

The Changing Face of Societies: A SAGE Survey

By Mithu Mukherjee

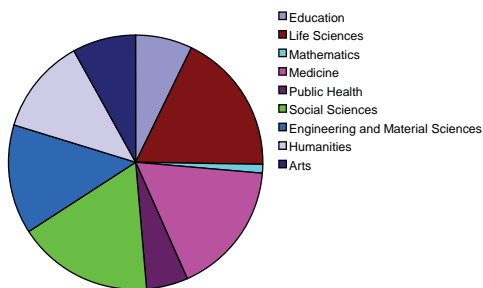
Societies will have a growing, more international and diverse membership in the next five years, according to the results of a survey released this month by SAGE.

SAGE commissioned the survey to gain insight and understanding of the professional challenges facing scholarly societies across the world in the 21st century. While scholarly societies themselves have changed very little over time, the challenges they face have continued to change rapidly, in line with a rapidly-evolving publishing environment.

Forty-seven percent of respondents said "international presence" was the most important issue facing their organization, including factors such as growth of a more international membership, sales penetration and providing access to their journal.



SAGE aimed to learn more about the key priorities for societies and the ways that publishing partners and membership organizations can support them. To produce results that reflected the wider scholarly publishing community, SAGE enlisted the support of the Association for Learned Professional and Scholarly Publishers; the Professional/Scholarly Publishing Division of the Association of American Publishers; the International Association for Science, Technical and Medical Publishers, and the Federation of Behavioral, Psychological and Cognitive Sciences. These groups represent more than 600 organizations internationally across all areas of scholarly research.



The results reflected societies across the spectrum, with a majority of respondents from STM (56%) with Life Sciences accounting for 19% and Medicine 17%. Forty-four percent were from Arts, Education, Humanities and Social Sciences (HSS).

The online survey of 30 questions was available for three weeks in September. 118 responses were completed, or about 19% of the organizations contacted.

While caution must be taken with the interpretation of such a small sample, the survey results show some expected – and some unexpected – trends for scholarly societies and the challenges they face both now and in the future.

KEY FINDINGS

International presence

Societies across all disciplines cited the major challenges facing them as international presence for their organization; membership retention and growth; provision of online services; resources (funding and income); and Open Access.

In This Issue

The Changing Face of Societies	1
The Only Constant is Change	2
Supporting a Paperless Future.....	2
SAGE Acquires CQ Press	3
SAGE-Hindawi and Open Access.....	3
Publishing Seminar at AOM	4

Membership growth

Fifty-one percent of societies in the survey have experienced growth over the last five years and many respondents expect continued growth as a result of more international memberships, increased accessibility through online publishing, and increasingly-diverse memberships. However, 13% have experienced a decline and this remains a major concern for these societies over the next five years, especially as a large proportion of membership heads towards retirement, and younger members prove hard to recruit.

Online services

Providing online services remains a key challenge for societies. Increased online availability of journals is a service many societies say they aim to provide for members in the next five years. Also seen as important were online access to submission and tracking tools and citation data. Newer technologies, including Web 2.0 online collaboration tools were less highly-ranked.

Overall, the priorities of scholarly societies have not changed. The dissemination of high quality scholarly communication remains their lifeblood. At SAGE we are committed to supporting societies and their publications through these challenging times.

Mithu Mukherjee is the Public Relations Manager at SAGE UK. Contact her at mithu.mukherjee@sagepub.co.uk.



Letter from the Editor

The Only Constant is Change

By Jim Gilden

It is change, continuing change, inevitable change, that is the dominant factor in society today. No sensible decision can be made any longer without taking into account not only the world as it is, but the world as it will be.

— Isaac Asimov

Thirty years ago when Asimov wrote these words, the world of academic publishing was a relatively simple one. For a society or association to publish a journal required little more than a dedicated group of editors to write or seek out and review papers, the support of a small staff and a reliable printer.

Today, the revolution in publishing has societies and associations facing unprecedented challenges. The entire business model upon which we have built publishing programs has been dramatically altered and will continue to undergo tremendous change as the march online continues unabated.

It is with these challenges in mind that we created this Fall/Winter edition of SAGE Connection. Here we report on the results of our survey: *The Changing Face of Societies*. It was commissioned to gain insight and understanding of the professional challenges facing scholarly societies across the world in the 21st century.

Also in this issue, Jayne Marks and Carol Richman discuss the archiving efforts SAGE is taking in *Supporting a Paperless Future*. Anna Norman writes on the steps that we're taking to help advise our society partners on open access.

It seems unlikely we will look back in 30 years from now and reminisce about today being a more simple time. But we at SAGE look forward to the day when we can look back proudly on how we and our partners grew, learned and prospered together through this challenging time.

As always, please feel free to contact me or any of the writers directly if you have any questions or feedback.

Jim Gilden is a Sr. Marketing Manager at SAGE US. Contact him at jim.gilden@sagepub.com.

Supporting a Paperless Future

By Jayne Marks



In this brave new preservation world, we felt it important that there should be commercial and government supported programs for our content,

— Carol Richman, Director of Licensing at SAGE



Librarians and publishers agree on the need to move from print to online-only for journals. Most readers of academic research journals these days find an article by searching Google or PubMed and then accessing it via a library's online collection. Apart from the implications for access, it is also cheaper – no shelf space, postage, cataloging, or claims chasing – and greener, since paper, printing, and distribution all involving energy and resources.

However, librarians worry about the long term availability of online journals in the future and this holds them back from moving to online only. Therefore, SAGE has developed a preservation strategy to protect the ongoing availability of our content, and we were committed to ensuring the continuity of the record of scientific progress and the history of science and culture.



Though we have a secure internal archive, we felt it important to take that extra step and provide long-term preservation via external partnerships. These programs will have to be invested in the library community and in future technologies. We carefully considered each program's merits, strategies, technology, geographic area, and expertise and decided to partner with three groups - Portico, CLOCKSS, and the Dutch National Library (KB).

"In this brave new preservation world, we felt it important that there should be commercial and government supported programs for our content," said Carol Richman, Director of Licensing at

SAGE who sat on the CLOCKSS board of librarians and publishers. "All three programs are well-regarded and trusted and SAGE has made long-term commitments to them."

Our opportunity to test these programs came when a small journal, Graft, was ceased. This was a "trigger event" and we decided to release its content to the three preservation services. Portico took the lead and released the archived content first, and CLOCKSS followed shortly after. The Dutch KB version is still pending.

Market reaction has been mixed, as one might expect from any new initiative, but the majority has been positive. There have been some complaints that we have closed a journal. Librarians however cite a number of positive outcomes. We have proved that the preservation system works and content now remains

accessible in perpetuity. Having a concrete example can help librarians convince library committees that it is worth investing time and money in supporting preservation initiatives.

SAGE's preservation strategy and commitment continues to focus on the needs of its customers and partners. Preservation is critical to library and society partnerships, and to our overall business strategy.

Jayne Marks is SAGE Vice President and Editorial Director, Journals. Contact her at jayne.marks@sagepub.com.

Extracted from an article published in *Against the Grain*, November 2008.

SAGE Acquires Book Publisher CQ Press

SAGE has acquired CQ Press, the book publishing unit of Washington, DC-based Congressional Quarterly, Inc. (CQ), the premier provider of news and analysis on Congress, politics and public policy.

“We’re very pleased CQ Press is joining the global SAGE family,” said Blaise Simqu, SAGE President and CEO. “CQ Press and SAGE enjoy a shared mission and values. Both are driven by a passion for scholarship and innovation that impacts education and public policy. John Jenkins and the rest of the CQ Press executive team have created an impressive publishing enterprise that will further enhance SAGE’s presence in the marketplace.”

CQ Press will operate as a division of SAGE and will continue to use the CQ Press brand. SAGE will retain the CQ Press publishing operation in Washington, DC, and will benefit from an enhanced presence in the hometown of federal agencies and many of our society and association partners.



Blaise Simqu, SAGE President and CEO, and John Jenkins, President of CQ Press, celebrate SAGE’s acquisition of CQ Press at the American Library Association annual meeting in June.

SAGE Partners to Gain First-Hand Open Access Experience

Society partners to benefit from strategic advice



By Anna Norman

Open access (OA) publishing is a relatively new model for scholarly journal publishing that provides immediate, worldwide, barrier-free online access to the full-text of all published articles. It allows readers to view, download, print, and redistribute any article without a subscription, enabling far greater distribution of an author’s work than the traditional subscription-based publishing model.

In December 2007, SAGE and the Hindawi Publishing Corporation entered into an agreement to jointly launch and publish a suite of fully OA journals.

The partnership, known as SAGE-Hindawi, allows SAGE to gain valuable first hand experience of this developing business model. Although it has been proven to be viable in select biomedical disciplines, it is unclear how broadly it can be applied and exactly what role it will take in the academic process in the long term. SAGE will be in a position to provide advice to our society partners on the best strategy going forward, and be able to quickly capitalize on opportunities that present themselves.

“As a responsible publisher, we are open to author-pays business models but only if they work,” said Allison Mudditt, SAGE Executive Vice-President,

Higher Education Group. “Through this venture we are finding out how to make it work.”

Thus far, we have launched two journals. Each is peer-reviewed and led by top academics in the field.

In May, SAGE-Hindawi launched Human Genomics and Proteomics www.sage-hindawi.com/journals/hgp, a peer-reviewed international journal, affiliated with the FINDbase database. It provides a unique forum for the discussion of research on human genomics and proteomics, systems biology and aspects of personalized medicine.

In September, SAGE-Hindawi launched Journal of Dental Biomechanics www.sage-hindawi.com/journals/jdb, the first peer-reviewed forum dedicated to the study of biomechanics as it relates to dentistry. It covers a significant field of research within engineering and biomedicine in general.

Anna Norman is Group Marketing Manager, STM Journals at SAGE UK. Contact her at anna.norman@sagepub.co.uk.

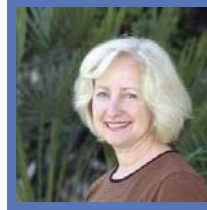
“As a responsible publisher, we are open to author-pays business models but only if they work,” said Allison Mudditt, SAGE Executive Vice-President, Higher Education Group. “Through this venture we are finding out how to make it work.”

SAGE Publishing Seminar for Management and Organization Studies Leaders

More than 25 journal editors and association representatives gathered for the first SAGE Publishing Seminar in Anaheim, California just prior to the Academy of Management annual meeting in August. Both US and UK-based editors and journal owners attended the seminar, including representatives from The Tavistock Institute, the Cornell Hotel School, and the NTL Institute. SAGE organized the seminar to provide an opportunity to discuss a range of topics on the changing journals business.

Participants were treated to a number of thought-provoking presentations by leaders in the field. Jason Price, Librarian of the Libraries of the Claremont Colleges & E-journal Package Analyst for the Statewide California Electronic Library Consortium, presented on the current journals landscape from a librarian's viewpoint. Jason encouraged questions and debate as the participants delved into issues such as evaluation of usage statistics for journals, the "Google factor," and how best to get content to the user.

By Cynthia Nalevanko



Other presenters included Bernard Hecker from HighWire Press on the technological issues surrounding content delivery in the future; Jayne Marks, Vice President and Editorial Director at SAGE on how has the web changed the academic process and Alison Konrad, former editor of *Group and Organization Management*, on creating and maintaining a high quality editorial process.

"The event was planned perfectly, the content was timely and provocative, and speakers were excellent," said participant John M. Jermier, Ph.D, Co-Editor of *Organization & Environment*.

"I got quite a bit from the session and know from conversations I had afterward that others did too. I was so pleased that this turned out to be a genuine contribution to the academic program of the Academy."

Cynthia Nalevanko is a Journals Acquisition Editor at SAGE US. Contact her at cynthia.nalevanko@sagepub.com.

Welcome to our new society partners

SAGE welcomes our society and association partners who have joined us since May.

American Association of Dental Research
American College of Toxicology
American Medical Association for Sports Medicine
Family Firm Institute
Human Factors and Ergonomics Society
International Association of Dental Research
National Athletic Trainer's Association
New York State Council Health-system Pharmacists
Sports Physical Therapy Section



Jayne Marks Named President of STM

Jayne Marks, SAGE Vice President and Editorial Director, Journals, (pictured here with outgoing president Jerry Cowhig) was named president of the International Association of Scientific, Technical & Medical Publishers in October.

SAGE Science Café

The Science of Countering Terrorism: Psychological Perspectives

One of the most important aspects in preventing terrorist activity is addressing the human dimension that underlies extremist behavior. What are the psychological roots of terrorism? What social and psychological factors lead some people to commit violent terrorist acts? And importantly, are there opportunities to change human behavior to prevent these acts of violence?

In this Science Café sponsored by SAGE through the Washington, DC-based Foundation for the Advancement of Behavioral and Brain Sciences, two internationally recognized scholars, Fathali Moghaddam (Georgetown University) and Ian McGregor (York University, Toronto), described their research on the underpinnings of extremist behavior. Together the researchers described the macro-level social and psychological processes that underlie extremism and the "staircase" to terrorist activity as well as more micro-level social neuroscience mechanisms that explain zealous reactions to perceived psychological threats.

To learn more about our Society Publishing Program, visit
www.sagepub.com/societies

SAGE Connection is a newsletter for societies and associations published bi-annually by SAGE.
Please email any questions or comments to SocietyRelations@sagepub.com.



Collaboration



Reach
New Heights



Results