Breakout session:  
**Designing Incentives and Support**  
11:30 session

Facilitator:  
**Aaron Edlin**, Law and Economics

Session description:  What do researchers need to shift their scholarly publishing behavior from high-profit journals to more sustainable models? Brainstorm ideas for what support and incentives (monetary, time, staffing, training, centralized expertise, other) campus administration might offer to Berkeley authors and editors to facilitate this change.

➢ *The following are informal notes taken during the breakout session. They are not intended to serve as a verbatim transcript of the proceedings.*

Aaron Edlin introduced himself as a founder, five years ago, of bepress, with Bob Cooter and Ben Hermalin.

Bepress is an alternative to the Elsevier Model
- They supply software for open access movement, digital commons. Plus help with Proquest licensing.
- They publish quasi-open-access journals, which lie between open access and the Elsevier model.

Incentives for academics – because people don’t do things without incentives

Elsevier itself non-monetary.
- Reviewers and editors often not paid at all.
- Authors not paid.
- Participate because:
  - Brand/certificate of publication
  - Distinction
  - Marketing and distribution – exceeds that which would come to something published on website, for instance
  - Visibility

Open-Access journals, like Public Library of Science
- Brand/certification
- you pay when you submit an article
- Several excellent journals going, and now trying to start smaller “niche” journals

Open-access repositories
- Either piggyback on print journals
- Or use trademark of University (Certificate)
- Problem – need to provide incentives to get faculty to post their work.

Quasi-open access journals
- Editors get marketing – not as much as Elsevier journals, but more than open access.
- Anyone can achieve access
- Either you subscribe and get in; or you fill out a brief form which is then mailed to the library at your campus saying something like “X faculty from your institution have been reading articles in Y journal. Would you like to support it by subscribing?”
- Editors not well-paid.
Edlin would like universities to provide incentives to faculty to found journals that have some chance of success, on either the open access or PLOS or bepress model. It would be good if universities would co-found these journals, because they could give money, and help with distribution.

One thing that ejournals can offer is a much faster turnaround time, between when the paper is submitted and when it is published – this is an important incentive that ejournals can offer!

Questions:

No hard copy backup issue – this is easy to solve – one hard copy could be printed easily enough. Ohiolink, for instance, insists on hard copy backups.

Incentives – tenure issue – budget committee:
- It is a huge honor to publish certain journals which happen to be Elsevier journals. It is often seen as important to publish in certain journals. We certainly don’t want to penalize junior faculty. We need more incentives to publish outside of Elsevier journals.
- Budget Committee often does not have time to read articles, but might look for recognized editors of New journals.
- Universities could reserve right to put articles in e-repositories. Currently Elsevier, Springer and Wiley won’t let them, but what if universities banded together? UC + Big 10 + MIT, for example.
- Budget Committee could require articles to be available at e-repositories whenever possible.
- BioBib form could be changed to highlight section on articles published in “freely available” journals and repositories, or there could simply be a phrase like: “we encourage you to place your articles in e-repositories whenever possible.” Obviously some journals will not allow this, and no one should be punished, but when possible, publishing in open-access journals or placing articles in repositories should be encouraged.

Problem of getting stuff outside of standard journals indexed in things like the MLA. This is a problem. Will Google Scholar fix this? Might.

Need for more support for faculty to get stuff digitized, deal with copyright, etc. CDL does provide some assistance, but perhaps could be more, or better publicized. Disseminated with Biobib form? Uniform UC amendment to standard publisher’s copyright form? It would help if more support were available to deal with these questions.

notes by Christina Tarr
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