

# Sustainable Scholarship 2009

Jason Phillips

Associate Director, Outreach & Participation Services

JSTOR & Portico



# JSTOR: By the Numbers

As of 18 September, 2009

<b>JSTOR Participants</b>	<b>Number</b>
United States Institutions:	2,733
International Institutions:	3,205
Total Institutions:	5,938
Total Number of Countries Represented:	152
Total Participating Publishers:	623

As of 19 August, 2009

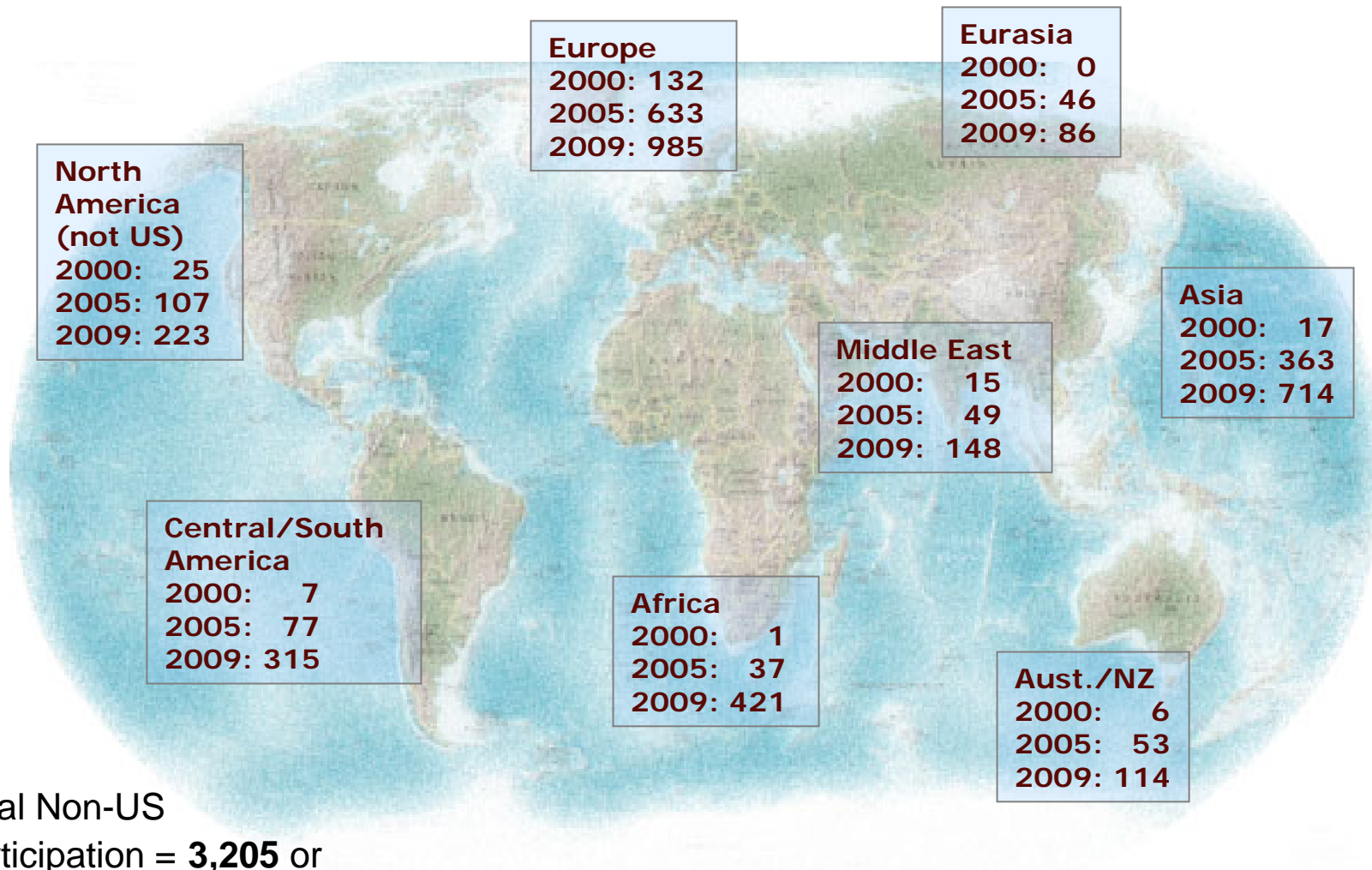
<b>Content Currently Available in the JSTOR Archive</b>	<b>Number</b>
Number of Journals Online:	1,054
Number of Collections Online:	18
Number of Disciplines Across All Collections:	50
Number of Issues Online:	260,636
Number of Full-Length Articles Online:	2,536,833
Number of Articles Online:	5,424,519
Number of Pages Online:	33,611,016



# ITHAKA Outreach & Participation Services

- **Manage global library relationships with staff specialized for specific communities:**
  - Higher Education (U.S. and international)
  - Community Colleges
  - Secondary Schools
  - Public Libraries / Museums
  - Government & Not-For-Profit Research Organizations
  - For-Profit Academic Institutions / Corporations & For-Profits
  - Developing Nations Access Initiative / African Access Initiative
  - Agents / Consortia
- **Currently represent JSTOR and Portico to these communities**

# International Growth by Region - 2000 to 2009



Total Non-US  
Participation = **3,205** or  
**54%** of all JSTOR  
participation

# Extending Access Broadly

# Outreach Strategies

## Four Key Focus Areas:

- Individual institutional access across multiple communities
  - Dedicated focus on each community
- Foundation support
  - South Africa (Mellon Foundation); Eastern Europe (Mellon Foundation); Greece (Niarchos), India/Sri Lanka (Ford Foundation); Israel, Russia/Belarus & Nigeria (MacArthur Foundation);
- National & Consortia relationships
- Agency representation
  - Japan, Taiwan, China, South Korea, Brazil, Argentina

# JSTOR's Efforts in the Developing World

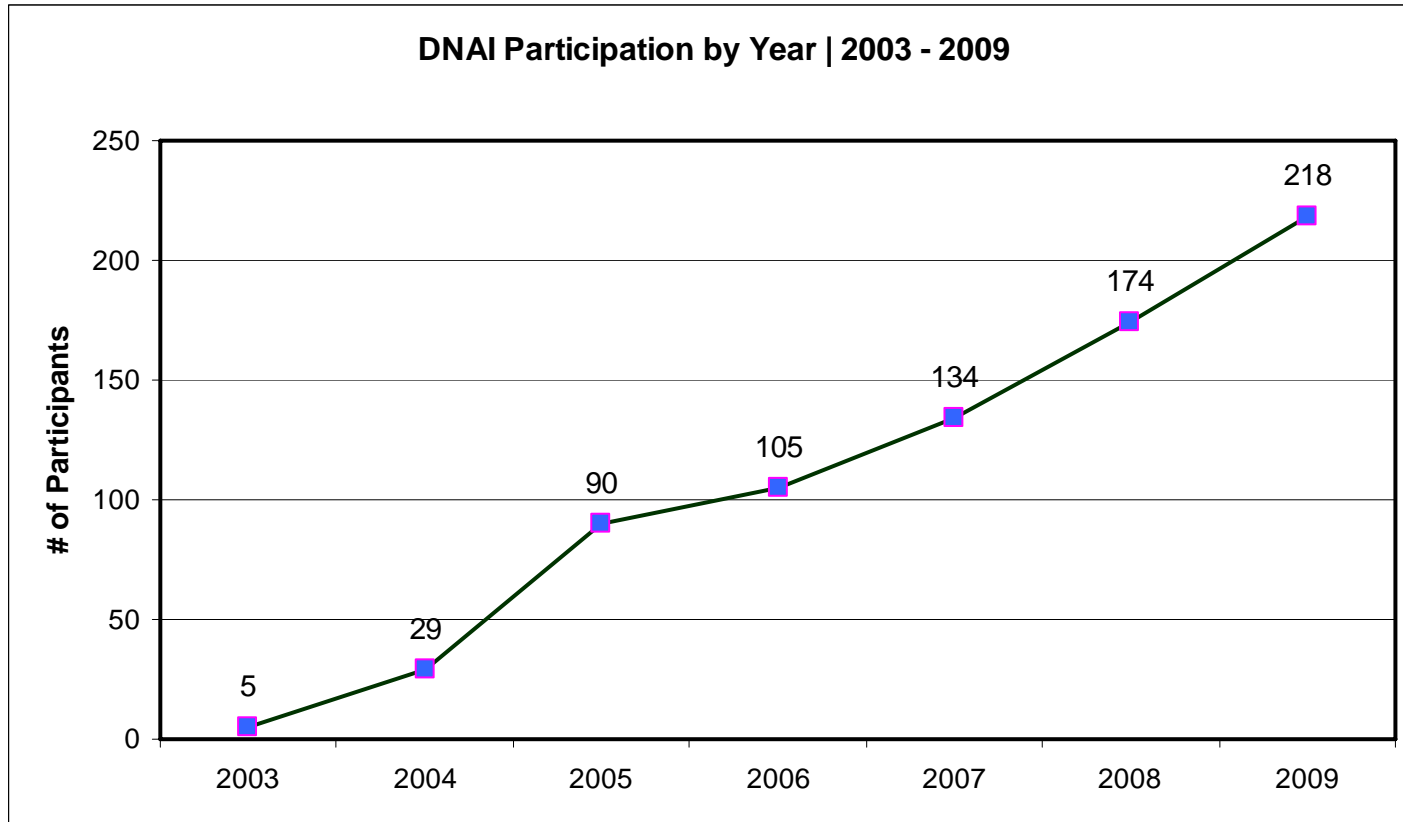
- **Developing Nations Access Initiative**
  - **No cost or low cost access to JSTOR and the Aluka Collections to 41 countries**
  
- **African Access Initiative**
  - **No cost access to JSTOR and Aluka Collections to any academic, research, or not-for-profit organization on the continent of Africa**
  
- **Removes or lowers economic barriers to access**

# Developing Nations Access Initiative

**New initiative announced in 2008 after evaluation of experience with developing nations efforts and African Access Initiative:**

- > Developing Nations Access Initiative – Tier 1 (No Cost)**
  - Participation fees waived
  
- > Developing Nations Access Initiative – Tier 2 (Low Cost)**
  - Free Access for 2009 & 2010
  - Low Annual Access Fee beginning in 2011
  
- > Developing Nations Access Initiative – Tier 3**
  - Access to entire archive for low one-time fee and Annual Access Fee
  - Individual JSTOR collections available for 65% savings

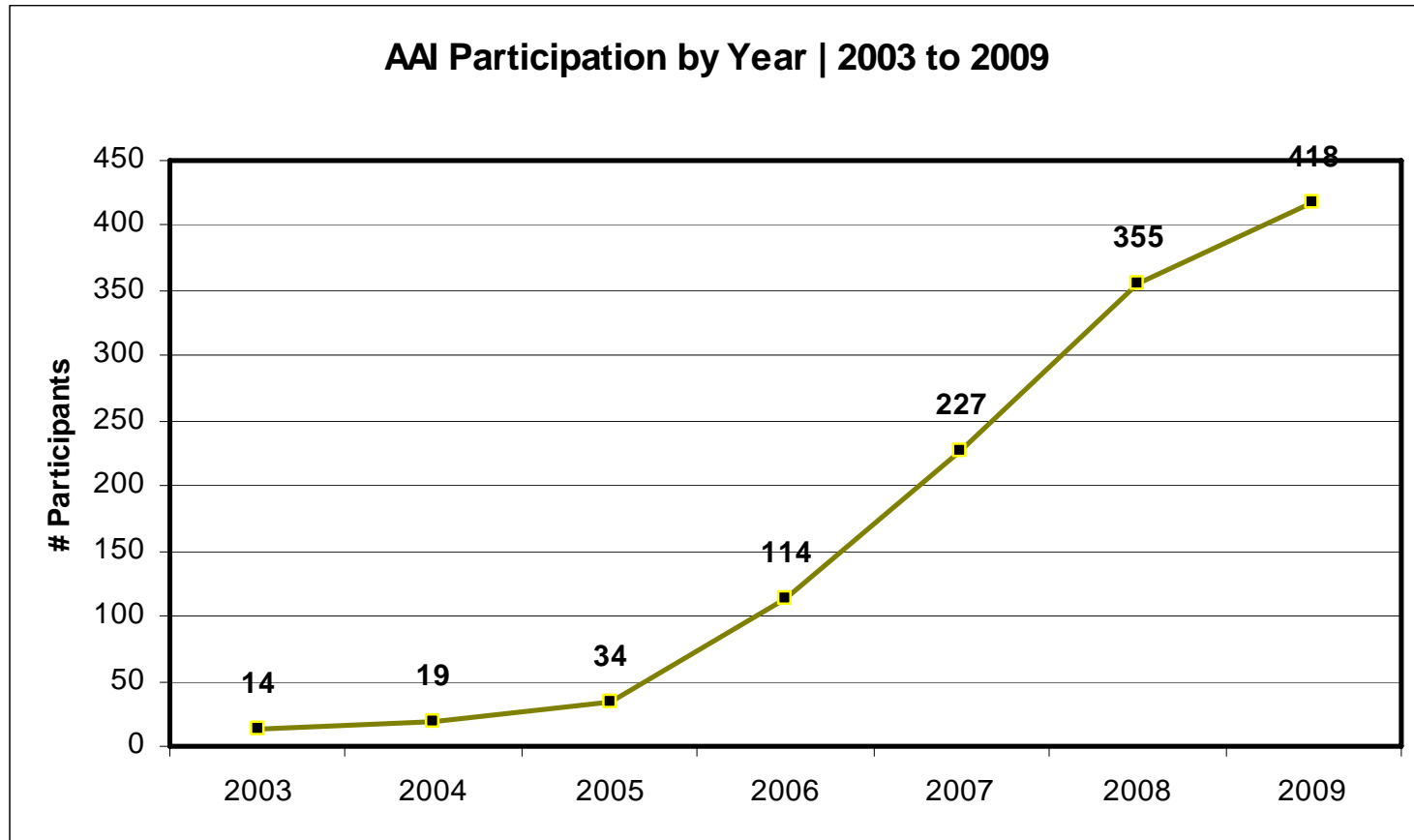
# Developing Nations Participation 2003-2009



**First iteration of  
Developing Nations  
Access Initiative**

**Second iteration of  
Developing Nations  
Access Initiative**

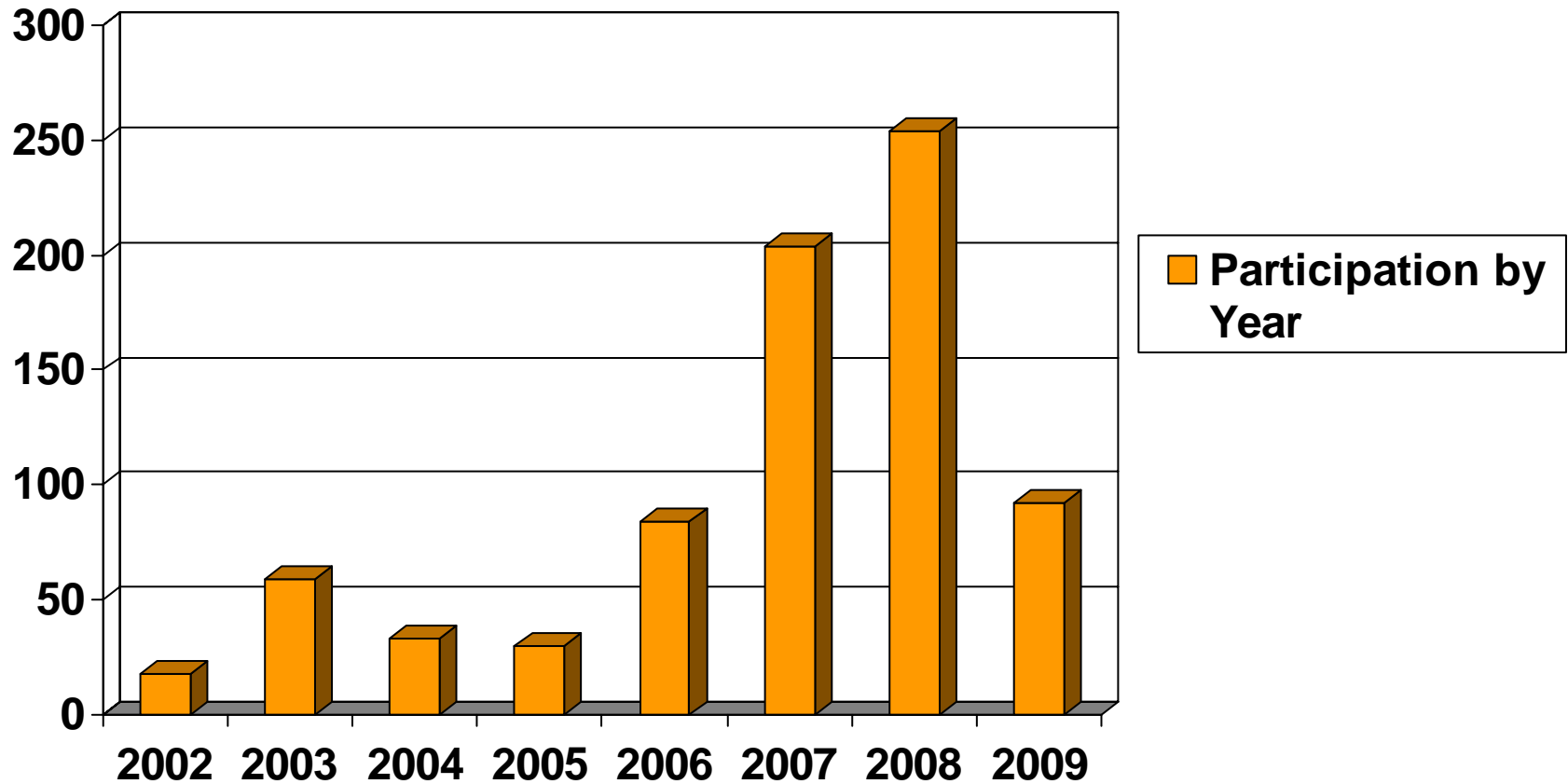
# JSTOR's African Participation 2003-2009



**African Access Initiative announced July 1, 2006**

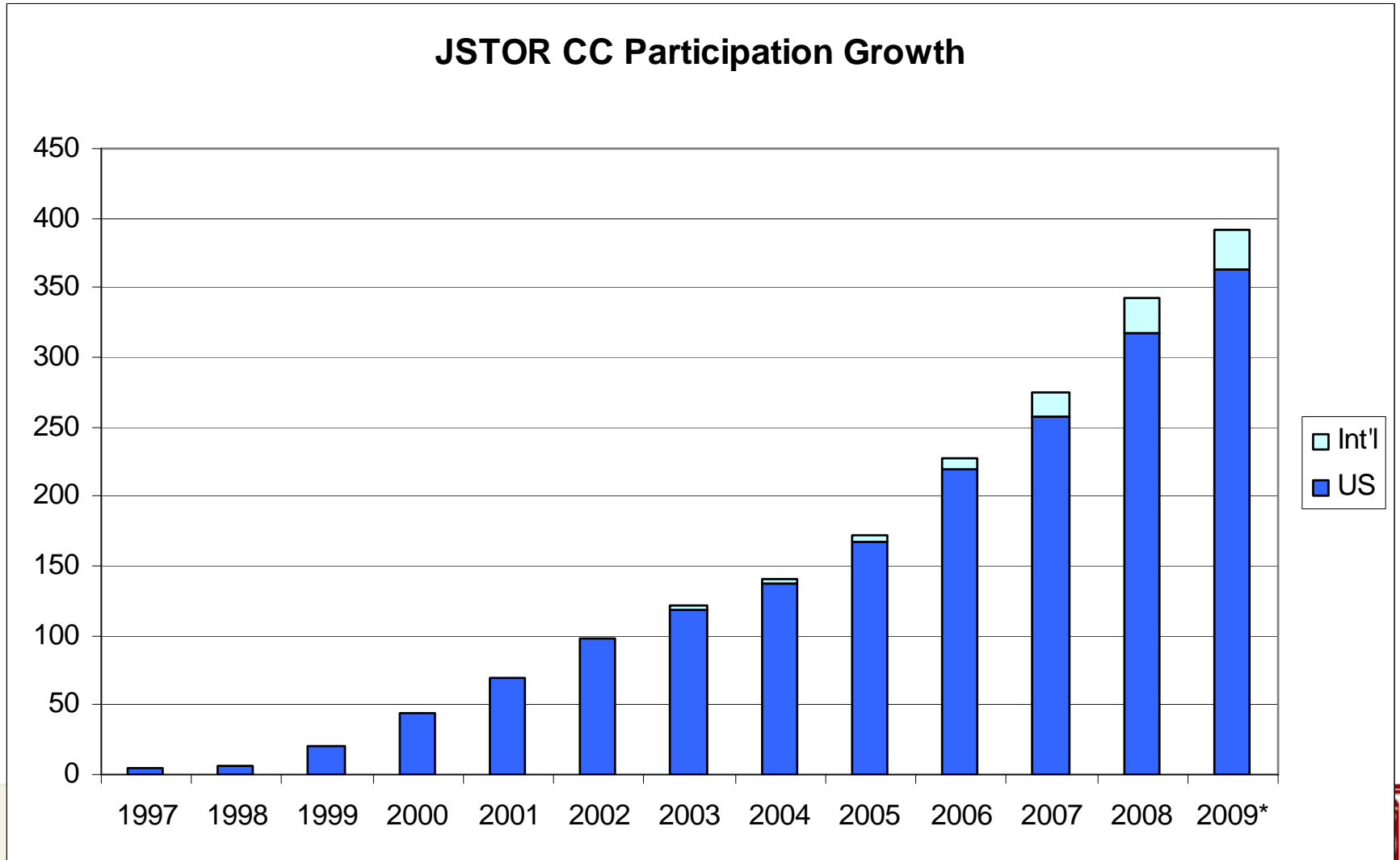
# Secondary School Participation

774 Secondary Schools participate in JSTOR



# Community College Participation

392 Community Colleges Participate in JSTOR



# For-Profit Academic Participation

- **Access Model and Fee Structure developed working closely with librarians in the community**
- **Launched March of 2009**
- **Current Participants include:**
  - American Public University System (Charles Town, WV)
  - Ashford University (Clinton, IA)
  - Dublin Business School (Ireland)
  - BPP College of Professional Studies (London)
  - Rocky Mountain College of Art & Design (Denver)
  - Five Towns College (Dix Hills, NY)

# Corporate Participation

➤ Access initiative launched in June, 2008

➤ Current Participants include:

- Google
- Merck
- Capital One
- Alcatel-Lucent
- SAS
- The Analysis Group
- Cornerstone Research
- Petroleo Brasileiro S.A
- Booz-Allen Hamilton

# Other Communities

- **Government & Not-For-Profit Research Organizations**
  - 685 total participants
  - One of the largest, most diverse, and fastest growing communities
- **Museums**
  - 166 total participants
- **Public Libraries**
  - 86 total participants

# Consortia Access

## Consortia Relationships

- JSTOR manages 50 consortia / group license relationships around the world;
- Accounts for more than 40% of all international participation
- Additional ACF savings offered for meeting three criteria:
  - At least ten participating institutions;
  - All institutions on one license agreement;
  - All institutions invoiced on one invoice

## Commitment to Relationship

- Relationship management is paramount;
- Annual conferences;
- Agency representation;
- Support goes both ways



# Thank You!

Jason E. Phillips ([www.linkedin.com/in/jasphil](http://www.linkedin.com/in/jasphil))  
Associate Director, Outreach & Participation Services  
JSTOR & Portico  
[jason.phillips@ithaka.org](mailto:jason.phillips@ithaka.org)

