



# *A Publishing Partnership for the Digital Age*

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**American Society of Mammalogists**

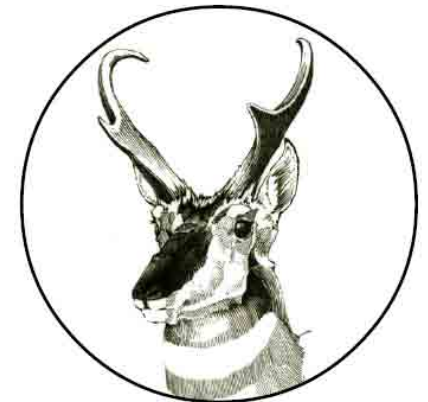
**5 October 2007**





## ***American Society of Mammalogists***

- **Global concern for understanding and conserving mammals; founded in 1919**
- **Relatively small: ca. 3,500 individuals and currently <800 institutional subscribers**
- **Three publications: *Journal of Mammalogy*, *Mammalian Species*, and *Special Publications***
- **Annual meeting since 1920**
- **Student mentoring and grants-in-aid**



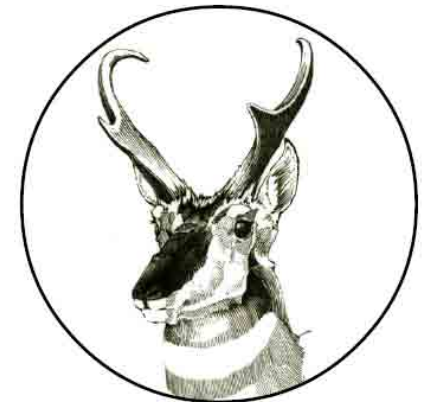


## ***American Society of Mammalogists***

- ASM has been with Allen Press (AP) since 1950s
- Before 2000, ASM used AP for printing and mailing only (i.e., self-published with member volunteers and break-even budgets)

### ***— The Dynamics of the late 1990s—***

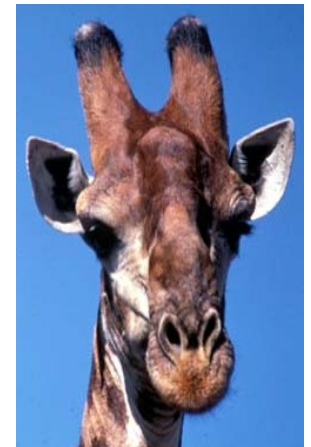
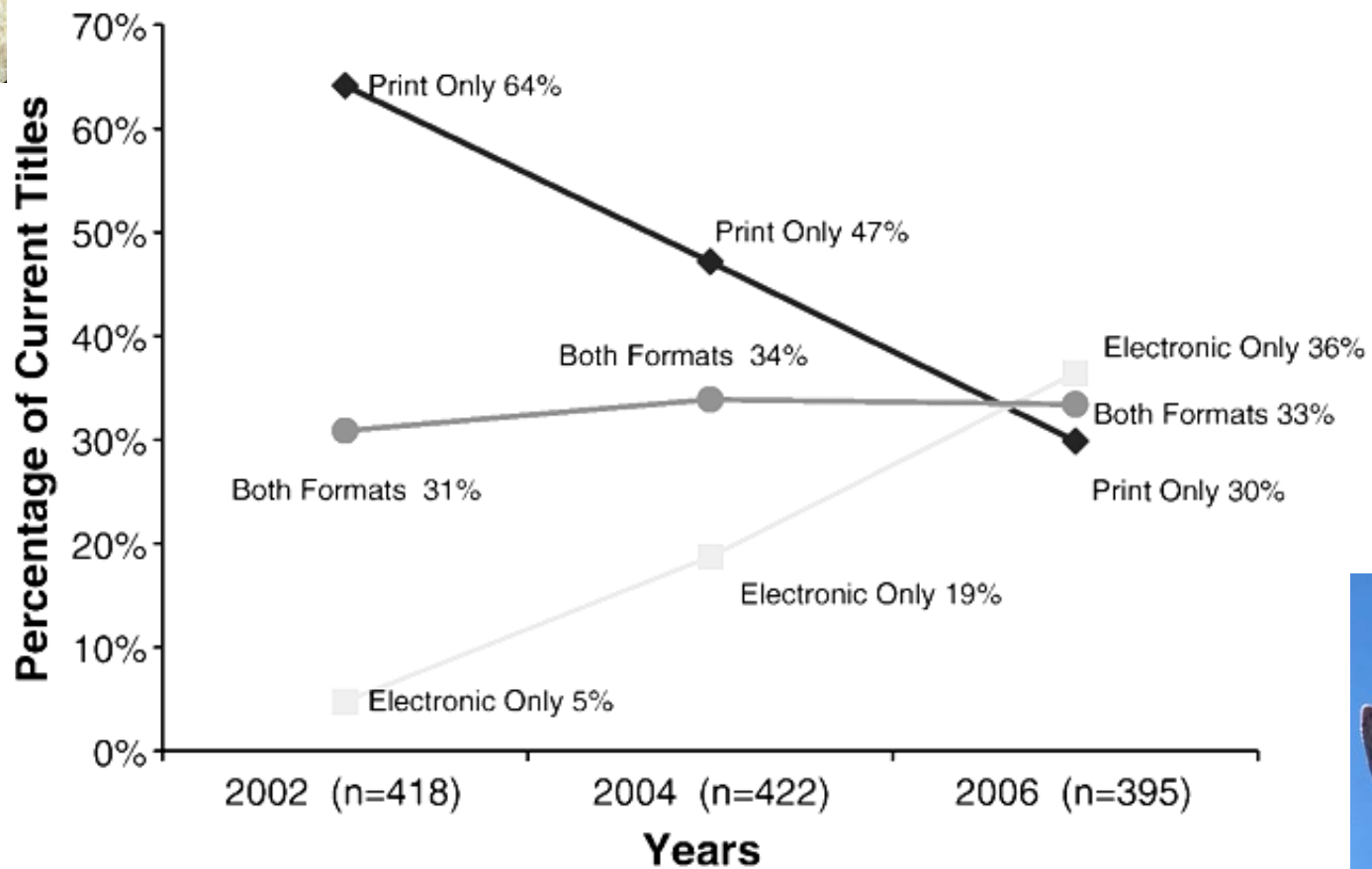
- Concern over changing playing field of scholarly publishing
- +
- Concern over societal budgets and keen desire to meet societal goals





## Serial Delivery Type in Research Libraries

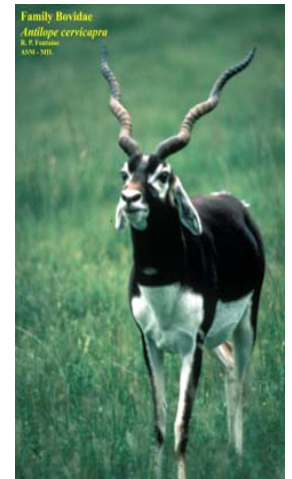
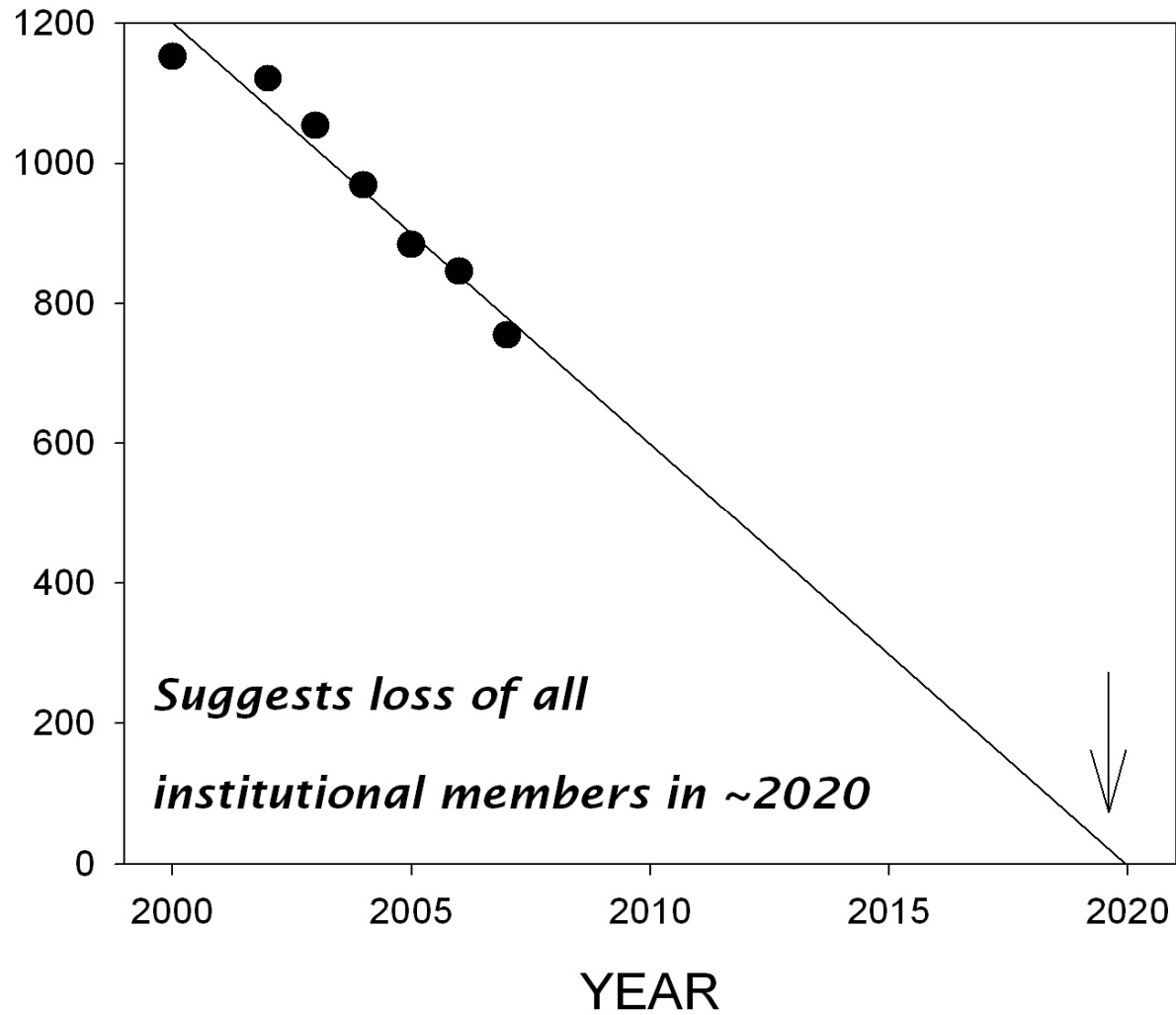
(Prabha 2007, *Serials Review* 33:4–13)



## Future Trends in Institutional Subscribers



INSTITUTIONAL SUBSCRIBERS





## *Retrospective strategic-planning thoughts*



- ✓ **Electronic delivery is key to the future**
- ✓ **During electronic transition, do not fret about income**
- ✓ **Revenue from electronic sources will evolve**
- ✓ **Emphases on broad content, impact, and involvement**
- ✓ **Web-based member involvement (package of benefits)**
- ✓ **Need to understand desires of members and articulate future member responsibilities**



## ***Member-response highlights*** *(2005—should have done earlier!)*



- 30% response rate
- 58% in it for publications; 27%, scientific interactions
- 38% never attended annual meeting; 72% attended  $\leq 2$  in last 10 years
- 86% respondents from North America
- **Only 31% ranked ASM as most important**



## Delivery of ASM Content



Percent

Delivery mode*	All	Regular	Student
Online** only	37	36	47
Print only	63	64	53

\* Print + online

\*\* Access to downloadable files

# Delivery of ASM Content



Percent

Delivery mode	All	Regular	Student
<i>Package at higher cost</i>			
Yes	64	61	59
<i>Developing-country discount</i>			
Yes	90		



## *How best to face the digital age?*



- ✓ Our needs varied from publications to member services
- ✓ Volunteer members increasingly challenged
- ✓ **Admit that we cannot do it all alone**
- ✓ Talked with sister societies, colleagues, etc.; sought bids from scholarly publishers (T&F, AP)
- ✓ **Key ingredient in selection of AP was its sensitivity to our perception of our scientific mission**
- ✓ Started 1st 5-year AP co-publishing agreement in 2000; 2nd started in 2005

***From volunteer-based break-even to  
.... co-publishing partnership with a royalty!***



**Institutional revenue**

- + Member contribution**
- + Other revenues [advertising, BioOne]**

***minus***

**All publication services [set number of pages]**

***equals***

**Content delivery \***

- + Stipends**
- + *Shared royalty* \*\***

***\* Retain copyright \*\* No-risk***



## ***AP Publication Services & Advice!***



- AP Publisher
- Budget projections
- AP Managing Editor
- AP Copyediting
- AllenTrack x 2
- Marketing
- Advertising
- Permissions
- Electronic publishing
- Silo site at Web page
- BioOne, JSTOR, etc.
- Open Access and page charges
- Stipends
- Shared royalty





***From volunteer-based to  
.... AP member and business management!***



- **Membership management**
- **Accounting and budgeting**
- **Trend analysis**
- **Meeting attendance**
- **Special projects**
- **E-mail & survey platforms**
- **Reliable, timely & friendly**





Family Ursidae  
Ursus arctos  
J. & W. Eschsch.  
ASM-MNH

## ASM-AP and Peer-society Revenues



Category	ASM 2000	ASM 2005	Other 2002
Institutions	61.6	47.4	66.0
Member dues	24.1	20.3	5.0
Page charges & OA	5.2	10.4	11.4
Advertising	3.3	7.3	3.6
Reprints	3.2	2.8	4.0
BioOne royalties	0	9.1	4.7
Miscellaneous	2.6	2.0	5.2



## *Future challenges in content delivery*

