

# American Chemical Society's Early OA Adopter Status Delivers Big Results

## CHALLENGE

The American Chemical Society (ACS) emerged as an industry leader in the transition from traditional journal subscription model to an open access (OA) business model, even before the recent industry-wide increase in the adoption of funder mandates. ACS anticipated that a shift to OA would impact the stability of current subscription business models and consequently worked to create a new system that could manage this transition. This new system needed to provide researchers with a seamless, effortless publishing experience in a scholarly research ecosystem that places growing importance on open science.

In 2014, ACS established its commitment to supporting sustainable models of open access by introducing a multitiered open access program. This author-centric platform empowered the researcher with the decision as to whether and how to make one's science publications openly available to the scholarly research community. ACS quickly recognized the potential administrative burden this process placed on the researcher. In 2017, in an effort to reduce this pressure, and with the commitment of supporting authors so that they can focus their energies on the research itself, ACS began refocusing its open access platform to foster open access at the institutional level. Tapping into strong relationships with institutions, ACS initiated its first OA agreement with a proprietary software system, followed by two more transformative agreements in 2018.

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"ACS is proud of the collaboration we have embarked upon with CCC as a foundational partner of RightsLink. This platform provides a seamless experience for key stakeholders pursuing and supporting open access publishing. With RightsLink, we can meet a market need to provide our institutional partners with a user friendly and scalable workflow solution in this space."

**James Baldini**, Senior Director, ACS Publications Sales Operations

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## SOLUTION

Looking for an OA read and publish agreement management platform, ACS sought a scalable, comprehensive solution that would be both scalable and seamlessly integrated with institutions' funding approval processes. They turned to RightsLink® for Scientific Communications from Copyright Clearance Center (CCC).



### About the American Chemical Society

The American Chemical Society, the world's largest scientific society, is a nonprofit organization chartered by the U.S. Congress. The Society is a global leader in providing access to chemistry-related information and research through its multiple databases, peer-reviewed journals and scientific conferences. The Society does not conduct research, but publishes and publicizes peer-reviewed scientific studies. Through its Publications Division, ACS publishes 60 peer-reviewed journals and many eBooks, including digital archives of legacy scientific research published since the Society's founding, as well as the industry-leading weekly news periodical, Chemical & Engineering News. ACS journals are among the most cited, most trusted and most read within the scientific literature. Its Publications Division offers high-quality service to authors and readers, including rapid time to publication, cutting-edge web and mobile delivery platforms and comprehensive open-access options. The Society's main offices are in Washington, D.C., and Columbus, Ohio.

In 2018, CCC debuted new functionality within RightsLink for Scientific Communications to drive greater collaboration and efficiencies for publishers and their stakeholders, including researchers, institutions, and funders. Through development of metadata-driven agreement management workflows, the platform has evolved to serve a broad spectrum of publisher business needs, from optional publication charges such as custom covers, to complex Open Access read and publish agreements at the national and consortia levels. CCC's investments in enhancements such as the agreement management tools and an administrative portal for institutions have replaced time-consuming manual tasks with automation.

"ACS has a unique approach to tackling the industry's big challenges — they have built a community of institutional partners, authors, and funders, and created a conversation that produces real solutions for the whole ecosystem."

**Gretchen Gasser-Ellis**, Vice President and Managing Director, Copyright Clearance Center

## EARLY ADOPTION

Given the strong partnership between the two organizations and a shared vision for a simplified and flexible infrastructure to support a diverse range of agreement types, the team at ACS took the lead as an early adopter of RightsLink for Scientific Communications. ACS knew CCC would be a willing collaborator in the development of new functionality that would support their needs, and ultimately, benefit other players in the scientific publishing ecosystem. By teaming up with ACS, the product development team at CCC was able to validate the trends that they had predicted: stakeholders across the scholarly publishing ecosystem needed a flexible OA fee management capability integrated within a manuscript submission system. Throughout 2018 and 2019, ACS and CCC tested and iterated on enhancements that would be of value to the growing network of publishers, institutions, authors, and funders using the RightsLink platform.

## RESULTS

ACS tripled its volume of transformative read and publish agreements in 2019. Backed by the infrastructure of RightsLink for Scientific Communications, ACS has made flexibility a core tenet of its transformation strategy: accommodating multiple agreement types, providing APC discounts, and using market research to respond to author needs.

### 2018 VS. 2019 PERFORMANCE



Copyright Clearance Center (CCC) builds unique solutions that connect content and rights in contextually relevant ways through software and professional services. CCC helps people navigate vast amounts of data to discover actionable insights, enabling them to innovate and make informed decisions. CCC, with its subsidiary RightsDirect, collaborates with customers to advance how data and information is integrated, accessed, and shared while setting the standard for effective copyright solutions that accelerate knowledge and power innovation. CCC is headquartered in Danvers, Mass. with offices across North America, Europe and Asia. To learn more about CCC, visit [www.copyright.com](http://www.copyright.com).



### LEARN MORE

Find out how the market-leading workflows of RightsLink for Scientific Communications could solve your organization's challenges.

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