


Industrial & Labor Relations Review



A leading interdisciplinary journal publishing original research on all aspects of the employment relationship. Published quarterly since October 1947.

- Peak paid subscriptions – 4000 : Currently - 2000
- Full-time Managing Editor, Brian Keeling
- Faculty Editor, Tove Hammer; four Associate Editors, and Editorial Board of eighteen
- Boyd Printing, Albany, NY - 6 consecutive 3 year contracts
- Website provided an index of all articles and book reviews and abstracts of all articles
- Articles available through EBSCO (Business Source Premier) or JSTOR (at least 3 years old)

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- Affordability is a point of pride
 - The Review has always been solvent, but only because of subsidization from the ILR School
 - Revenue from the small base of paid subscribers, and from various other sources such as royalties, simply cannot defray costs
 - The final cost per copy distributed is over \$30 - \$120 for four issues in a year subscription



New Model for ILR Review

- New site offers the full text of articles and book reviews dating from April 2003. *All visitors* can view and download (a) any book review archived in this site and (b) any archived article that is 1-1/2 years old or older. *Subscribers* can, in addition, view and download recent and current articles.



Why Last Five Issues?

Experience and Observation:

- Current articles account for more than half of all demand
- Articles from previous issue, perhaps $\frac{1}{4}$ of demand, and so on.
- Belief that public free access to articles that are 18 months old and older will not detract from readers' incentive to subscribe



How the Hybrid Model Emerged

- Threat to recognition and existence
- Since there is no way to “beat” the Internet, they need to join it
- Goal of creating a site where visitors can find full text of current and recent issues
- Desire to gate access to current issues
- Need to increase subscription rate – value added by online access



Editors Outlook

Pessimistic:

“After the journal has ceased print production, there will still be a place for people to *see us*.”

Optimistic:

“Rebound in subscriptions once the site becomes well known in the labor relations community.”



Why Catherwood & DigitalCommons?

- Desire to capture the intellectual output of the School
- Pushing beyond the accepted model of an institutional repository
- Close working relationship with faculty and staff



Our Outlook for the Review:

- Meet current needs
- Service saves them the cost of independently contracting – helps sustain the Journal
- System can “grow” with the Review –as they become more comfortable with online publishing



What We've Learned

- Importance of “selling” the service
- Need to provide customization in both design and functionality
- Meet desire to be in control

Most importantly, that it can be done and done successfully



..Pitfalls and Headaches...

- Hybrid model requires dual systems – for both submissions and subscriptions
- Training time – desire of Review to manage all uploading of material and subscriptions
- Current contracts - EBSCO and JSTOR



Rewards:

I could hardly be happier with the site. Simply having the journal online is a huge relief--if we do wink out of existence (my persistent nightmare, because of declining subscriptions), it won't be because we're behind the curve. The site's manageability, too, is very much to its credit: a few simple protocols seem to be all I need in order to periodically upload new articles and book reviews and to keep up on subscribers' access.

...Brian Keeling, Managing Editor, ILR Review