSTEMS + WORKFLOWS

INCONSISTENCY, POORLY INTEGRATED



ARBITRARY PRICING, ACCESS, + AVAILABILITY

UNIVERSITY-BASED PUBLISHING



the open future

a quantum leap is needed - a new way of working

A HYPOTHESIS

the path forward is an investment
in all of the pathways together —
a combination of all of the approaches



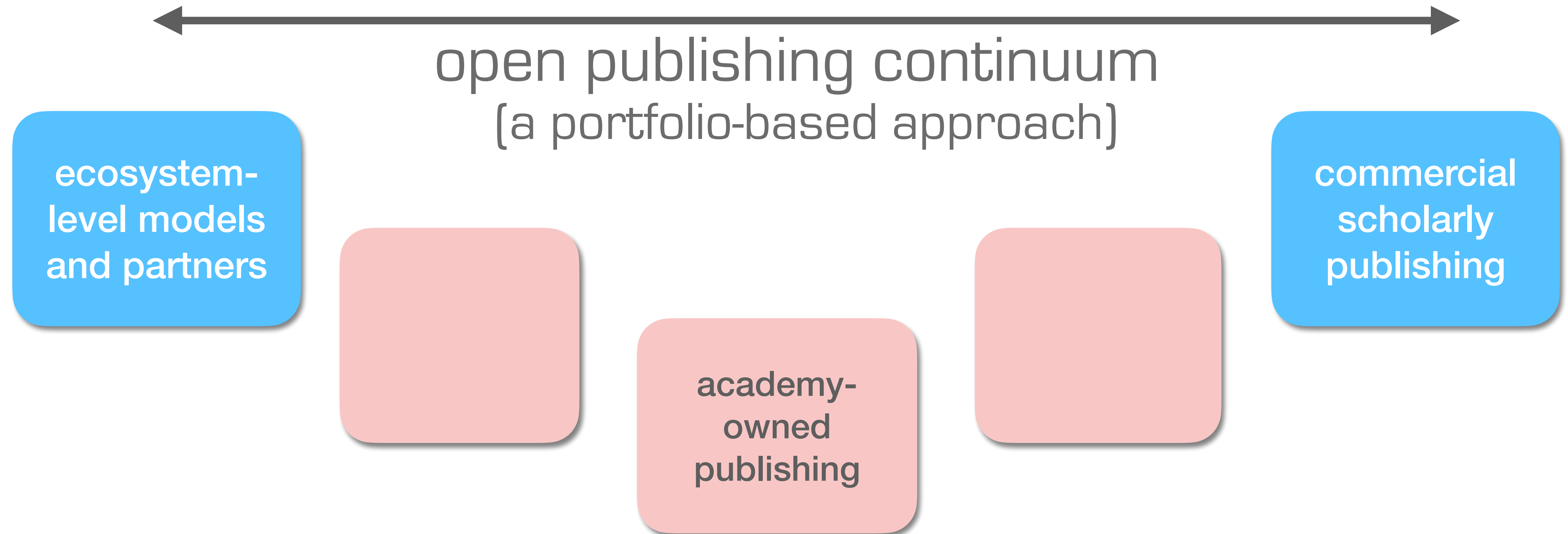
“the colors of OA dissolve”

NEW BUSINESS MODELS

NEW METRICS

NEW TERMS

our model



CASE STUDY: Commercial article-based scholarly publishing

OUR NEW QUESTION

we're pretty good at measuring **cost & business processes**;
how might we approach
measuring / quantifying our **values and principles?**

Older:
subscription models

More recent:
Transformative Agreements

values-centered priorities :

establish a fair cost model

- + Research Leads
- + “No fees, no caps, no hassle”
- + publishers and libraries are an aid to research, PARTNERS, rather than a hurdle or check
- + Radically reduce administrative process

simplify the publishing relationship

increase publishing opportunities

- + Quality of research leads
- + All venues, all titles are open pathways
- + Rapidly expand the field of opportunities

increase OA publications within our membership

- + Equitable access to resources & opportunities for every level of researcher, any stage of career: any venue, every title

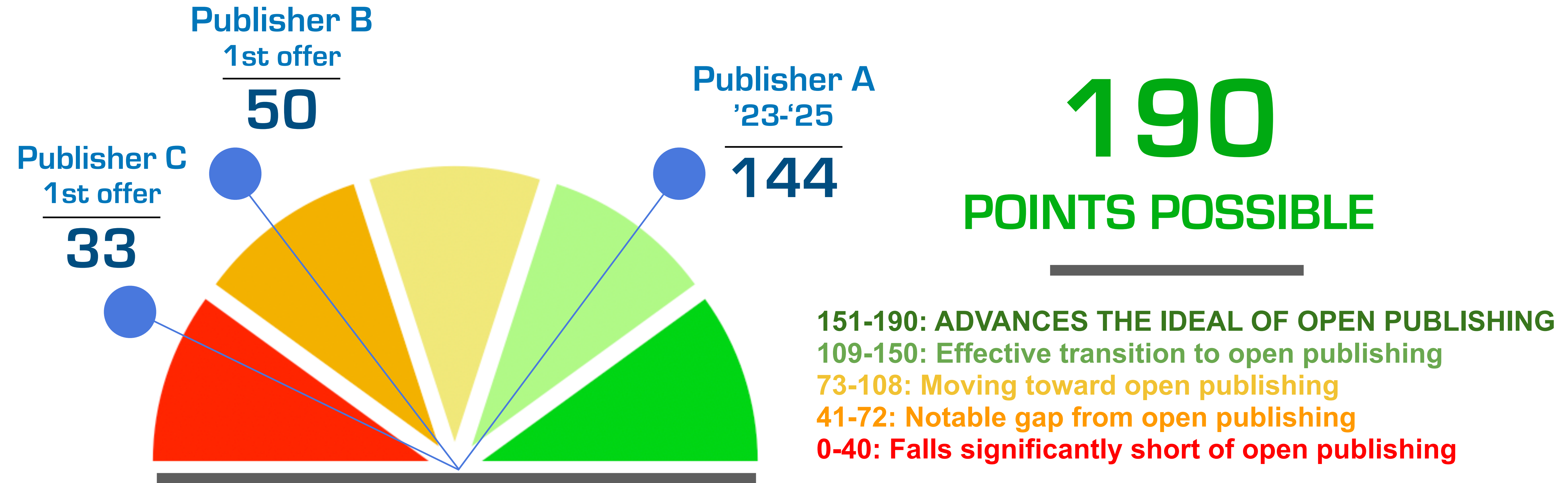
remove barriers for our authors and institutions

give authors greater control of the use and reuse of their scholarship

- + Advance ownership and rights that expedite knowledge sharing and advancing research

BTAA “Open Publishing Dial”

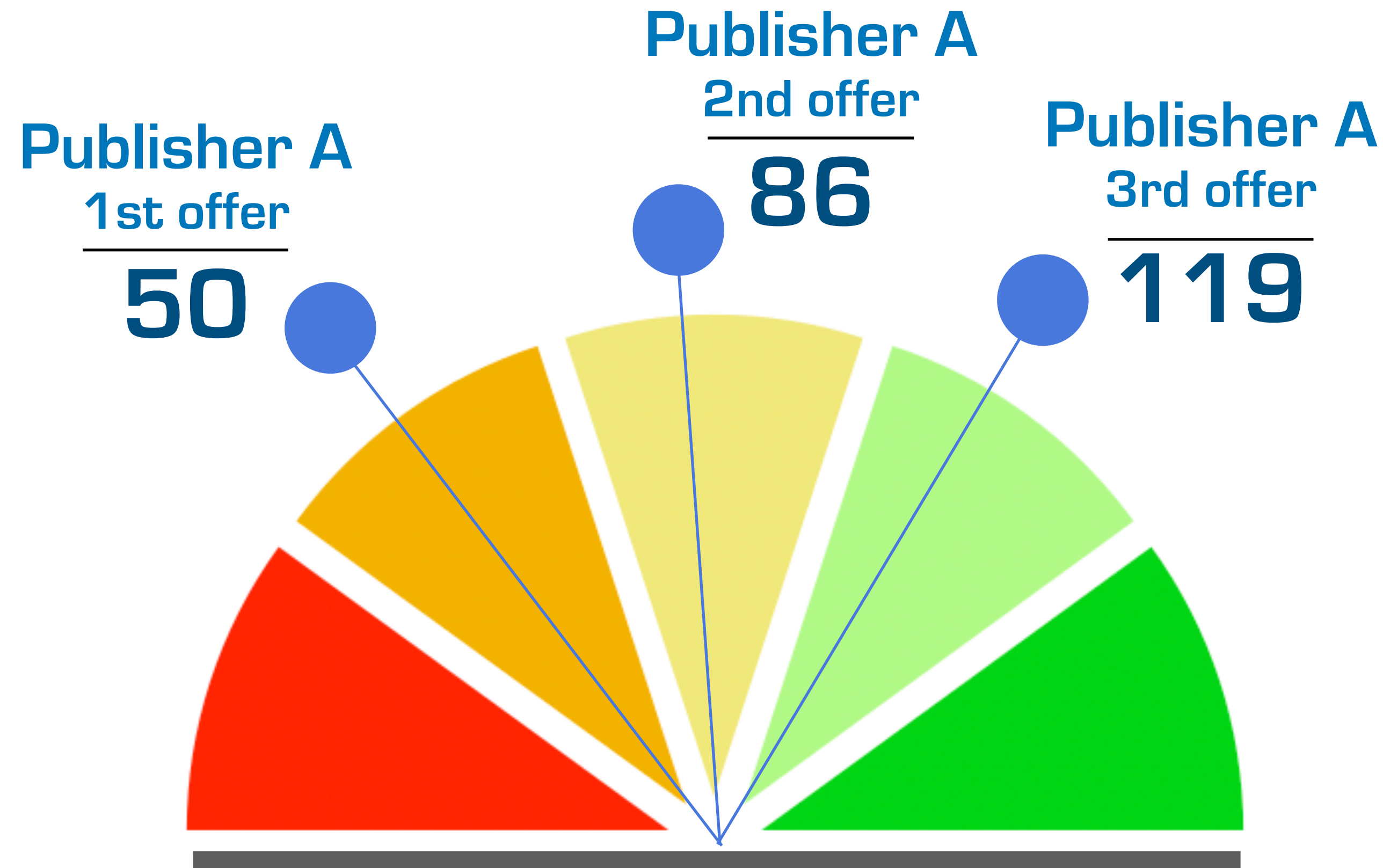
Example of using the Dial to score offers comparatively across several publishers



- + establish a fair cost model
- + increase publishing opportunities
- + remove barriers for our authors and institutions
- + simplify the publishing relationship
- + increase OA publications within our membership
- + give authors greater control of the use and reuse of their scholarship

progress from opening of negotiations

Example of using the Dial to score successive offers from the same publisher



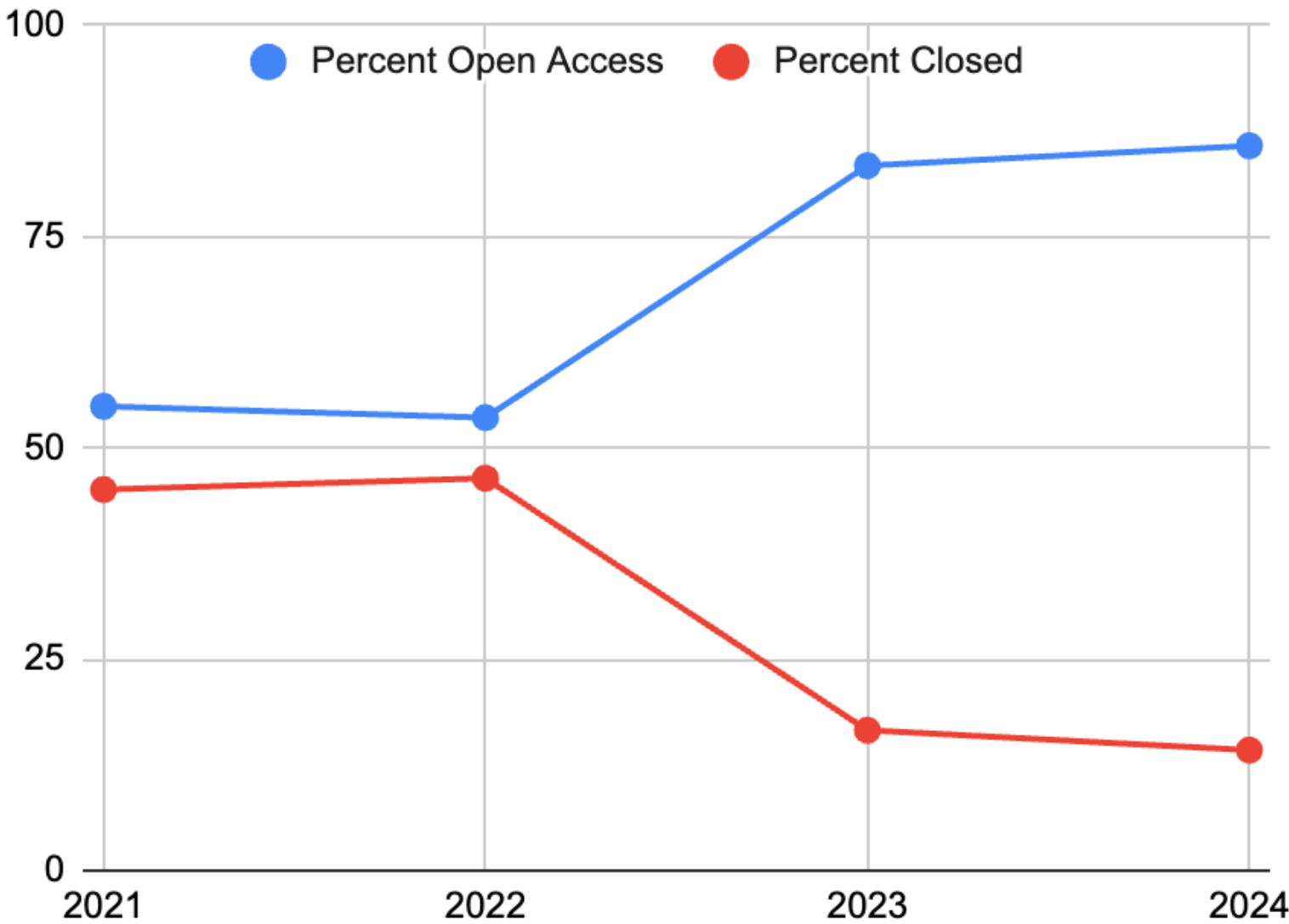
151-190: Sweet spot of open publishing
109-150: Effective transition to open publishing
73-108: Moving toward open publishing
41-72: Notable gap from open publishing
0-40: Falls significantly short of open publishing

- + establish a fair cost model
- + increase publishing opportunities
- + remove barriers for our authors and institutions
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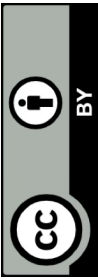
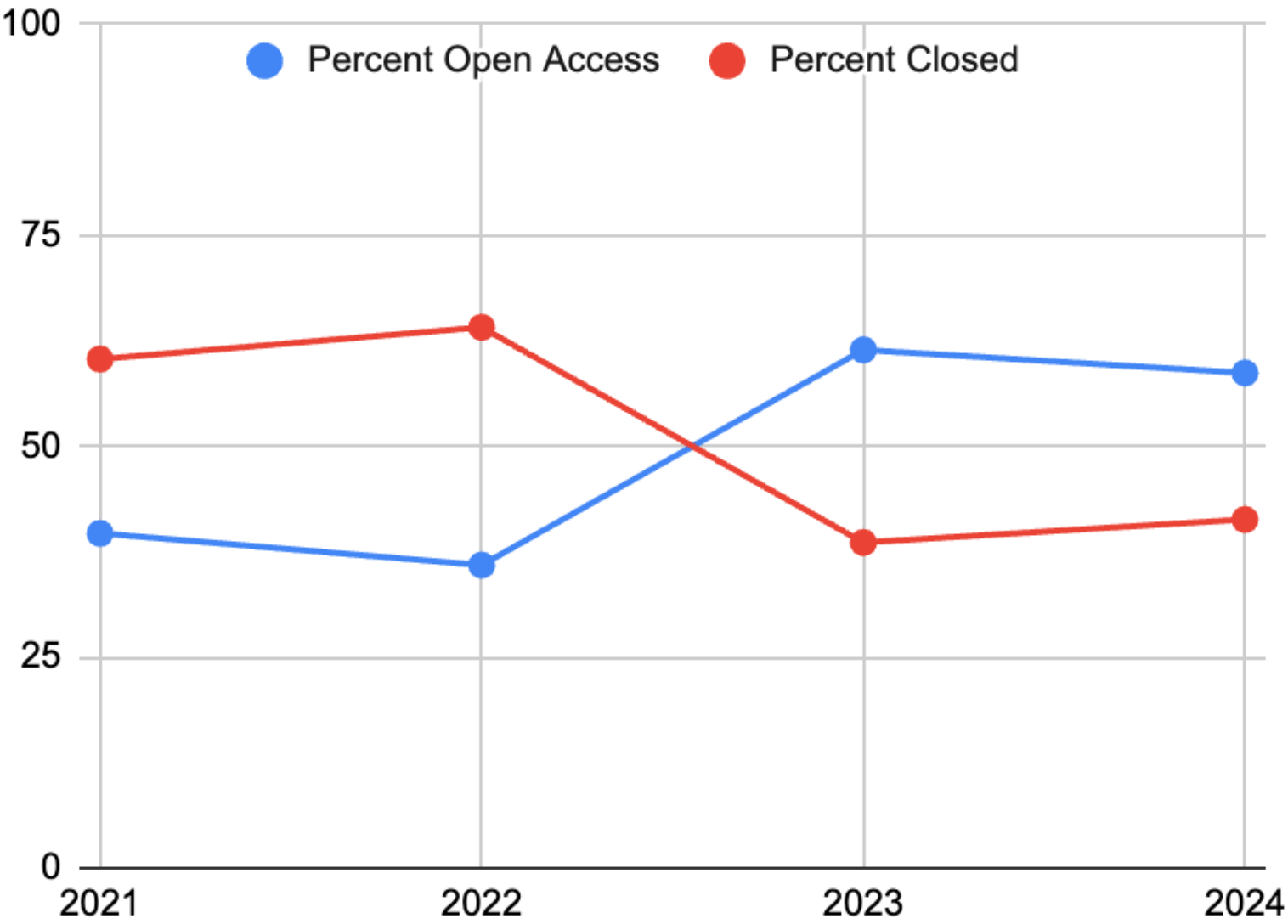
Performance indicators for BTAA Open Publishing Agreements (OPAs)

Performance of agreements Based on analysis of data from OpenAlex				
	2021	2022	2023	2024
Number of BTAA Open Publishing Agreements	1	2	4	4
Articles Published Open in BTAA OPAs	329	2339	4246	3341
% of Articles Published "Open" vs "Closed" In BTAA Open Publishing Agreements	54.9%	53.6%	83.4%	85.8%
% of Articles Published "Open" vs "Closed" In all journal articles across BTAA universities	45.6%	51.9%	56.9%	58.7%

Participating Institutions in BTAA OPAs



US Institutions Not in BTAA OPAs



CASE STUDY: Big Ten Open Books

Open Access Monograph Publishing



COLLECTIVE ACTION by Big Ten Libraries + Big Ten University Presses

OPEN: Open Access (OA) content

- 1 collection published August 2023
- 2nd collection complete: summer 2025
- 3 more collections planned for 2025-26
- Each collection contains 100 OA books

OPEN: Distributed in Open Channels

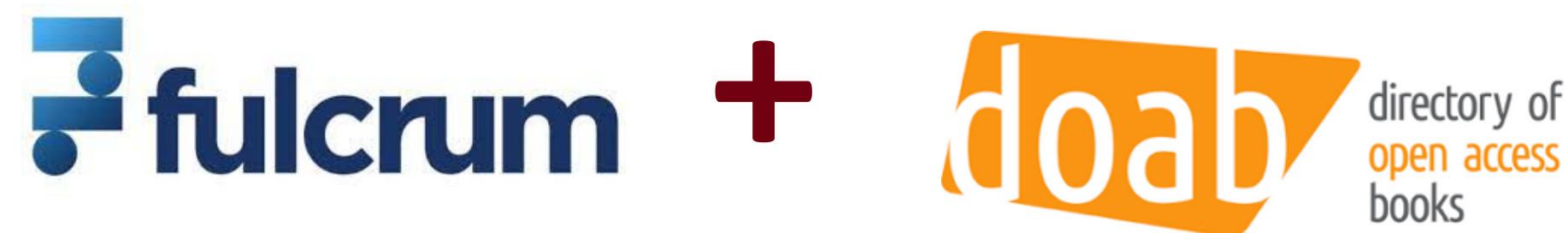


PROJECT
MUSE



and now....

OPEN: Open Hosting Platforms



OPEN: Sponsorship



TOTAL
downloads **150k** (and counting)

AVERAGE
downloads **79** per book
per month

new questions to ask and analyze

public knowledge
for the public good

access to resources

who is heard
and what
is remembered

inclusion, reputation
and venue





**reaching for the open knowledge future:
only all of us know enough**
