

# How To Start an **OPEN ACCESS JOURNAL**

*Prepared by*

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A STARTER'S GUIDE TO FAMILIARIZE YOURSELF WITH THE KEY ISSUES IN STARTING AN OPEN ACCESS JOURNAL

MISSION + VISION

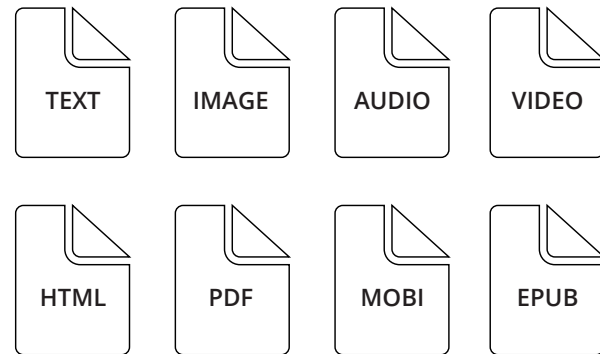
What are your overall mission and goals for your journal? Choose a journal title that fits with your journal's scope and try to find a niche that is not currently saturated by other journals.

CONTENT STRATEGY

What is your overall topic for the journal? Will it be narrow or broad in topic and reach? What types of content will you publish, i.e. articles, book reviews, interviews, editorials, conference proceedings?

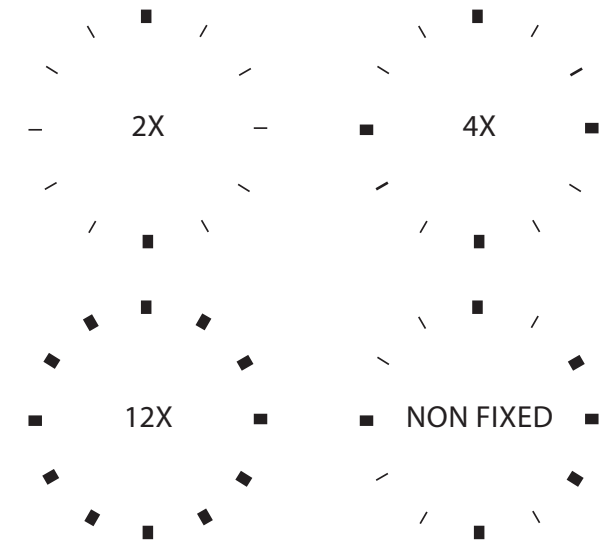
FILE FORMATS

What kinds of files and formats will you produce and how will they be accessed? Will you produce a print edition?



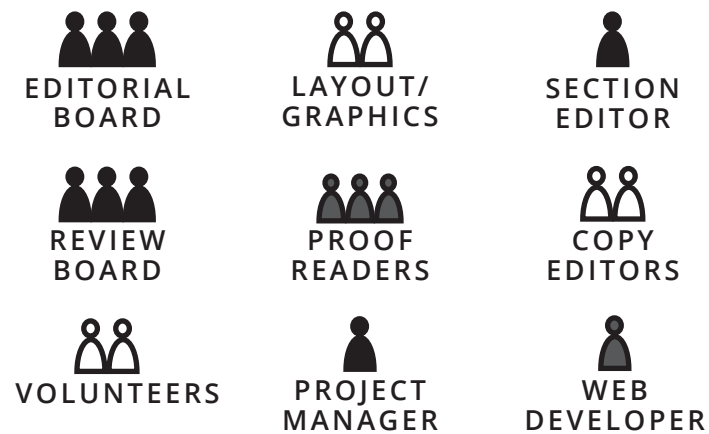
PERIODICITY

How often will you publish? Monthly? Biannually? Quarterly? A non-fixed timeline?



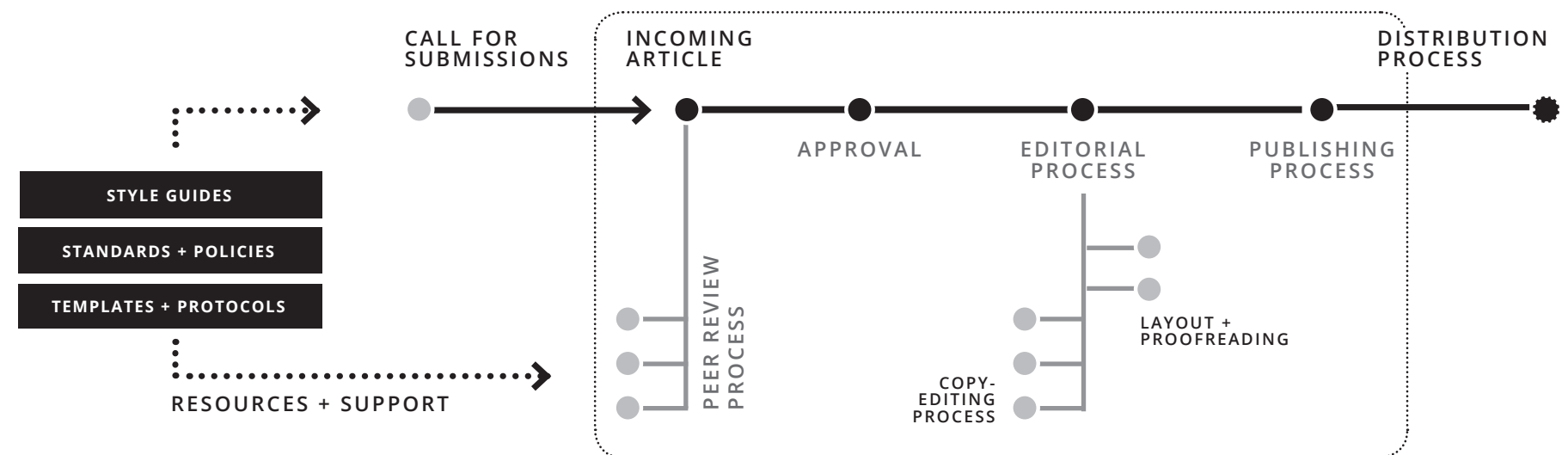
EDITORIAL BOARD

Recruit for quality and reputation from the beginning. Form an editorial board consisting of your most notorious colleagues and develop a rigorous peer review process.



ORGANIZATION + OPERATIONS

How will you be organized? As a collective or a for-profit publisher? Or independent? Think about roles to be filled (salaried vs. volunteer-based) to sustain your journal operations.



WORKFLOWS

Make sure that everybody knows what to do (and when and how) by setting up protocols such as author style guides, metadata standards, templates, as well as schedules, etc.

## JOURNAL MANAGEMENT SYSTEMS (JMS)

A JMS can increase your workflow efficiency. One reputable option is Open Journal Systems (OJS) that provides a technical infrastructure not only for presenting your articles online, but for the entire editorial management workflow, including submission, multiple rounds of peer-review, and indexing. However, new tools, plugins, and modules are allowing for flexibility and customization with or without a JMS.

Here are three possible scenarios:

### I. CUSTOMIZED TOOL SET

New, easy to use tools and plugins are evolving everyday from platforms like Wordpress and Blogger to open peer review (LIBRE) platforms, and project management tools (Asana, Basecamp). Customize your toolset to your needs.

TECHNICAL SKILL LEVEL



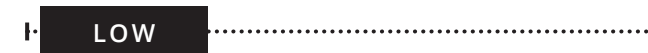
YEARLY COST



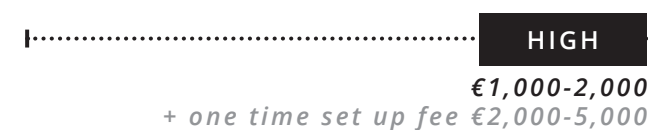
### II. OJS TOOL SET

OJS offers a comprehensive set of tools and services to operate and manage your OA journal. University libraries can typically help with setup and maintenance.

TECHNICAL SKILL LEVEL



YEARLY COST



### III. OJS HYBRID TOOL SET

Setup OJS on your own server, use it for the project management services, and combine it with other tools and plugins that meet your journal's needs.

TECHNICAL SKILL LEVEL



YEARLY COST



## RESPONSIVE DESIGN

Design within a print and digital setting offers an entire new spectrum of design issues and opportunities ranging from how your content is experienced online, on mobile devices, tablets, as well as downloadable pdfs or epub.

### I. CUSTOMIZED TOOL SET

You can either develop a website or customize a blog using Wordpress or service providers. Customizable themes are offered at a fair price.

TECHNICAL SKILL LEVEL



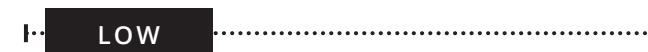
YEARLY COST



### II. OJS TOOL SET

OJS in cooperation with University Libraries can offer off-the shelf designs with various plug-in options, along with full service and installation packages.

TECHNICAL SKILL LEVEL



YEARLY COST



### III. OJS HYBRID TOOL SET

A third option is to use OJS for journal management and customize your website design via OJS REST API.

TECHNICAL SKILL LEVEL



YEARLY COST



## DISTRIBUTION + MARKETING CHANNELS

Identify where your journal will end up, i.e. university libraries, repositories, directories, iBooks, Amazon, book-trade. Register your journal with the Directory of Open Access Journals (DOAJ) and develop a multi-channel distribution strategy.

### DIRECT E-MARKETING

How will you announce new publications throughout your academic community? Consider direct email, RSS feeds, Listservs, announcement lists.

### INDEXING

You will need a journal ISSN (free of cost). Consider Digital Object Identifiers (DOIs) for each issue/article to increase findability (issued via Data Cite, CrossRef, and mEDRA).

### RETAIL TRADE

Get ISBNs to get access to the bookselling trade. Ask your institution (or its library) for supply. Otherwise you will have to buy them yourselves!

### METRICS + ANALYTICS

Journal rankings, downloads and altmetrics do matter. H-Index, Impact factor, Eigenfactor are being adopted in some countries, though this unfortunately excludes small independent journals.

### REPOSITORIES + ARCHIVING

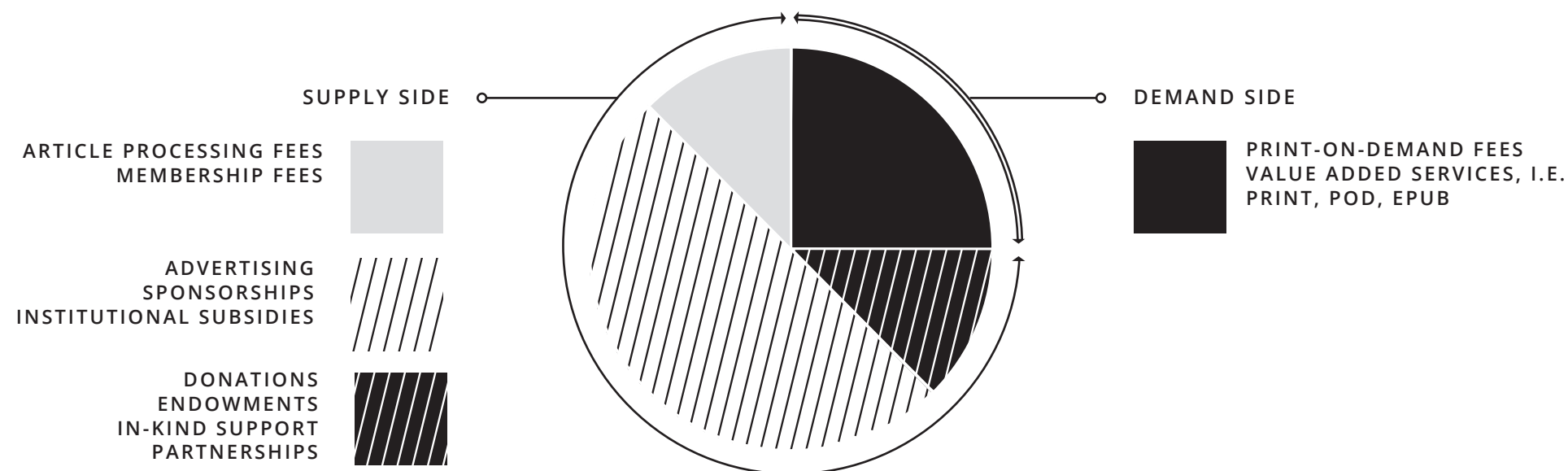
Seek the help of a librarian to get your journal listed on the appropriate indexes, content aggregators, and repositories. Preserve your scholarly works using LOCKSS to ensure long-term availability on the web.

### PRINT ON DEMAND (POD)

Collaborate with a POD service to organize printing and global distribution, e.g. Lightning Source, Books-on-Demand, or CreateSpace.

## SUSTAINABILITY

Apart from having a dedicated network of volunteers and cost-effective workflows, there are many ways to create revenue and funding streams. Mix, match, and experiment with what works for you best.



## OPEN CONTENT LICENCES

Draw from Creative Commons (CC) licenses which are the most widespread. The notions of 'open' and 'open access' are still widely debated. Spend some time getting acquainted with each license and their ramifications from both the author and publisher perspective. The following three are the most 'open.'

### CC BY



#### ATTRIBUTION

The most liberal of the Creative Commons licences apart from CC 0. This licence allows others distribute, remix, tweak, and build upon your work - even commercially, provided they credit you for the original creation and clearly indicate that changes were made to your work.

### CC BY SA



#### ATTRIBUTION: SHARE ALIKE

Similar to CC BY, however, others must licence new creations under identical terms. Therefore, all new works based on your work will carry the same licence, so any derivatives will also allow commercial use.

### CC 0



#### PUBLIC DOMAIN

This attribution shows universal commitment to the public domain by waiving all rights to the work. Others can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission.

## KEY TERMS

### DOAJ | THE DIRECTORY OF OPEN ACCESS JOURNALS

AN ONLINE DIRECTORY THAT INDEXES AND PROVIDES ACCESS TO QUALITY OPEN ACCESS, PEER-REVIEWED JOURNALS. THE AIM OF THE DOAJ IS TO INCREASE THE VISIBILITY AND EASE OF USE OF OPEN ACCESS SCIENTIFIC AND SCHOLARLY JOURNALS, THEREBY PROMOTING THEIR INCREASED USAGE AND IMPACT.

### DOI | DIGITAL OBJECT IDENTIFIER

USED TO UNIQUELY IDENTIFY AN OBJECT SUCH AS AN ELECTRONIC DOCUMENT. THE DOI IS PERMANENT, WHEREAS ITS LOCATION AND OTHER METADATA MAY CHANGE.

### DUBLIN CORE | METADATA SCHEMA

COMBINES DIFFERENT METADATA STANDARDS ACROSS DIFFERENT SYSTEMS FOR INTEROPERABILITY. THERE ARE 15 CORE METADATA ELEMENTS. SEE DUBLIN CORE METADATA INITIATIVE (DCMI) WEBSITE.

### H-INDEX | RATING SYSTEM FOR SCHOLARS

ATTEMPTS TO MEASURE BOTH THE PRODUCTIVITY AND IMPACT OF THE PUBLISHED WORK OF A SCIENTIST OR SCHOLAR BASED ON NUMBER OF CITATIONS.

### ISBN | INTERNATIONAL STANDARD BOOK NUMBER

A 13-DIGIT CODE THAT UNIQUELY IDENTIFIES YOUR (DIGITAL AND PHYSICAL) BOOK. ALLOWS YOU TO BETTER MANAGE YOUR BOOK'S METADATA, AND ENSURE MAXIMUM DISCOVERABILITY OF YOUR BOOK.

### ISSN | INTERNATIONAL STANDARD SERIAL NUMBER

A UNIQUE 8-DIGIT NUMBER USED TO IDENTIFY A PRINT OR ELECTRONIC PERIODICAL PUBLICATION.

### LOCKSS | LOTS OF COPIES KEEPS STUFF SAFE

A PEER-TO-PEER NETWORK THAT DEVELOPS AND SUPPORTS AN OPEN SOURCE SYSTEM ALLOWING LIBRARIES TO COLLECT, PRESERVE AND PROVIDE THEIR READERS WITH ACCESS TO MATERIAL PUBLISHED ON THE WEB.

### POD | PRINT ON DEMAND

THERE ARE MANY PRINT-ON-DEMAND SERVICE PROVIDERS WHO CAN OFFER LOCALIZED PRINTING AND MAIL SERVICES FOR YOUR JOURNAL, I.E. LIGHTING SOURCE, CREATESPACE, BLURB.

## REFERENCES

### FURTHER READING

- AOASG: STARTING AN OA JOURNAL ([HTTP://AOASG.ORG.AU/STARTING-AN-OA-JOURNAL/](http://aoasg.org.au/starting-an-oa-journal/))
- EVE, MARTIN: STARTING AN OPEN ACCESS JOURNAL: A STEP-BY-STEP GUIDE ([HTTPS://WWW.MARTINEVE.COM/2012/07/10/STARTING-AN-OPEN-ACCESS-JOURNAL-A-STEP-BY-STEP-GUIDE-PART-1/](https://www.martineve.com/2012/07/10/starting-an-open-access-journal-a-step-by-step-guide-part-1/))
- LIBRARY PUBLISHING COALITION: LIBRARY PUBLISHING DIRECTORY ([HTTP://WWW.LIBRARYPUBLISHING.ORG/RESOURCES/DIRECTORY-LIBRARY-PUBLISHING-SERVICES](http://www.librarypublishing.org/resources/directory-library-publishing-services))
- OAPEN-UK: GUIDE TO CREATIVE COMMONS FOR HUMANITIES AND SOCIAL SCIENCE MONOGRAPH AUTHORS ([HTTP://OAPEN-UK.JISCBOOKS.ORG/CCGUIDE](http://oapen-uk.jiscbooks.org/ccguide))
- SHIEBER, STUART: A MODEL OA JOURNAL PUBLICATION AGREEMENT ([HTTP://BLOGS.LAW.HARVARD.EDU/PAMPHLET/2014/02/19/A-MODEL-OA-JOURNAL-PUBLICATION-AGREEMENT/](http://blogs.law.harvard.edu/pamphlet/2014/02/19/a-model-oa-journal-publication-agreement/))
- SOLOMON, DAVID: DEVELOPING OPEN ACCESS JOURNALS: A PRACTICAL GUIDE ([HTTP://WWW.DEVELOPING-OA-JOURNALS.ORG](http://www.developing-oa-journals.org))
- SPARC EUROPE: OA PUBLISHING - LINKS AND RESOURCES ([HTTP://SPARCEUROPE.ORG/OA-PUBLISHING/](http://sparceurope.org/oa-publishing/))
- SPARC: OPEN ACCESS INCOME MODELS ([HTTP://SPARC.ARL.ORG/RESOURCES/PAPERS-GUIDES/OA-INCOME-MODELS](http://sparc.arl.org/resources/papers-guides/oa-income-models))
- SUBER, PETER: OPEN ACCESS ([HTTP://MITPRESS.MIT.EDU/BOOKS/OPEN-ACCESS](http://mitpress.mit.edu/books/open-access))

### ORGANISATIONS

- CREATIVE COMMONS ([HTTP://CREATIVECOMMONS.ORG/](http://creativecommons.org/))
- CROSS REF ([HTTP://CROSSREF.ORG](http://crossref.org))
- OAPEN-UK ([HTTP://OAPEN-UK.JISCBOOKS.ORG/](http://oapen-uk.jiscbooks.org/))
- OASPA ([HTTP://OASPA.ORG/](http://oaspa.org/))
- OPEN ACCESS SCHOLARLY INFORMATION SOURCEBOOK (OASIS) ([HTTP://WWW.OPENOASIS.ORG/](http://www.openoasis.org/))
- PUBLIC KNOWLEDGE PROJECT ([HTTP://PKP.SFU.CA/](http://pkp.sfu.ca/))
- SPARC ([HTTP://WWW.SPARC.ARL.ORG/](http://www.sparc.arl.org/))
- SPARC EUROPE ([HTTP://SPARCEUROPE.ORG/](http://sparceurope.org/))

### OPEN SOURCE JOURNAL MANAGEMENT SOFTWARE

- ([HTTP://OAD.SIMMONS.EDU/OADWIKI/FREE\\_AND\\_OPEN-SOURCE\\_JOURNAL\\_MANAGEMENT\\_SOFTWARE](http://oad.simmons.edu/oadwiki/free_and_open-source_journal_management_software))
- ([HTTP://WWW.SPARC.ARL.ORG/RESOURCES/PUBLISHERS/JOURNAL-MANAGEMENT](http://www.sparc.arl.org/resources/publishers/journal-management))

### OA DIRECTORIES

- DIRECTORY OF OPEN ACCESS JOURNALS ([HTTP://WWW.DOAJ.ORG/](http://www.doaj.org/))
- JURN DIRECTORY ([HTTP://WWW.JURN.ORG/DIRECTORY/](http://www.jurn.org/directory/))
- SCIELO ([HTTP://WWW.SCIELO.ORG/PHP/INDEX.PHP](http://www.scielo.org/php/index.php))

### INSTITUTIONAL REPOSITORIES

- ([HTTP://DIGITALCOMMONS.BEPRESS.COM/](http://digitalcommons.bepress.com/))