



Texas A&M University Libraries

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Preliminaries

- This presentation contains information about ongoing negotiations with a commercial, for-profit publisher. Please do not discuss or circulate with outside parties.
- Please submit any questions in chat for discussion at end of presentation.

TLCUA: The Who

- Angelo State University
- Baylor University
- Lamar University
- Prairie View A&M University
- Rice University
- Sam Houston State University
- Stephen F. Austin University
- Sul Ross State University
- Tarleton State University
- Texas A&M International University
- Texas A&M University (College Station)
- Texas A&M University-Central Texas
- Texas A&M University-Commerce
- Texas A&M University-Corpus Christi
- Texas A&M University-Kingsville
- Texas A&M University-San Antonio
- Texas A&M University-Texarkana
- Texas Medical Center
- Texas State University (San Marcos)
- Texas Tech University (Lubbock)
- Texas Tech University HSC El Paso
- Texas Tech University HSC Lubbock
- The University of Dallas
- The University of Houston
- The University of Houston Clear Lake
- The University of Houston Downtown
- The University of North Texas
- The University of North Texas Health Science Center
- The University of Texas at Arlington
- The University of Texas Southwestern Medical Center
- The University of Texas at Austin
- The University of Texas Medical Branch at Galveston
- The University of Texas at Dallas
- The University of Texas HSC at Houston
- The University of Texas at El Paso
- The University of Texas HSC at San Antonio
- The University of Texas Permian Basin
- The University of Texas MD Anderson Cancer Center
- The University of Texas Rio Grande Valley
- The University of Texas HSC at Tyler
- The University of Texas at San Antonio
- The University of Texas at Tyler
- West Texas A&M University

TLCUA: A Diverse Membership



43
Institutions

Representing more than



660K
Students



44K
Faculty



Texas Library Coalition for **United** Action

Public & Private

Representation



Medical & HSC libraries

Teaching



Research



15 Hispanic-serving
1 Historically Black
College or University

TLCUA: Organization (briefly)

- All institutions have signed a formal MOU of commitment
- A Steering Committee with 1 member per institution (or system)
- Some are members by virtue of system-level membership
- Currently, four subcommittees:
 - Marketing/Communications Team
 - Operations Group
 - Data/Analysis Team
 - Negotiations Team

TLCUA: Negotiations Team

Jeffrey Spies	Lead Negotiator	221B Consulting
David Carlson	Library: Dean	Texas A&M University
Kelly Gonzales	Library: Director	UTSW Medical
Debbie Hathaway	Library: Licensing/Acq	University of Dallas
Ian Knabe	Library: Licensing/Acq	University of Houston
Asheley Landrum	Faculty: Media & Communications	Texas Tech University
Vagheesh Narasimhan	Faculty: Integrative Biology	University of Texas Austin
Richard Nollan	Library: Director	Texas Tech HSC
Chuck Weaver	Faculty: Psych & Neuroscience	Baylor University
Ginger Williams	Library: Licensing/Acq	Texas State University

TLCUA: Selected Goals

Negotiations are conversations, give and take

- A new contract with Elsevier by 12/31/20
- A balanced approach to faculty ownership of scholarly work
- Accelerate new discoveries by making research more widely accessible and visible
- A more open and sustainable scholarly publishing ecosystem
 - Publisher pricing models are still based on decades-old print subscriptions!
- A mutually beneficial partnership of strength and mutual contribution
- Reduce costs, immediate and ongoing (annual price increases)

TLCUA: The Why

- A commitment to change the negotiations dynamic in that:
 - We are stronger together
 - Our goal is an agreement, but we are prepared, if necessary, to walk away from negotiations **with a plan for alternative access**
- A structure that is more reflective of the essential contributions of faculty authorship, editing, and review
 - These contributions **are** scholarly communications!
- Some commercial publishers, particularly Elsevier, make exceptional profit margins
 - Built-in annual price increases well above national inflation rates

TLCUA: The How

- “Inspired” by Univ. of California libraries in March, 2019 who walked away and lost access to current Elsevier content
 - More recently MIT libraries in June, 2020 withdrew and lost access to current content
- Other libraries (UNC, LSU, etc.) have withdrawn from “the big deal”
- Improvements in alternative access to content
- Realizing that vendor-supplied usage counts \neq value
- New tools of analysis, such as Unsub from OurResearch
 - Reveals titles that can be cancelled with minimal negative impact and replaced with OA, doc delivery, backfiles, etc.
- If a new agreement is delayed, there may be a loss of convenience but **never loss of access**

The Coalition & Elsevier

1. Why now?
2. Why us?
3. Why Elsevier?



ELSEVIER

1 Why Elsevier?

Elsevier's size and market share

- The world's largest publisher of scholarly content; this single publisher consumes a significant percentage of library serials budgets
 - 2019 revenues: \$3.4 billion
 - 2019 revenues are nearly 28% higher than 2015
 - Market share: 18% of peer-reviewed journal articles worldwide
- It makes a whole bunch of money!
 - Elsevier 2019 profit margin: **37.2%**
 - Some perspective: the profit margin for Apple is 24.5%, Walmart 4.3%, Amazon 5.2% and Alphabet (Google) 19%
- Aggressive market expansion: Aries, Mendeley, SSRN, Plum Analytics, and Bepress
 - We are "...a global information analytics business..." (Elsevier: [About statement](#)).
 - That is, not a publisher

2 Why Us?

Who we are and what we stand for

- We know that the scholarly communications system is vital and must be sustained -- but we also believe it needs to change
 - We believe the system should better serve the mission and values of our institutions and give less priority to the shareholders of for-profit companies.
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- Together, we can reduce costs but it's not just about money.
 - Together, we can improve access to research and empower faculty with greater control and ownership of their scholarly work.

3

Why Us?

As a Coalition, we have leverage

- In 2019, the Universities in the Coalition accounted for:
 - At least 7.2% of all research output in the U.S.
 - About 6% of all U.S. research published by Elsevier
- TLCUA affiliates occupy over 1,500 of Elsevier advisory and editorial board positions
 - ~1.3% of all editors and ~3.9% of all US editors
- The spend by Coalition Libraries for Elsevier journals is over \$25 million annually!
 - Compare to UC libraries @ \$11M -- Texas Coalition is more than double!
- Both high teaching and high research institutions including world-renowned medical research institutions
- We are formally committed through a commonly-signed MOU by all members

4 Why Now?

A global movement is gathering

We are not alone

- OA2020 global initiative: 100+ signatories in 25 countries
- University of California System has withdrawn from negotiations with Elsevier for more than one year; MIT more recently

Europe is challenging Elsevier and subscription-based publishing

- Germany's Projekt DEAL, Bibsam Sweden, Finland's "No deal, no review", Plan S, EU's Horizon 2020

For the industry to change, North American institutions (estimated at 42% of Elsevier's revenue) must get involved. Through the Coalition, an opportunity for Texas to lead!

Negotiation Outcomes: Two Key Scenarios

1. Agreement reached by 12/31/2020
2. Delay: no agreement by 12/31/2020

1 Agreement not reached by 12/31/2020

Access to current content removed by Elsevier

Our goal is a successful agreement, not withdrawal, but if...

- No impact on publication choice for authors, editors, reviewers
- Continued access to library-purchased “backfiles” of subscribed content
-- this can be substantial
- We will seek to continue negotiations in 2021 and eventual agreement
- Libraries may use saved resources to enhance doc delivery
- Will promote use of tools, such as OA button, for immediate access
 - Estimates as high as 50% of current published content is OA
- Libraries with contract expiration of 12/31/21 will see no change at all
- **Potential loss of convenience but not loss of access**

2 Negotiations Successful

Will depend on final agreement but we seek:

- Immediate cost reductions (for institutions with contracts expiring 12/31/20)
- Improvements in faculty ownership of scholarly work
- Ongoing cost controls
- Potential for digital approach to collaborative collection development
- The Coalition will have an influential role in transforming scholarly communications nationally and globally

You Can Help Us

- We value your feedback and suggestions
 - **Contact us!** [insert your email address]
- Use your social media to support and promote our efforts
 - [insert your libraries social media handles if available]
- You may hear rumors as we negotiate -- **Contact us!**
- Elsevier may contact you with their concerns on the negotiations in order to undermine our position
 - Heard from Elsevier? **Contact us!**
- **We need your support now and as negotiations continue**