

Advertising in OA Resources – Recommendations for Consolidating the Technion Policy

Technion Main Library
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Goal: Proposing possible cooperation options between leading publishers and technological academic institutions; presenting Open Access-(OA) publishing data for consolidating Technion policy regarding -OA-channels.

In an era of reviving qualitative journals in OA-channels, more publishers offer researchers OA channels for fees. Thus, both institutions and researchers pay the same publishers both subscription and OA fees. New institutional policies are required for budget allocations as well as assisting researchers with reaching optimal routes.

Procedure: OA publication policies of five leading publishers, OA policies in academic institutions in Israel and abroad and literature regarding changes within libraries' purchasing systems in the OA era were reviewed.

Final product: An operational paper presenting OA models and initiatives adopted by world leading technological universities applicable for the Technion library.

Conclusions, Recommendations and Contribution:

1. OA-models increase exposure, citation levels and reputation for both researcher and institution. Thus, adequate academic policies are required.
2. Most publishers offer 3 publication channels: Gold, hybrid and self-archiving within institutional reserves.
3. The library is advised to initiate and lead an OA process. Follow up and detailed examination of OA-channels is required, as well as professional guidance for management in reaching decisions.
4. The library is advised to use an administrative platform to enable payment management for multiple publishers. Such an OpenAccessKey is operative at the Weizman Institute.
5. It seems the SCOAP3¹ model is a worthy option for deep examination. It deals with close cooperation among researchers of different disciplines to create common interest groups for joint negotiations with publishers.

¹ Sponsoring Consortium for Open Access Publishing