

Charleston 2007 UKSG Project Transfer

TRANSFER

Nancy Buckley
UKSG Project Transfer
Burgundy Information Services Ltd

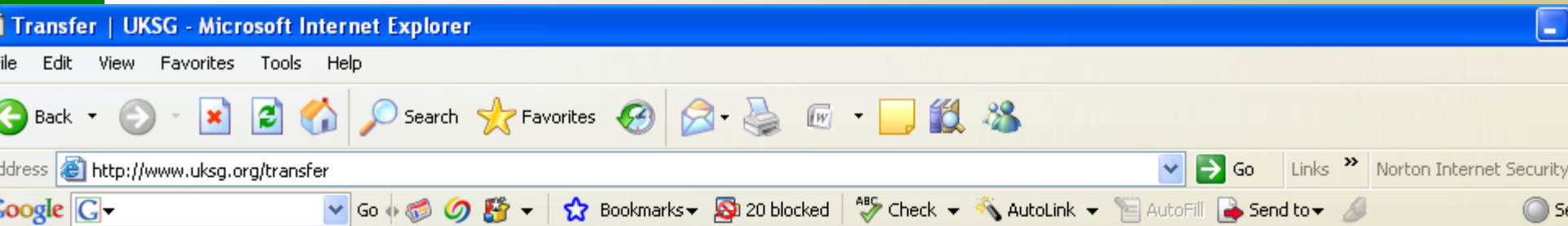
Session overview

- About Project Transfer
- Phase 1 Code of Conduct
- Redrafting the Code of Conduct
- Next steps
- Summary: how we can all use Transfer

About Project Transfer

- Formed a Working Group
- Held quarterly meetings throughout 2006
- Brainstormed all issues surrounding journal transfers
- Drafted the Project's Aims and Scope
- Outlined our roadmap for a three phased approach
- Launched on 16 April 2007 at UKSG Annual Conference

www.projecttransfer.org



- About UKSG
- News
- Events and Training
- Publications
- Current Projects
- Publisher Price Lists
- Transfer
 - About Transfer
 - Transfer Code
 - Press Relations
 - Papers and Presentations
 - People
 - Information

[Home](#) » [Current Projects](#)

Transfer

Aims and objectives:

Since its inception in April 2006, the Transfer Working Group has been identifying and mapping the various data and general information components that come into play when a title moves publisher. The aim is to create a central repository containing mandatory and optional fields that should be completed by publishers when titles move between them.

Building on the work of ALPSP and STM, the Working Group is also framing a set of high level Guidelines and a Code of Practice that publishers will be asked to adhere to as closely as possible when involved in title transactions.

- ### Upcoming events
- UKSG Serials Practitioners: London
 - UKSG E-Journal Technical Update: London
 - UKSG Usage Statistics Training Seminar: Yale University, New Haven, CT, USA
 - Caught up in Web 2.0? Practical implementations and

Phase 1: Code of Conduct

The following publishers agreed to align their processes to the 1st Draft Code of Conduct:

- BioOne - www.bioone.org (23/08/07)
- Co-Action Publishing - www.co-action.net (04/09/07)
- Haworth Press - www.haworthpress.com (23/05/07)
- Mary Ann Liebert Inc - www.liebertpub.com (15/05/07)
- Multilingual Matters - www.multilingual-matters.com (27/07/07)
- SAGE Publications - www.sagepub.co.uk (11/05/07)
- Symposium Journals - www.symposium-journals.co.uk (11/05/07)
- Taylor & Francis - www.tandf.co.uk/journals (10/05/07)

Phase 1: Code of Conduct

However: not all publishers were satisfied that the Code was feasible:

ALPSP/STM comments:

- [the Code did not] recognise the complexity of business models and approaches used by different publishers
- all 'mandatory' requirements should be removed
- Be less prescriptive in its description of how ongoing archival access is given, but be consistent with customer contract arrangements

Phase 1: Code of Conduct

ALPSP/STM comments continued:

- The prescribed transfer of the subscription lists is mentioned without respect to data protection or compensation
- The requirement for Transferring Publishers to continue to give one month's access after Transfer is unnecessary if other factors within the Code are complied with
- General comments regarding the non-exclusive transferral of publishing rights from one publisher to another.
- Overall: very supportive of Transfer and its aims

Phase 1: Code of Conduct

Project Transfer needs industry buy-in in order to be successful but the Code must still be strong enough to protect the library customers and their end-users...

- Invited additional members onto Working Group: Springer, Wiley-Blackwell, OUP, Elsevier
- Aimed to redraft areas of the Code that were inconsistent or out of line with publisher processes

Redrafting the Code

The following sections are under review:

1. Access to Title

1. Access to title

- Continue to provide access to subscribers for at least 6 months after transfer

Changed to:

- Where perpetual access rights have been granted, the Transferring Publisher must ensure continuance of access to their customers (on a non-exclusive basis) even if the Transferring Publisher will cease to host the online version of the journal after the effective transfer date .

STM Recommendation

STM Guideline for STM Member Signatories says that ‘Publishers with society journal contracts should always ensure that their customer licenses for electronic or online journal access do not exceed the scope of the license granted to them by the journal-owning societies.

(International Association of Scientific, Technical & Medical Publishers: “Ensuring quality customer access to online content when society journals change publishers).

1. Access to Title continued

- **Born digital (recent) archive — current AND Digital Archive (Backfile/Legacy):**

With consideration to contract terms, the Transferring Publisher will make the digital files available to the Receiving Publisher within four weeks of signature of the contract

2. Subscription List

2. Subscription List

- To be made available to the receiving publisher
 - Immediately after the transfer is confirmed OR 4 months prior to effective transfer date

Subscriber Type	Mandatory?
Personal/Membership List	Yes
Institutional full price subscribers (print, online and print + online)	Yes
Consortia subscriber: including institutions previously holding full price sub	Yes
Consortia subscriber: including institutions that never held a full price sub & only have access by virtue of big-deal	No, but recommended

2. Subscription List

Changed to:

2. Subscription lists: Subject to contract terms, the transferring publisher will make the subscription list of the journal available to the receiving publisher within four weeks of signature of the contract [...] four months prior to effective transfer date [...] Following current data protection legislation, the list should include the following types of subscriber data:

- Personal
- Institutional (Perpetual v Access only)
- Consortia subscribers
- Lapsed subscribers

6. Communication

Communication: The Transferring Publisher will use best endeavours to communicate journal transfer information to its subscribers, eTOC subscribers, and relevant intermediaries as soon as possible after signature of the contract and ideally no less than 1 month before the effective date of transfer

9 Distribution Rights

9. Distribution rights

- The rights owner (society or publisher) will grant non-exclusive distribution rights to the transferring publisher
- To allow the transferring publisher to continue to provide access for at least 6 months after journal transfer

Mandatory	Recommended
6 months	6 months +

9 Distribution Rights

Changed to:

Access to the title: The Receiving Publisher will provide access to the journal from the effective transfer date. If the Receiving Publisher has received all archive files but is unable to provide access from the effective transfer date, they must permit the Transferring Publisher to continue to make the files available on a non-exclusive basis until the files are made available.

10: Access to Title

This has been deleted

- The receiving Publisher will make the journal content freely available on their journals website for at least one month after the effective transfer date.
- Will insert text on website to indicate that this is free for a limited time only.

Mandatory	Recommended
1 month	1 month +

11. Subscription List

- On receipt of the subscriptions lists the receiving publisher will continue to grant access, honouring prior access commitments

Changed to:

- The Receiving Publisher will contact all existing subscribers as soon as possible on receipt of the subscription lists and will make arrangements with them for continued access to future issues, subject to subscription renewal.

Ongoing Discussion

- Should publishers only have to follow the Code if they are dealing with other transfer Compliant Publishers?
- Or should the best practice be used in all journal transfers?

Next steps

- Test new draft on Library Community
- Create detailed 'toolkit' of actions for each part of the Code
- Invite additional publishers to join and relaunch Code
- Create 'Library Testing Group' to monitor compliancy
- Look at long term management of the Project and possible collaboration with organisations such as CrossRef (ongoing)

TRANSFER

Summary

If the Code is accepted:

- For Publishers

- Encourage societies to update journal contracts
- Persuade stubborn societies to apply best practice
- PR: Use Transfer logo to demonstrate compliancy and best practice

- For Librarians

- Ensure consistent access to users
- Improve renewal period and processes
- **Insist on Transfer compliancy in your publisher agreements and license terms**

Thank you!

TRANSFER

www.projecttransfer.org

Nancy Buckley:

nancy@burgundyservices.com