Crowd-funding for Open-Access Resources

Leslie Burke – June 5, 2015
What we’ll cover...

• Kalamazoo College dips its toe into the water – how and why
• Three different models
  – Primary source,
  – e-books, and
  – e-journals
• Other types of crowd-funding libraries are using
• Wrap-up, Questions, and sharing your experiences
Independent Voices

Chronicles the transformative decades of the 60s, 70s and 80s through the lens of an independent alternative press. Search across a million pages of full text and browse every issue, cover-to-cover, in full color.

http://www.voices.revealdigital.com/page/Libraries/libraries
Why we chose to “buy in”

- We believed our faculty and students would be interested in the topic
- We had materials from a faculty member that we thought might be able to be included in the project
- We were able to use one-time money from an endowed fund to fund the project
Reveal Digital’s Model

Prospectus Activities
• Scoping
• Sourcing
• Estimating costs
• Pricing
• Project Plan

Open Funding Call
• New Projects are posted for review
• Search and browse new projects
• Make commitments
• Feedback and comments

Funding Threshold Achieved
• Invoicing
• Start project
• Track progress
• Launch new collection

http://www.revealdigital.com/how-it-works/
Other Reveal Digital Projects in the Fund-raising Stage

- Student Non-Violent Coordinating Committee Digital Archive 1960-1969
- Highlander Center Digital Archive, 1932-1983
- Liberation News Service Digital Archive
- Sylvester Manor Digital Archive
Pros and Cons

Pros

• One-time, tiered pricing
• Availability to content before it’s open access
• Access to unique primary source content
• No paywalls
• Unique content adds to scholarship

Cons

• More advertising and awareness needed
  – For the project to attain full funding
  – To make faculty and students aware
• Load in MARC records
• Make sure discoverable
Knowledge Unlatched

The community is making books

Knowledge Unlatched is helping stakeholders to work together for a sustainable open future for specialist scholarly books. Our vision is a healthy market that includes free access for end users.

http://www.knowledgeunlatched.org/about/how-it-works/
Knowledge Unlatched Results

• KU Pilot Collection
  – Downloaded almost 30,000 times (until end of Q1 2015) since being unlatched March 2014
    • Source: e-mail report to subscribers

• K College participation?
  – Missed Pilot collection deadline
  – Expressed interest in next collection
Knowledge Unlatched

Pros

• Books become open access after “unlocking” threshold
• Collection hosted by OAPEN
  – No embargo
  – DRM free
• Focus on Humanities and Social Science, not often addressed by open access mandates

Cons

• As with any collection, may get books not needed or used
• Getting MARC records into collection
• Making sure collection is discoverable
SCOAP3

Pros
• Authors do not need to pay costs to publish open access
• Countries around the world pay based on their output
• Costs are reduced for libraries

Cons
• Fairly narrow field – High Energy Particle Physics
• Subscribing libraries still pay for the subscriptions
• Concerns about long-term stability of model – will libraries pull out?
Other Crowd-Funding Examples
Funding Models & Things Funded

Funding Group
• Kick-Starter

Types of projects funded
• Little Free Libraries
• Gadgets (like LibraryBox 2.0)
• Journals (like TSQ: Transgender Studies Quarterly)
• blogs, etc.
Funding projects, cont.

**Funding Group**
- Indiegogo.com
- Unglue.it (from Gluejar Inc.)
- OAPEN
- DOAB
- GoFundMe

**Types of projects funded**
- Similar to Kick- Starter, w/ differences in funding model
- Author & pub platform
- European open access bks in Humanities & Social Sci
- Directory of Open Access Books
- Don’t know of specific library applications
Wrap-Up, Questions, Discussion

What types of crowd-funding has your library participated in? Which type of model do you think you’d be most likely to find useful? What kinds of resources do you wish could be funded in this way?

Thank you!

Leslie Burke, June 5, 2015