



"Practical Problem-Solving Advice for Publishers"

Open Access or Not: Ten Questions to Ask about Journal Publishing

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The decision to publish an Open Access (OA) journal engenders vigorous discussion, and the pros and cons depend upon which chair you sit in in the debate. For many, OA is still evolving and is presenting associations with a quandary. Many members are demanding it, while others oppose. Nevertheless, a few fundamental questions can serve as a guide.

1. Is publishing an Open Access (OA) journal right for our business?
2. Does an OA journal serve our interests?
3. Is there a market in our discipline for an OA journal?
4. Are there enough articles to sustain an OA journal?
5. How much will it cost to publish an article? Remember, costs involve, but are not limited to: article processing, program design, site hosting, general services and administration (back room), and production costs.
6. Can we charge enough to cover all costs and contribute to the business?
7. Do we have a plan to explain to membership and all published authors that they are responsible for defending their copyright under terms of creative commons copyright?
8. Will an OA journal enhance or hurt our current business?
9. Are we prepared to invest in a site to handle OA submissions?
10. Are we prepared to invest in the human capital needed to run this business?

In short, publishing an OA journal is a new business.

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Also of Interest

Liz Novak, MBA, CAE of IAPD www.linkedin.com/in/lnovak

Contact: John B. "Jack" McHugh

Phone: **414-351-3056**

Email: jack@johnbmchugh.com

Website: <http://www.johnbmchugh.com/>

LinkedIn™ Profile: <http://goo.gl/cR51Dq>

Association and Nonprofit Publishing LinkedIn™: <http://goo.gl/xepxo2>

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