

ESA Agenda Brief

Title: Enhancements to ESA's IFWA service

Presenter: Alan Kahan [for Tom Walker]

Background:

ESA has pioneered the concept of allowing authors to pay to make their articles freely accessible on the Web concurrent with paper publication. This immediate free Web access (IFWA) service (in the form of "PDF reprints") has proved popular with authors (51% bought it in 2001) and profitable to ESA (gross IFWA income during 2000 and 2001 totaled nearly \$50,000). By improving its IFWA service ESA can boost sales, increase member satisfaction, and make it easier to raise IFWA prices when that becomes necessary. *More detailed background material is attached.*

Relationship to Strategic Plan:

Enhancing ESA's IFWA service will further these ESA missions:

- To advance and promote the science and practice of entomology,
- To transfer entomological knowledge to ESA members and to the public,

Financial Implications:

Enhancing ESA's IFWA service will result in greater proportions of authors buying IFWA and will make it easier to raise IFWA prices when that becomes necessary. The total cost of what is proposed in the motions below is small and can be recovered through IFWA charges

Motions:

- (1) Authors who purchase IFWA [immediate free Web access] are allowed to post the PDF files of their IFWA articles on any Web server.
- (2) ESA will make IFWA articles accessible on a server that complies with the Open Archives Initiative, provided that posting the articles on the server involves no continuing charges.
- (3) Staff will encourage literature-indexing services, such as Institute of Scientific Information, to make hotlinks to the full text of IFWA articles.
- (4) Staff will investigate ways to ensure that IFWA articles are accessible to the robots of Web search services such as *Google* and will report the results at the December Governing Board meeting.
- (5) IFWA articles may be freely copied, without limits, for noncommercial purposes.
- (6) Authors who post the PDF files of their articles will no longer be required to add an additional notice of copyright. Should staff judge the copyright statement that is at the bottom of the first page of every ESA article to be insufficient, it will propose to the Governing Board how that statement should be changed.
- (7) Staff will propose a new name for ESA's IFWA service to replace "PDF reprints." The new name will suggest that the goal of the service is to maximize the impact of IFWA articles by making them easily found and conveniently accessed by anyone who is interested in their content.
- (8) If staff judge it to be advantageous, ESA will apply to the Information Program of the Open Society Institute for a grant to support open-access publication of research by authors from developing and transition countries.

Staff Person Responsible: Alan Kahan