



New Directions: University of California Press & JSTOR

Collaborating for Scholarly Gains

Sustainable Scholarship
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JSTOR has identified 3 content growth areas

- Deeper and broader back issue coverage
 - By 2012, we expect to preserve 2,000 titles online
- Primary research data
 - Pamphlets (1,000,000 pages today)
 - Plants (>600,000 high resolution plant images today)
 - Manuscripts and papers
 - Auction Catalogs
- Current scholarship
 - Journal program launches January 2011
 - The program has been conceived together with the University of California Press, who will be the first clients
 - Other publishers are invited to join the program

Current Scholarship Program Vision

- Enhance scholars' efficiency with integrated discovery and navigation capabilities across a wide range of content
- Broaden access dramatically to current scholarship
- Streamline library licensing: one license, many titles
- Provide publishers with flexibility to deepen their connections with readers and authors
- Ensure the preservation of works on the platform in perpetuity for the entire academic community

The program will serve diverse publisher needs

For publishers with little or no online presence

- Produce the journal on a robust, richly featured platform at a fraction of the cost of start-up
- Help with transition to an online business model

For publishers already working online

- Increase the visibility, usage and market access of the journal(s)
- Improve technology development capacity cost efficiently
- Facilitate sustainable growth and innovative publishing efforts

Roles and Responsibilities

Presses, societies, and independent journals:

- handle all editorial activities
- upload digital files to the platform
- provide input on feature development
- set their own publication prices
- manage their branding and some aspects of marketing

JSTOR:

- provides technology platform
- ensures the long-term preservation of the content in Portico
- advises on market trends
- works directly with libraries and institutions to build awareness of your publications, and license access
- encourages scholars and students to use your content
- provides end-user support services.

Working together, we can achieve more

- Expand access
 - Increase your outreach to libraries through our global network of 6,000+ domestic and international institutions
 - Explore alternative revenue sources and wider distribution of scholarship through services that benefit the scholarly community
- Increase your journal visibility and impact
- Gain a robust platform and economies of scale in technology development
- Enhance the power of your brand, and extend its reach
- Collaborate on new product and business development
- Work with like-minded organizations to benefit the scholarly community



Thank You

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