



Collaborate, Compete or Merge?

Presented by
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- Help societies to get the best working relationships with their publishing partners



BLACKWELL'S

- Work with publishers on their publishing strategy



- Board advisor to global journals, books (and online conferences) sales and marketing agency



- Co-founder of start-up service provider in media technologies for societies and publishers



CatchWord

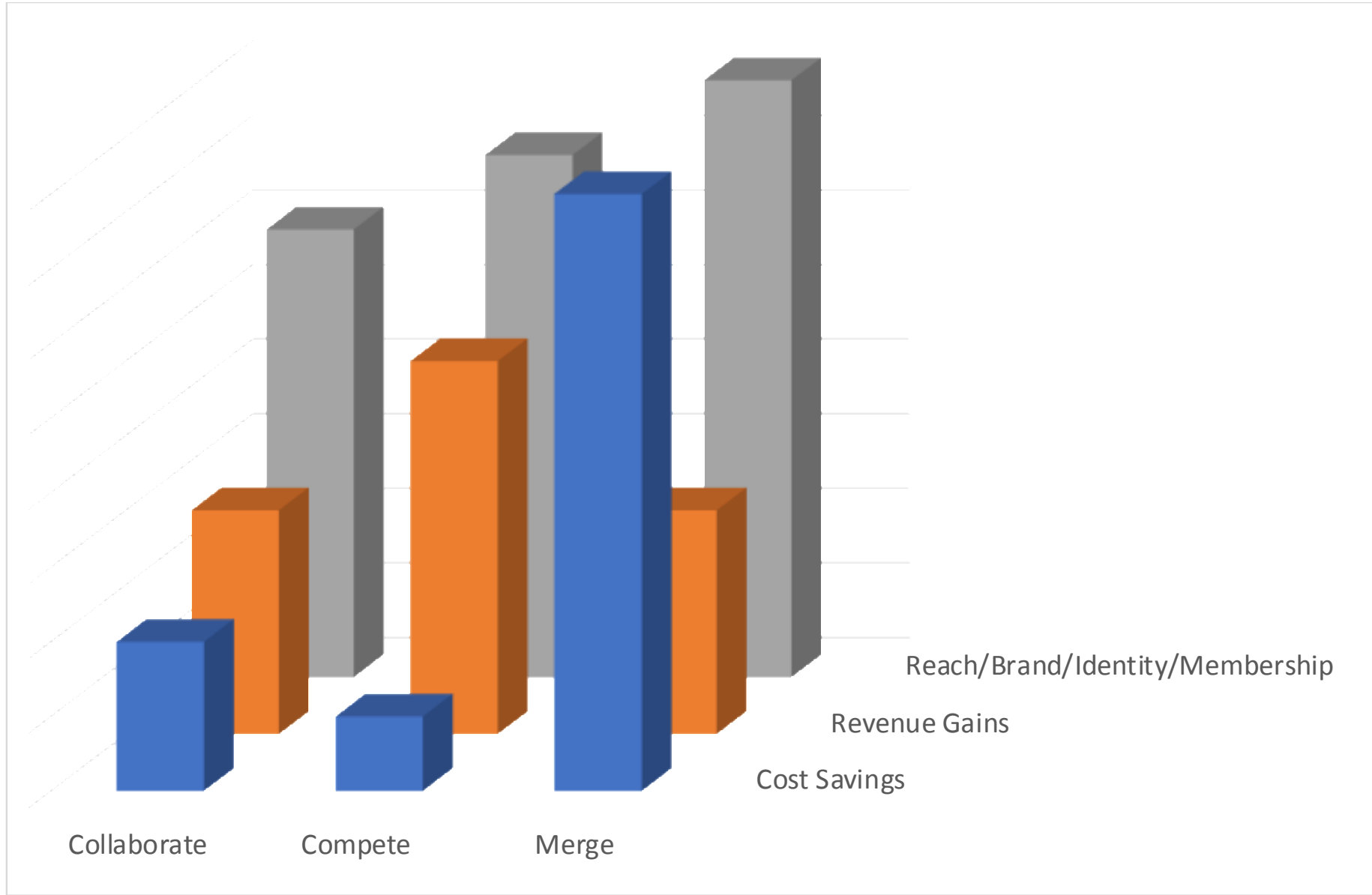


What we'll cover

- What might we gain?
- Common Concerns
 - Subscriptions income and open access
 - Membership income and benefits
 - Conferences income
 - Community
 - Recruitment
- Case Study



Gains





Subscriptions income and open access

- Some scientific societies looking at reduction in income from open access
- HSS societies have even more uncertainty about and business model change



Subscriptions income and open access





Membership

- Some cross-over benefits for collaborating societies, often publications and conferences
- Many looking at membership decline, but some examples of reversal
 - Playing hard to get
 - Truly globalizing benefits
 - Active early-career support



Community

- It's been a question for a long time about how to define community
 - At what level of granularity – and does it exist at many levels of granularity?
 - Do we belong to multiple communities?
 - What does allegiance look like?
 - Is a society's membership really a community, or a collection of people who all like the same deal.
- The answer to this may determine how we work with, or compete with, others.

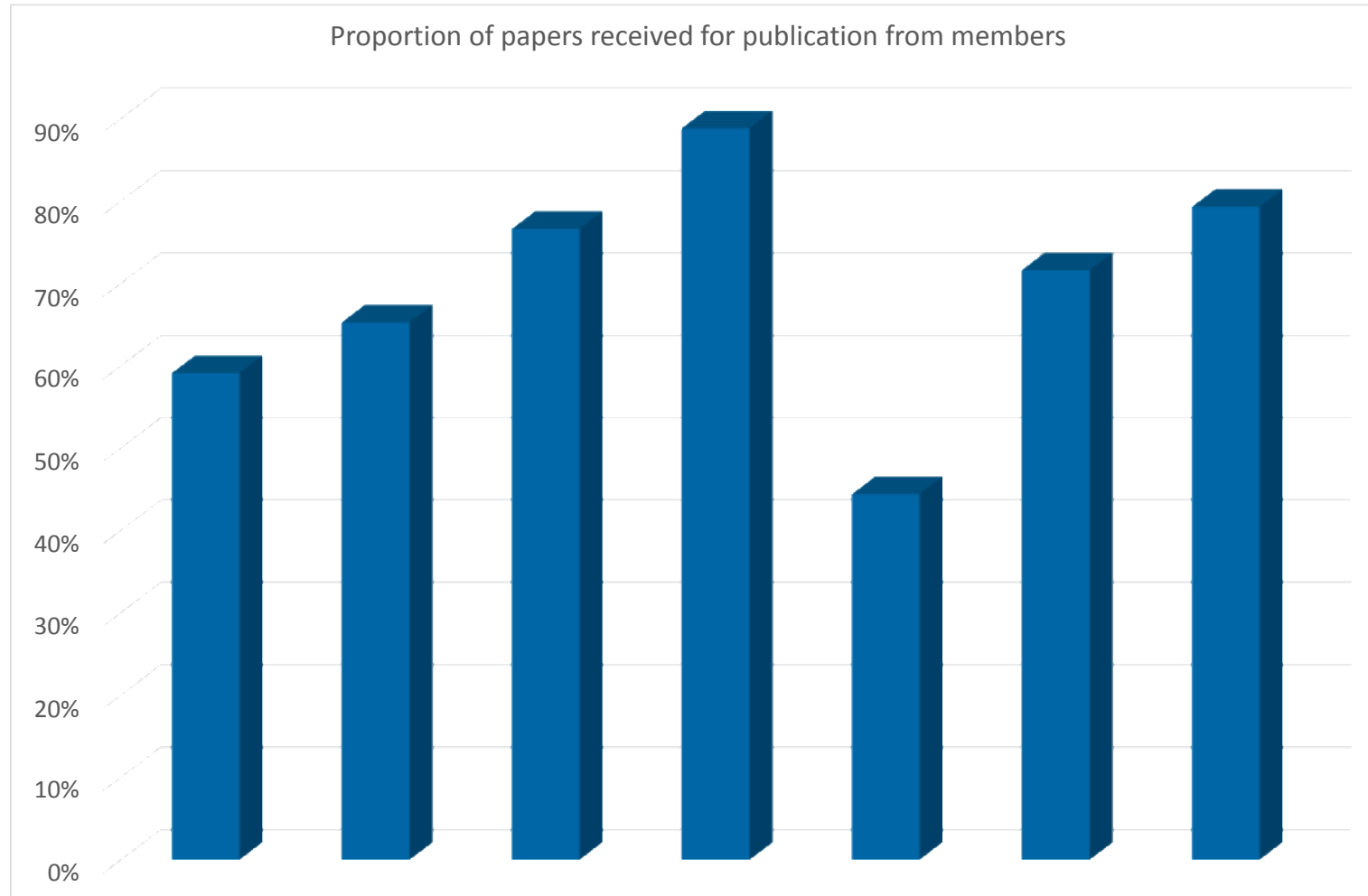


Case Study: US life sciences society

- Worried about loss of subscriptions income with migration to open access
- Looking to grow number of papers
- BUT.....



Author/Member overlap





Options

- If authorship is tied to membership, does that mean that allegiance to a journal is tied to a sense of community?
- Can that community be extended best by:
 - Collaboration with other regional societies in the same subject space?
 - Collaboration with other local societies in neighbouring subject space?
 - Competing with other societies, to try to lure away their members with better benefits?
 - Merging with other societies, but will that buy loyalty, and what does that mean in the longer run?



Member benefits

- It may be hard enough to offer member benefits even within your own country, but what about extending that internationally?
 - To what extent does the scientific community in your subject space transcend geographical boundaries?
 - Or is it simply that the member benefits we offer make less sense outside of our own countries?
- In this case study the member benefits are mostly
 - Discounts on publication fees
 - Discounts on conference rates
 - Not much need for advocacy
 - Fairly US centric in character



Concluding Thoughts

Is money /
membership a
zero sum game?

Look around
you!

- Do you see competitors, collaborators, or targets? Are you a target?