ACM and Publishing

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Questions

- What is the rationale for open access publications in general and in CS in particular?

- How important are revenues from publications to the financial viability of organizations such as the IEEE/ACM?

- There is a perception that as long as a conference is profitable, an organization such as IEEE/ACM will continue to sponsor it. Would IEEE or ACM actively fund a conference or venue that looses money?

- Does the ACM or IEEE-CS worry about the quality of its publications? What processes are in place to assess the success or impact of IEEE/ACM conferences?

- In an age of on-line and open access, why should the CS community look for brand names such as IEEE or ACM or Usenix or AAAI?

- What could an organization such as NSF or CRA do to uphold the quality of the scientific record? Should they step in? Are the issues with CS really that much different from other scientific fields to warrant this?

ACM Today

- Membership
  - 82,000 members (including 20,000 students)
- Publications
  - 40 periodicals in computing and computer science
  - 140 conferences
  - Significant Digital Library and bibliographic database for computing
- 35 SIGs
- Focus: advancing computing as a science and profession

ACM Publishing

- ACM has been publishing computing research for 52 years.

- ACM publishing philosophy – early years of print
  - Focus: quality
  - Each publication had to basically stand on its own
  - Slow growth in the number of mainstream journal publications.
    - JACM launched in 1954
    - CACM launched in 1958
    - Computing Surveys launched in 1968
  - Significant growth in the number of conference proceedings published

ACM Publishing

- ACM publishing philosophy – later years of print
  - Still a focus on quality
  - Increased the number of print journals with Transactions On …
  - Growth in the number of journals/transactions was still slow
    - Each had to stand on its own
    - Competition was a concern
- ACM publishing philosophy – today
  - Print is secondary
  - The Digital Library is the primary focus
    - Available at nearly two-thirds of the universities in the world
    - Very affordable: $2,500 average cost per institution
    - Constantly evolving with content and features

ACM Publishing

- ACM publishing philosophy – today (continued)
  - Launching new journals and transactions is viewed as adding value to the Digital Library collection
    - The business case analysis is very different
    - Existence of competing journals is not as much a concern
    - The main concerns is viability of the overall publishing program and the Digital Library
  - Focus on quality continues
  - Digital Library is the primary distribution channel

ACM Publishing

- ACM publishing philosophy – today (continued)
  - Goal: be the preferred publisher in computing
    - Launching new journals is relatively easy. The main concern is overlap with existing ACM journals, viability of the proposed subject area, and credibility of the editorial board
    - New journals are immediately available worldwide through the incredible reach of the Digital Library
    - Formal policy on Right and Responsibilities for ACM Publishing
      - Authors, Readers, Editors, Program Chairs, Libraries
    - Revised plagiarism policy and a commitment to authors and readers
    - Liberal copyright policy

Open Access

- Rational
    - If research is funded by agencies and peer review is performed by the community, why should there be any cost to access quality scientific literature online?
    - The marginal costs that do exist should be covered by alternative business models to the traditional paid subscription model.

- Motivation
    - Response to large commercial publishers and the exorbinate rates the charge

Open Access

- Business Models
  - Author pays
  - Institution pays for the necessary infrastructure to host a collection of electronic publications

- Multiple examples of each, but no successful business examples
  - Public library of Science is losing money and raising deposit fees substantially
  - Other journals have no author fees, the institutions cover the costs for now

ACM and Open Access

- ACM and publishing
  - Ensure high quality content
  - Ensure high-quality, leading-edge delivery of this content
  - Make this content available and affordable worldwide
- ACM is an open access publisher
  - Liberal copyright policy allows authors to post their works on personal or institutional sites
  - All of the rich features of the ACM Digital Library are free to the world except downloading full text
  - Search engines can find free copies
  - Almost all published ACM content is freely available on the web
  - ACM is an open access publisher

Revenues

- Total ACM revenue $46.9 Million
  - Publications revenue $11.5 Million
  - General Dues revenue $ 7.8 Million
  - Conference revenue $21.9 Million
  - SIG Dues and other revenue $ 4.4 Million

- Would ACM fund a conference if it was not profitable?
  - Conferences are run by SIGs which have a significant amount of financial autonomy and discretion
  - We have lots of examples of running conferences that lose money
  - Generally look for conferences to generate a surplus or at least break even

Does ACM Worry about the Quality of Publications?

- ACM is very concerned about maintaining the highest levels of quality in its publications and publications process
  - Extensive vetting of proposal for new publications
  - Well-defined procedures for nominating and appointing EiCS, evaluating performance, and instituting corrective action if necessary
  - Much of this is expressed in the ACM policy on Rights and Responsibilities in ACM Publishing which address what can be expected by
    - Readers, authors, reviewers, editors, program chairs and committees, libraries

Community

- Why should the CS community look for brand names like ACM?
  - ACM is not distinct from the computing community
  - ACM is the community … the community is ACM
  - ACM supports the community in discerning and disseminating quality research
  - ACM has been here for 60 years and is committed to maintaining a richly connected, usable, affordable, digital collection of everything it has ever published, is publishing, and will publish in the future
  - ACM takes it role as a publisher very seriously
    - Procedures for ensure quality
    - Commitments to readers, authors, editors, program chairs, and librarians

A Word About Quality

- ACM publishing is about disseminating quality research in an affordable manner worldwide

- ACM sees little value in publishing everything such as the new PLoS ONE

- ACM publishes acceptance rates and brands its content in the Digital Library

- Acceptance rates are low
  - A community issue

ACM Journals

	Accepted	ubmitted	
CSUR	15	189	8%
JERIC	40	171	23%
JETC	12	41	29%
JACM	40	362	11%
TALG	54	184	29%
TAP	64	218	29%
TACO	50	271	18%
TOCHI	32	224	14%
TODS	45	263	17%
TODAES	114	536	21%
TECS	123	464	27%
TOG	62	264	23%
TOIS	19	282	7%
TOMS	89	325	27%
TOMMCAP	47	177	27%
TOSN	24	152	16%
TOSEM	24	196	12%
	854	4319	20%

ACM Conference Proceedings

Conference	Submitted	Accepted	% A/S
ASPLOS	130	22	17%
CHI	212	51	24%
COMM	191	30	16%
ICSE	308	45	15%
ISCA	163	31	19%
OOPSLA	149	28	19%
PODS	111	26	23%
Supercomputing	260	62	24%
SIGGRAPH	216	48	22%
SIGIR	243	50	21%
SIGMOD	272	45	17%
POPL	153	29	19%
STOC	164	54	33%
DAC	441	129	29%
			21%

A Final Thought

- It is all about the community
  - What ACM does today is determined by the community
  - The community selects quality research and ACM publishes it incredibly affordably worldwide
  - The existence of 130 Elsevier computing journals also reflects the community
  - Open Access is one response to this
  - There are others: publish with the societies that *are* the community