Designing Incentives and Support

Assertion: Incentives and support can be designed to assist scholars to shift their publishing behavior:

- from high-profit commercial journals to more sustainable models
- from printed monographs to digital, print-on-demand online works
- from “smallest publishable unit” to complete research report
- by placing research into open access repositories

Question: What support and incentives (monetary, time, staffing, training, etc.) could the university offer to Berkeley authors and editors to facilitate this change?

A Few Background Facts:

Subventions are not uncommon¹:

For 1st publications:
- UT-Austin distributes $30,000/yr using campus bookstore profits. Authors may publish with any academic press and need not be tenured to apply.
- Yale provides up to $5,000 to younger faculty members in the humanities.
- Ohio State approves subsidies up to $2,000, funded equally by departments and academic divisions. Others include the University of Iowa, North Carolina State University, and the University of Illinois at Urbana-Champaign.

For use of alternatives
- UNC VC for Research created a subsidy for open access publication fees

The UC Libraries have arranged memberships that assist with publication in open access journals²

<table>
<thead>
<tr>
<th>Publisher or Publication</th>
<th>Normal publication fee</th>
<th>UC discounted fee</th>
<th>Based on</th>
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<tbody>
<tr>
<td>BioMed Central (all BioMed Central journals)</td>
<td>$500</td>
<td>$0 (100% discount)</td>
<td>Institutional membership</td>
</tr>
<tr>
<td>Nucleic Acids Research (from Oxford Univ. Press)</td>
<td>$1500</td>
<td>$500 (66% discount)</td>
<td>Included as part of UC's subscriptions</td>
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<tr>
<td>Proceedings of the National Academy of Science (PNAS)</td>
<td>$1000 (to provide open access; separate from page and other charges)</td>
<td>$750 (25% discount)</td>
<td>Included as part of UC's online subscription</td>
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<tr>
<td>Public Library of Science (all PLoS journals)</td>
<td>$1500</td>
<td>$1200 (20% discount)</td>
<td>Institutional membership</td>
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² Maintained at http://osc.universityofcalifornia.edu/alternatives/submit_work.html