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Publishing Tools in Sermon Studies

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Good afternoon. I'd like to start with a word of appreciation for how the ASCH has been a good professional "home" for me over the years. I am not a historian; I am an English professor who studies sermons. That's not all that unusual in and of itself; Bob Tennant, who did so much to help make Sermon Studies what it is today, was a literary scholar, as are a number of colleagues with whom I have collaborated on recent projects.[1]

I have, however, faced some challenges when it comes to finding good venues for presenting my work. When I would attend a literature conference, I would almost always be put in the final session, along with all of the others that pretty clearly fell into the category of "papers we wanted to accept but weren't quite sure what to do with." After a while, I stopped going altogether, and went instead to meetings sponsored by the Western Conference on British Studies, the International Society for the History of Rhetoric, and the ASCH. My first ASCH presentation, entitled "The Tractarians' Political Oratory," took place in Philadelphia in January 2006[2], and today marks the third year in a row that I have given a talk on some aspect of the field of sermon studies.

Last year, in Minneapolis, I spoke on "Research Tools in Sermon Studies," specifically a catalog/finding aid that Keith Francis, other scholars, and I have been trying to get off the ground

[1] The list includes Kirstie Blair, Miriam Burstein, Dawn Coleman, Linda Gill, Brian Jackson, Carol Poster, Stephen Prickett, and Penny Pritchard. English departments, of course, have hardly cornered the market in sermon studies, and we would not want them to. Historians, as we might expect, are well represented, with important work also being done by scholars in theology, rhetoric, and communication studies.
[2] An expanded version of this paper was published in *Anglican and Episcopal History* in 2008; the prepublication version (also known as the "final accepted manuscript") is available via Marshall Digital Scholar.

for many years. The project, dubbed simply the "Sermon Studies Catalog," would be different from all the others I am aware of in that it would (1) use Library of Congress terms and other established cataloging protocols; (2) be integrated with a university's existing online catalog rather than being hosted on a separate site; and (3) be crowdsourced, which is the only way to build and maintain a catalog that will be of use to scholars working on sermons in a variety of locations, denominations, historical periods, and so on.

I'm sorry to report that literally nothing has been done on the catalog over the past twelve months. The person I was working with, who is one of only two catalogers at Marshall, has been fully booked (probably *over*booked, in fact) with other work, and I have also been focusing my limited scholarship/professional-development time on other projects, including the one I want to talk about today. I believe the catalog is still a viable and necessary resource, and the design is well in place. We just need people to step up and build the records; if anyone here is interested in learning more or perhaps becoming one of those people, I'd love to talk with you before we all disperse at the end of the conference. If you work in 18th-century preaching, or know someone who does, I've just received some materials along those lines, and I'd love to tell you more about them.

But today I want to talk about publishing tools, which is the other side of the same coin: catalogs help scholars find materials to work with, and publication enables them to share the fruits of their labor. This is kind of a follow-up to the paper I gave two years ago, at our joint meeting with the Ecclesiastical History Society in Oxford. My panel was entitled "Beyond Britain, Beyond North America, and into the Twenty-First Century: The Next Stages in Sermon Studies." Bill Gibson spoke on manuscript sermons, Keith Francis talked about "Twentieth-Century Approaches to an Ancient Form," and I attempted to make a case for "Launching a

Sermon Studies Journal." I noted that while articles with "sermons" or "preaching" in their titles are being published in a variety of places, there is not "a 'flagship' journal for the field. Pastors and preaching professors have *Homiletic* and medievalists can publish in *Medieval Sermon Studies*, but there is not currently a journal devoted to the study of the sermon in all traditions, times, and places." I went on to sketch out some ideas of what such a journal might look like, and how it might manage to thrive in a time when academic publishing is changing, and the changes, especially in economic terms, seem to be rarely for the better.

Unlike the catalog, the journal is now a reality. The site went live last fall, and our first submission is going through the process of peer review. What I'd like to do now is walk you through the work we did and decisions we made to get to that point, and to place it in the context of what I see as the larger patterns and trends in journal publishing today.

I'll begin with some of the feedback I got two years ago. After the session was over, someone—I believe it was Frances Knight, who was the chair and respondent for the panel—said something to the effect of, "whatever you do, *please* be sure to make this an open access journal." This was a perfectly understandable request: Knight is based at the University of Nottingham, and it had recently been announced that "certain research outputs," specifically journal articles and conference proceedings, "should be made open-access," or OA, "to be eligible for submission to the [UK's] next Research Excellence Framework (REF)" (*Policy for Open Access* 1).[3]

The REF is not alone. The MIT Libraries and a site called ROARMAP (the "Registry of Open Access Repository Mandates and Policies") are among the organizations that track the large—and growing—number of government agencies and private funders that have similar

[3] See Tickell for a review of "the implementation praxis between July 2012 and April 2013."

requirements.[4] Many of these focus on the STEM disciplines; those that apply to our fields include the Australian Research Council, the Social Sciences and Humanities Research Council, and the Gates Foundation.[5] Finally, many universities across the globe are now requiring articles published by their faculty to be freely available as well, regardless of how the underlying research was paid for.

These mandates are often framed in terms of fiscal responsibility and the public good. The document outlining the new REF policy, for example, states

> The four UK higher education funding bodies believe that research arising from our funding should be as widely and freely accessible as the available channels for dissemination allow. Open access to research enables the prompt and widespread dissemination of research findings. It benefits the efficiency of the research process and allows publicly funded research to drive economic growth. It delivers social benefits through increased public understanding of research. (*Policy for Open Access* 3).

Similarly, Canada's "Tri-Agency Open Access Policy" reads, "As publicly funded organizations," the Canadian Institutes of Health Research, the Natural Sciences and Engineering Research Council, and the SSHRC

> have a fundamental interest in promoting the availability of findings that result from the research they fund, including research publications and data, to the widest possible audience, and at the earliest possible opportunity. Societal

[4] See Eve 79-84 for a survey of OA mandates in Australia, Brazil, Canada, China, Denmark, France, India, Italy, Japan, the Netherlands, New Zealand, the US, and the UK.

[5] As far as I have been able to determine, the NEH, unlike other American agencies such as NASA, NIH, and NSF, encourages but does not require that funded projects—say, an article written with the support of a Summer Stipend—be freely available immediately upon or shortly after publication.

> advancement is made possible through widespread and barrier-free access to cutting-edge research and knowledge, enabling researchers, scholars, clinicians, policymakers, private sector and not-for-profit organizations and the public to use and build on this knowledge.

It makes intuitive sense that there would be benefits to authors as well. The more people have access to a document, the more widely it will be read and cited, the more influence it will have, and the more it will enhance the author's standing in the field (Suber 16).[6]

We actually have some hard evidence to support this notion. The Open Citation Project has an extensive list of studies, mostly published between 2000 and 2013, that explore "the relationship between impact and access." While the articles are not unanimous in their conclusions, some have apparently found that a positive relationship exists, with OA publications garnering from 10% to 50% more citations than their paywalled counterparts ("The Effect of Open Access"). Simon Huggard, the Digital Infrasructure Manager at La Trobe University in Melbourne, has distilled the findings of one study into the following chart:

[6] There might even be a financial benefit when it comes to OA books; Peter Suber has noted "growing evidence that for some kinds of books, full-text OA editions boost the net sales of the priced, printed editions." Making a monograph OA—an option offered by Brill and other houses—may actually "increase royalties rather than decrease them" (107).

Swan, A. (2010) The Open Access citation advantage: Studies and results to date ECS EPrints, 17 Feb 2010, p 17.

Summary data from these studies are provided below.

Measure	Result
Studies finding a positive Open Access citation advantage	27
Studies finding no Open Access citation advantage (or an OA citation disadvantage)	4

Size of OA citation advantage when found (and where explicitly stated by discipline)	**% increase in citations with Open Access**
Physics/astronomy	170 to 580
Mathematics	35 to 91
Biology	-5 to 36
Electrical engineering	51
Computer science	157
Political science	86
Philosophy	45
Medicine	300 to 450
Communications studies (IT)	200
Agricultural sciences	200 to 600

La Trobe University 13

Figure 1. The Open Access Citation Advantage

Most of the studies in this chart, and in the Open Citation bibliography in general, focus on scholarship in the sciences, but it stands to reason that the humanities would see similar benefits, and I have some anecdotal evidence to offer along those lines. I have ten pieces—a combination of book chapters, journal articles, and previously unpublished talks—in Marshall Digital Scholar (MDS), our institutional repository. Every month, I get an automated email telling me how many downloads I had the previous month, along with my overall download total, which just recently passed the 1300 mark. If I want more information, I can log in to the system and find out how people are finding my work, which pieces are being downloaded most, and even the countries where the downloads are taking place. This is fun to know, but the main thing is that these documents are almost certainly finding much wider audiences via MDS than they had when they were first published or presented. Figure 2 represents my total activity as of 17 March 2016:

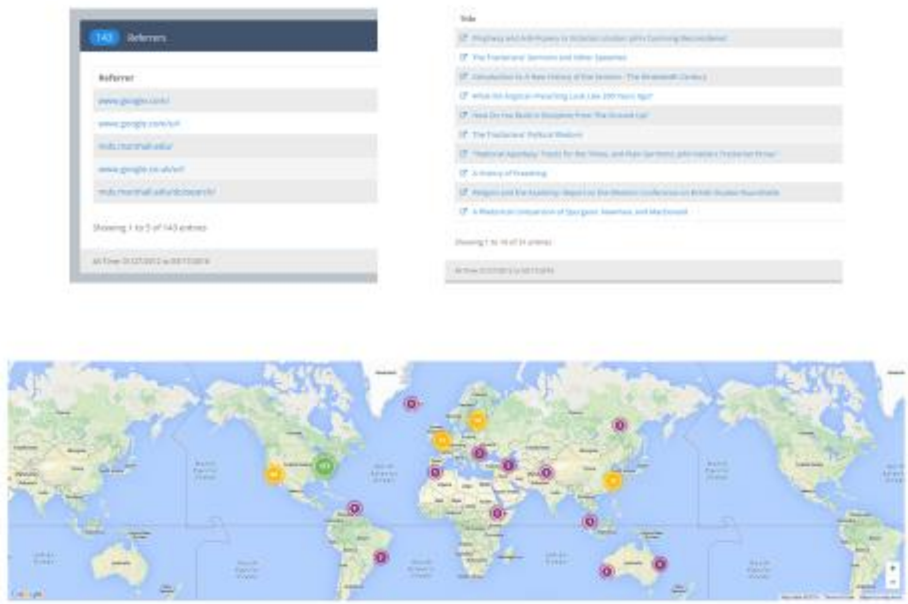

Figure 2. MDS Author Dashboard

Despite these advantages, there still seems to be some wariness among scholars when it comes to open access. Some studies have shown that faculty mistakenly believe that most, if not all, OA journals lack such markers of academic quality as high impact factors and rigorous peer review (Xia 622; Hahn and Wyatt 98); while others report that they are hesitant to repost their peer-reviewed work due to "copyright concerns," "fear of plagiarism," and the "time and effort" required (Yang and Li 4; Hahn and Wyatt; Mischo and Schlembach; Gaines).[7]

[7] In a 2015 article in the *Journal of Librarianship & Scholarly Communication*, Annie Gaines at the University of Idaho notes that while OA has not been universally embraced, the "tipping point" may have come around 2010. Studies completed before that, she writes, "indicated disinterest and ignorance of an access problem," while later ones "demonstrated a support of equal access to information…and a belief that open access publishing will become increasingly prevalent" (5).

Open access requirements, however, are not going away. In fact, all indications are that its importance will only continue to grow. A chart from the ROARMAP home page (Figure 3) shows how the number of policies adapted by funders and research organizations has steadily increased from 2005 through the first quarter of 2016 ("Welcome to ROARMAP"):

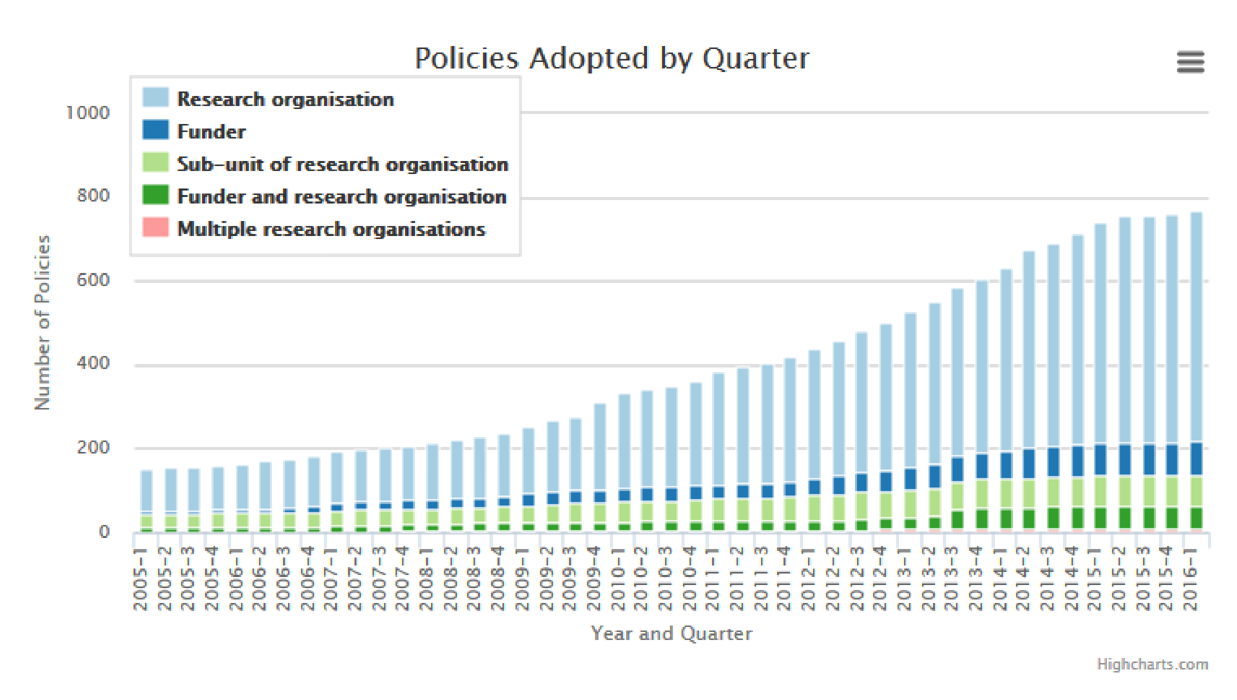

Figure 3. ROARMAP, "Polices Adopted by Quarter"

So if you're an editor and want the largest possible pool of contributors to your journal, how can you meet these requirements? One way is to outsource it, to operate under the traditional subscription-based model but allow authors to place their articles in their own institutional repositories. This is a fairly widespread practice; to give one data point, approximately 80% of the journals listed in the respected SHERPA/RoMEO database "formally allow some form of self-archiving" ("RoMEO Statistics"). In the chart in Figure 4, the yellow represents journals that allow uploads of only the final accepted manuscript, without the journal's copyediting, formatting, "branding," and so on. The blue, on the other hand, represents those that allow authors to use the published version of the article (often called the "Version of Record"). Green indicates journals that allow either, and white represents journals that do not have a formal policy. Similarly, there are differences in when the articles can be placed in a repository. Some publishers permit them to be uploaded at the same time they are published, while others ask for an "embargo" of 9, 12, 18 months, or more.

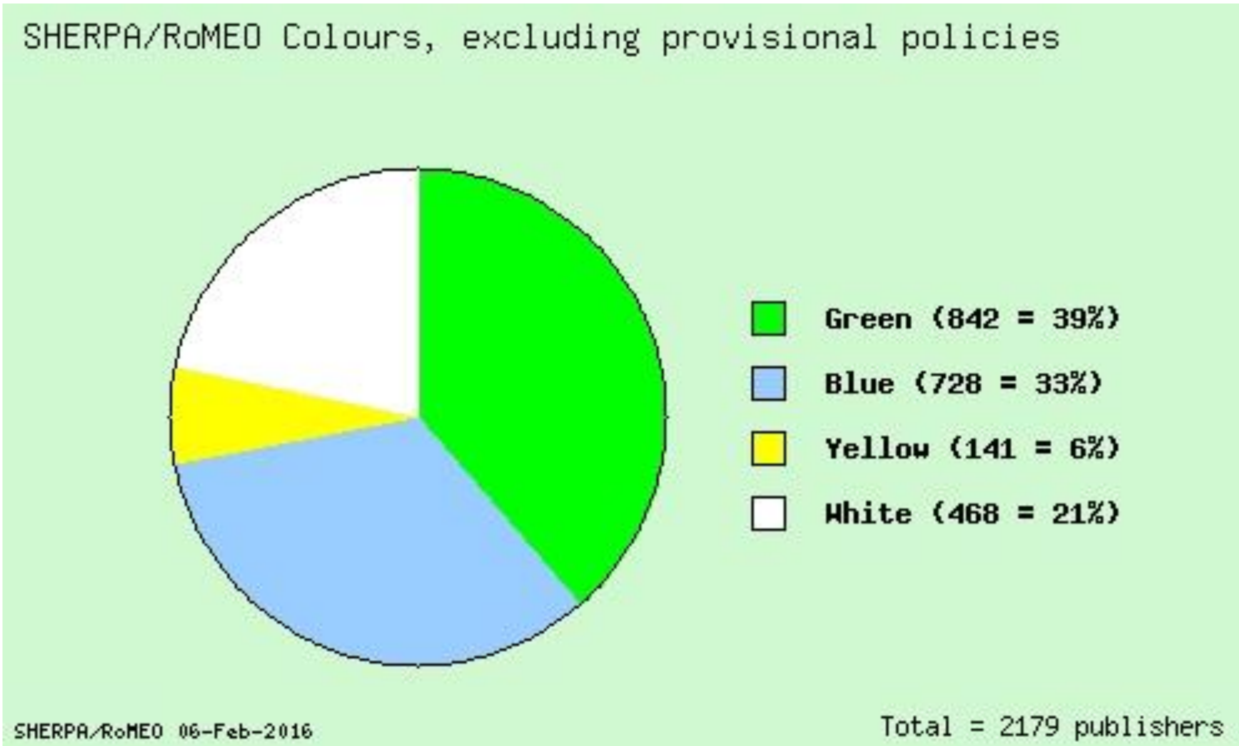

Figure 4. "RoMEO Statistics"

This is what I've done via Marshall Digital Scholar, but I didn't know it had a name until I started working on this talk! It's called "green" open access, apparently because it involves subscription-based publishers giving authors the "green light" to upload their work to other sites (Harnad, "What Is Open Access?").

The other model is "gold" open access, in which an article is made freely available by the publisher itself (and the two are not mutually exclusive; as a general rule, there should be nothing to prevent an author from taking an article published in a gold journal and self-archiving it as well).

I'll get to why it's called "gold" in a moment, but first I want to note that there's an ongoing debate over which model is to be preferred. Some of the leading voices in the OA world--including Stevan Harnad himself, who coined the terms--seem to believe that that green is the better model. It may eventually give way to gold, he argues, but there's no need to force the transition. Most publishers, after all, permit self-archiving, and nearly all funders' and institutions' mandates respect whatever embargoes the publishers have in place. Their position, in other words, is the standard "if it ain't broke, don't fix it" claim.

Others, however, maintain that the green system is in fact broken. They argue that the current subscription model is unsustainable; that the final accepted manuscript is no substitute for the Version of Record; and that by the time an embargo expires, the article's findings have often passed their sell-by date (Eve 10; Suber 58-62). Their solution is for all subscription-based journals to make the transition to open access at the earliest possible opportunity.

If you want to publish a "gold" journal, you have a couple of options. You could affiliate with an established academic publisher, many of whom operate both "hybrid" journals, in which some articles are open while others remain behind a paywall, and "wholly" open access, in which every article is subscription-free.

There are definite advantages to this approach. Editing a journal under the banner of Oxford, Cambridge, Brill, or whomever gives an instant measure of credibility, editorial support, marketing and promotion, indexing in the major databases, and so on. In short, you don't have to reinvent the wheel and can focus on actual editing rather than trying to wear many hats at once.

These services, however, come at a price, and that's where the "gold" in gold OA comes in. I first thought that the term might be meant to suggest that this is--or is intended to become--the new “gold standard” in academic publishing, but that’s apparently not the case. Rather, it appears to be a financial reference, where “gold” refers to the money that someone—the author, the author’s home institution, a granting agency, and so on—has to pay to make up for the fact that the journal is not collecting subscription fees. Harnad put it this way all the way back in 2003: under the “gold” system, he writes, institutions will use “their own annual windfall toll-savings”—in other words, the money they used to devote to journal subscriptions—“to pay for their own research output to be refereed rather than paying to buy in the refereed research output of other institutions through access-tolls” ("The Green and Gold Roads to Open Access").

These payments are generally known as Article Processing Charges, or APCs, and there has been some controversy surrounding them. The American Historical Association registered its objections in 2012, issuing this “Statement on Scholarly Journal Publishing”:

> The current system [i.e., subscription-based] of access to journal content certainly contains elements of unfairness, in addition to adding burdens to budgets of institutions already coping with diminishing resources. But solutions that ignore the wide differences between the respective landscapes of science and humanities journals generate new, and more difficult, dilemmas. Requiring authors to pay the costs of their own publications is not the answer. The AHA suggests that historians begin thoughtful conversations at their own institutions and participate in the discussions that we will initiate at our annual meeting, our web site and other appropriate venues.

Such conversations were in fact already taking place, and were not limited to historians. Three years earlier, an initiative known as the "Compact for Open-Access Publishing Equity," for example, called for institutions as a whole to "place the subscription-fee and processing-fee models on a more level playing field — by subsidizing processing fees" just as they were covering subscription costs ("Overview").

No universities have signed on to the Compact since the University of Rhode Island in February 2014 ("Signatories"), but that doesn't mean that its spirit is dead. The Open Access Directory, operated by Simmons College in Boston, maintains an up-to-date list of funds "designed to pay publication fees at fee-based OA journals." The list runs to over 20 screens, and includes nearly 100 universities around the world—including Calgary, Manitoba, Ottawa, and Toronto--along with such funding bodies as the Austrian Science Fund, the European Organization for Nuclear Research, the Netherlands Organization for Scientific Research, and the Ontario Genomics Institute ("OA Journal Funds").

Funds like these are very helpful, but they merely shift the burden from authors and departments to universities as a whole. They do not address the size of the APCs, which can be quite substantial, as we see in Figure 5 ("Charges"; "Publication Charges"; "Open Access FAQs"; "Publishing Open Access with Taylor & Francis"). I recently published a book review in the *Journal of Religious History*, which is operated by Wiley, and was given the option of making it open access for a fee of $3000 ("Author Services"). There's no way I would pay that for a book review, nor could I, or my university, pay any of these fees to get a full-length article published.

Publisher	APC
Oxford	$1500-$3500
Brill	$1800-$2500
Cambridge	$2700
Taylor & Francis	$2950

Figure 5. APCs charged by some major publishers

"Things are tough all over," as they say, so I'm sure I'm not alone in this regard. Consequently, if you're trying to launch a journal in the humanities, and you don't want to price yourself out of the market, you might be better off working on your own. You certainly wouldn't be alone: the Directory of Open Access Journals lists over 10,000 titles, about 1800 of which are based in Britain and North America. Many of these are sponsored by individual universities, as opposed to professional societies or publishers such as BioMed Central, Elsevier, or SAGE. Right here in Edmonton, the University of Alberta publishes over 30 journals; the ones listed in the DOAJ include *Aboriginal Policy Studies*, *The Canadian Journal of Sociology*, *Constitutional Forum*, and *Journal of Hebrew Scriptures*.

Going solo may increase your pool of potential contributors, but it also presents its own set of challenges and demands. To use a restaurant analogy, if publishing with Oxford et al. is like having a Subway or McDonald's franchise, with all the corporate support that entails, working outside that system would be like owning the corner deli, where you not only have to make the sandwiches, but also come up with the menu, do all the advertising, and manage a thousand other tasks yourself.

If you do go that route, you'll have yet another important choice to make. If you take open access as a given—which, given the increasing number of mandates from publishers and institutions, almost certainly needs to be the case—then your first decision is whether you're going to use the green or gold model. If you decide to go gold and achieve OA within the journal itself, you need then to decide whether you'll affiliate with a publisher or operate independently. Finally, if you go solo, you'll need to decide whether to design your own Web platform or adopt one of the packages already on the market.

Those options are illustrated in Figure 6. In the top half, I've identified some of the journals in my field that were built from the ground up. In the bottom half are the packages of which I am aware: Digital Commons, Digital Publishing System (DPubS), and Open Journal Systems (the one used here at the University of Alberta). Their software can either run on the company's servers or be downloaded to your own.

Figure 6. Examples of Publishing Platforms

One of the biggest differences between the two approaches is managing the workflow. The editors of some of those journals very kindly let me in on how they do it. All of them use email to receive submissions, distribute them to reviewers, and communicate with authors; methods of keeping track of everything include Word documents (Kohlke) and database tools such as FileMaker Pro (Felluga, "Re: Inquiry from the Editor of ‘Sermon Studies’"). This could be described as a “decentralized approach,” in contrast to the packages, which provide the convenience of a single portal—one-stop shopping, if you will--for managing all those tasks.

One of the things that both approaches have in common is that they are not free. The expense may be small—for example, modest monthly or annual charges for registering a domain name and hosting a simple web page. It could be substantial as well; Dino Franco Felluga, a Purdue professor who’s been involved with a number of important digital projects in nineteenth-century studies, writes that even though he used only WordPress and other “free, open-source tools” when he was creating BRANCH, he still had startup costs of some $14,000 (Felluga, "About"). There’s a similar range for the software packages, as you can see in Figure 7 ("Journal Hosting"; "External Support"). Digital Commons, the software that runs Marshall Digital Scholar, does not make its pricing public, but I can say that Marshall chose them as its vendor because it had all the features and functions the librarians desired, and it was more economical to pay the hosting fees than to absorb the expenses for server space, bandwidth, and IT staff themselves.

Vendor	Service	Cost
Digital Commons	Hosting	Not available
DpubS	Download	Free
OJS	Hosting	$850-$2700/title/year
	Download	Free
	External support	$5,000-$15,000/year

Figure 7. Examples of Journal Software Pricing

I've seen several ways of covering these costs. Stacey Floyd and Melissa Purdue of *Nineteenth Century Gender Studies* designed the site themselves and actually pay the hosting fees out of their own pockets (Floyd), while Mel Kohlke relied on the IT staff at Swansea University to design the platform for *Neo-Victorian Studies*, and her college covers the "bi-annual cost of the domain name" (Kohlke). Finally, BRANCH was made possible by a combination of institutional support and external funding: about half of the $14,000 was covered through a grant from the SSHRC, with the remaining funds coming from his department and Purdue's College of Liberal Arts (Felluga, "About"). In the case of the packages, it's most likely that both the indirect costs of maintaining downloaded code and direct expenses of hosting and support would be covered by existing library and IT budgets.

One model I have not come across directly is paying the bills via APCs. As I've shown, APCs are widely used by the major publishers but rare among independents; only about 10% of the journals in the DOAJ use them, and most of them are based outside of Britain and North America (some of the exceptions are listed in Figure 8).[8]

[8] See Solomon and Bjork, Kozak and Hartley, and Morrison et al. for analyses of the APCs charged by the journals listed in the DOAJ.

Country	Journal/Publisher	APC
Canada	*Alcohol and Drug Research*	$600 (U.S.)
Canada	*JMIR Mental Health*	$1500 (U.S.)
US	SAGE	$500-$2000
UK	BioMed Central	c. £130
US/UK	Wiley	$1500-$3000

Figure 8. Journals in the DOAJ with APCs

I can think of several reasons for this. Some are purely practical: journal editors probably don't want to have to act as bookkeepers as well, and if the costs can be covered via institutional budgets and grants, APCs may not be needed anyway.

Other explanations could be more philosophical. There may be opposition to asking authors to underwrite a journal's operating costs, as we saw from the AHA's statement a few moments ago. There could also be a desire to avoid some "guilt by association." Whenever money changes hands, there will be someone ready to exploit the system for financial gain. In the OA world, those would be journals that charge APCs but offer little or nothing in return in terms of peer review, copyediting, indexing in major databases, and so on, rendering the research difficult to find and the articles virtually useless for tenure and promotion.

The DOAJ calls such journals "questionable," and tries to keep them out of its list. If one is reported and found to be suspicious, it will be removed from the directory ("Frequently Asked Questions," DOAJ). The more common term is "predatory." The term was coined by Jeffrey Beall, a librarian at the University of Colorado who maintains a list of such journals on his "Scholarly Open Access" site. The current version of "Beall's List," as it has come to be known, has over 700 "Potential, possible, or probable predatory scholarly open-access publishers," along with a similar number of “single, standalone journals” ("List of Publishers"; "List of Standalone Journals").[9]

I’ve gotten email solicitations from some of these journals, and I suspect many of you have as well. One example is given in Figure 9. ALS is published by a Chinese company called Scientific Research (an odd combination that raises red flags by itself); according to Beall, it’s “a publishing empire built on junk science” (Beall, "The Chinese Publisher SCIRP"). Its APC is $399 ("Article Processing Charges")—much lower than Oxford Open and the others, but still too high a price a pay for a publication that might actually work against someone who included it on a CV.

Dear Robert Ellison, Online Issue of "Advances in Literary Study" for You
1 message

Advances in Literary Study <als@biojournalalert.com> Thu, Jan 7, 2016 at 9:26 PM
Reply-To: "als@scirp.org" <als@scirp.org>
To: "Ellison, Robert" <ellisonr@marshall.edu>

If you cannot read it, please click here<http://edm.scirp.org/template/showTemplateInfo?showId=84064&personName=Robert%20Ellison>.
Call for Papers
Advances in Literary Study

Articles<http://www.scirp.org/Journal/AllArticle.aspx?JournalID=2317&utm_campaign=Articles&utm_source=e_cp&utm_medium=als_20151230_huangyingting_61165> Dear Robert Ellison,
We take great pleasure in listing the latest articles of "Advances in Literary Study" (ALS, ISSN Online: 2327-4050) here. You are welcome to visit our website and download the articles that are useful to you. And if you have unpublished papers yourself, please feel free to submit the manuscripts to us through our Paper Submission System<http://papersubmission.scirp.org/login.jsp?journalID=243&sub=true&utm_campaign=papersubmission&utm_source=e_cp&utm_medium=als_20151230_huangyingting_61165>.
Archive<http://www.scirp.org/journal/Home.aspx?JournalID=2317&utm_campaign=Archive&utm_source=e_cp&utm_medium=als_20151230_huangyingting_61165>
Aims & Scope<http://www.scirp.org/Journal/AimScope.aspx?JournalID=2317&utm_campaign=AimsScope&utm_source=e_cp&utm_medium=als_20151230_huangyingting_61165>
Editorial Board<http://www.scirp.org/Journal/EditorialBoard.aspx?JournalID=2317&utm_campaign=EditorialBoard&utm_source=e_cp&utm_medium=als_20151230_huangyingting_61165>
For Authors<http://www.scirp.org/Journal/ForAuthors.aspx?JournalID=2317&utm_campaign=ForAuthors&utm_source=e_cp&utm_medium=als_20151230_huangyingting_61165>

Published Articles in ALS

Figure 9. Email from *Advances in Literary Study*

[9] See Shen and Bjork for a recent analysis of some of the journals on this list.

And that's sort of a "crash course" in OA publishing, and the backdrop against which *Sermon Studies* was launched last year. Now I'd like to walk you through how we got there, from the idea through the finished site.

The most basic question, of course, is whether such a journal is even needed in the first place. If the answer is No, we could end the conversation there and move on to other things. The Center for Sermon Studies, which I direct and which is the official sponsor of the journal, could have taken the considerably easier path of simply maintaining a bibliography of articles—green, gold, or paywalled--published or archived elsewhere. As I suggested two years ago, however, and as I've tried to make the case since then, I believe there needs to be a journal specifically devoted to the topic; as David Solomon notes in *Developing Open Access Journals*, "A hallmark of a new discipline's coming of age is the establishment of a new journal – in essence, staking out the intellectual territory of the new field" (14). The responses and feedback I've received over the years suggest that others share this belief with me.

Once I decided to pursue the idea in earnest, my next decision was whether to try to find a publisher to sponsor it. Going that route would certainly be more efficient, as I could step into an existing system, assemble an editorial board, and pretty much be good to go.

And I did try that route at first. I actually was in discussions with two leading publishers. The first one eventually declined, saying that they could see a need for such a journal—thus further validating a Yes answer to Question 1—but just couldn't make the numbers work. They might have meant that they didn't think it would attract enough subscribers, or that there wouldn't be enough contributors who were willing and able to pay the APCs, or both. They didn't specify, and it really didn't matter; whatever the case, that possibility turned out to be a dead end.

I was the one who ended the discussions with the second publisher. Their concern was not about economics, but rather about workflow; they weren't sure whether, given the rather niche nature of the journal, I could keep enough articles in the pipeline to meet regular quarterly or semiannual publication schedules. I did my best to reassure them, but the number of times the question came up suggested that the handwriting was on the wall, and they would have eventually pulled out of the discussions as well.

So why did I end them first? The simple answer is that a Plan B just sort of dropped into my lap. If I were to strike out on my own—and I would very likely have to, given that the "publisher" route looked like it wasn't going to work—the first thing I would have to do is find a software platform, and it turned out that there already was one just waiting for me at Marshall. The "IR" side of MDS has been robust for a number of years. Over 200 faculty, staff, and graduate students have submitted a total of some 5700 materials to it; at last count, the total number of downloads was just shy of 700,000 ("Marshall Digital Scholar"). The software also has everything one would need to operate a journal, and the librarians were very keen to put those functions to good use.[10] Once they told me about that, and assured me that I'd have the staff support I needed to get everything up and running, the decision was easy to make, and I informed the second publisher that I would be pursuing the project on my own.

[10] I'm told such collaboration is one of the leading emphases in academic librarianship today. The growth of IRs has also enabled librarians to add a new dimension to their work. A team of librarians at Marshall has put it this way: "Libraries have always collected information from a worldwide marketplace and have disseminated these resources locally. The IR has created a new function for the library by making it practical to acquire locally developed resources and to disseminate them freely worldwide. This has altered the traditional role of librarians and suggests a broader set of implications for the future usefulness and relevancy of the IR as doors open to new partnerships that will strengthen the university and the library's place within it" (Sheret et al. 48).

With the provider in place, the next step was designing the journal's site. We asked the vendor's design team to take the website for the Center for Sermon Studies (Figure 10) as a starting point, and see what they could come up with from there. After some back-and-forth between their design time and my editorial board, we came up with a design, which you can see in Figure 11.

Figure 10. Home page for the Center for Sermon Studies

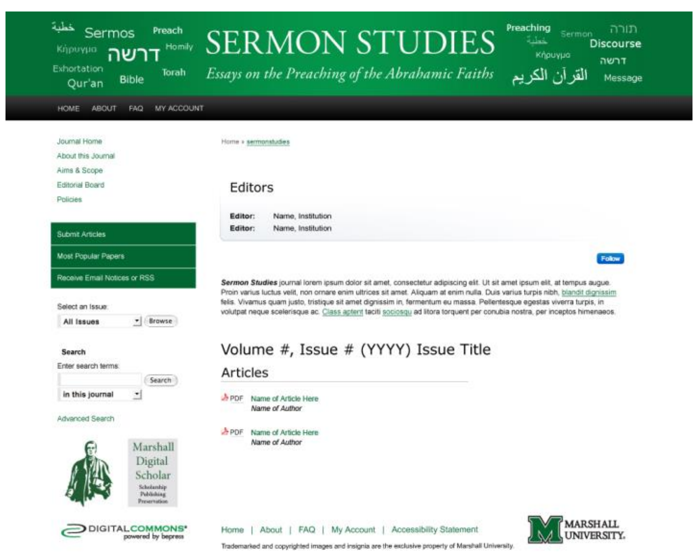

Figure 11. *Sermon Studies* site design

We were very pleased with how things turned out, especially with the "fade" effect in the banner at the top, where the green starts lighter in the center and gets darker the further out it goes. After making some changes to the layout below the banner, we were ready to launch. Figure 12 shows what the site looks like today.

Figure 12. The *Sermon Studies* home page

Once publication gets underway, this is how the journal will operate. Submissions will be uploaded to the site and sent out for double-blind peer review. Accepted manuscripts will be assigned a "Digital Object Identifier," or DOI, and released as "early access articles" as soon as copyediting is complete (usually described as "rolling" or "incremental" publication). At regular intervals, the articles will be combined into issues, as you can see from these screenshots from our "demonstration" website:

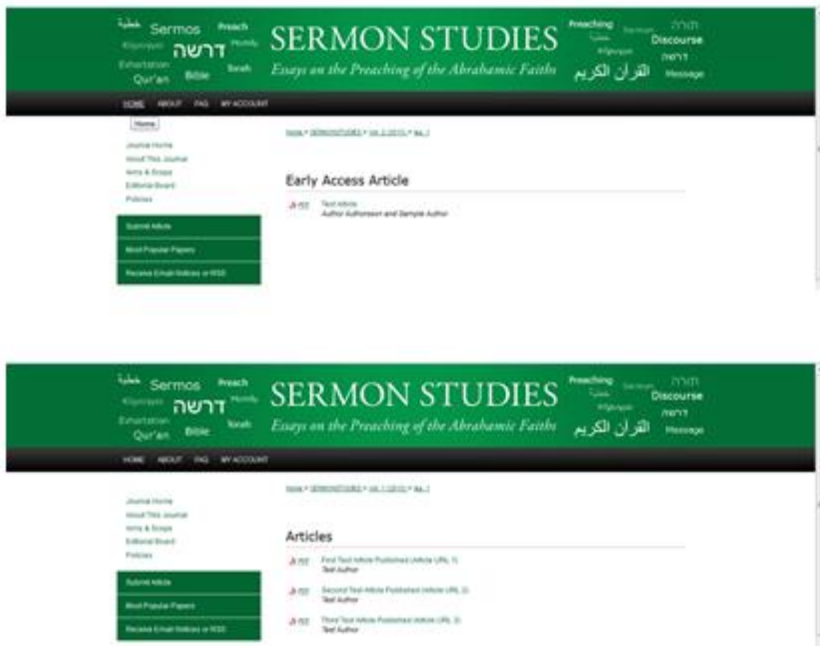

Figure 10. *Sermon Studies* "demonstration" website.

Some conventional publishers are following this model—Cambridge's "First View" is one example—and a 2013 survey of wholly OA journals in library and information science showed that while this approach was less common than publishing in "discrete issues," it enjoyed higher satisfaction rates among editors, authors, and readers, who appreciated the ease of managing the workflow and the greater speed with which articles could be published (Cirasella and Bowdoin 5). These findings are easily extrapolated to other disciplines, and publishing this way will allow us to enjoy the best of both worlds, freeing us from delays imposed by publication schedules and page limits, while retaining the volume/issue/page number citation format that scholars have become accustomed to.

Next, authors will retain "ownership" of their articles. We had originally used a "green" approach to this: the copyright would be assigned to the Center for Sermon Studies, but authors would be free to upload their articles to an IR or personal website. I soon discovered, however, that in order to comply with the best practices of gold OA, we would need to operate under a Creative-Commons model instead. Some gold journals publish all articles under what's known as a CC BY license, which "lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation" ("About the Licenses"). Agencies that require this license include the Research Councils UK (if "Council funds are used to pay the APC"), and some private US funders such as the Ford and Bill and Melinda Gates foundations (*RCUK Policy on Open Access* 7; "US Private Funders").

In other cases, authors may choose from among several Creative Commons licenses. The most common options offered by the major publishers are CC BY-NC, which "lets others remix, tweak, and build upon your work non-commercially"--that's what the "NC" means--and CC BY-NC-ND, with "ND" meaning "no derivatives." This is "the most restrictive of [the] six main licenses": others may "download your works and share them with others as long as they credit you, but they can't change them in any way or use them commercially" ("About the Licenses"; "Open Access Licences at OUP"; "Open Access FAQs"; "Licenses"; "Frequently Asked Questions," Taylor & Francis Online; "Wiley Open Access").

After consulting with the editorial board, I decided to go one step further and offer what I believe gives authors the greatest level of control over their work. First, they can decide whether to use a Creative Commons license at all. If they do, they may choose from the full menu of options rather than just two or three.

Finally, the site will be crawled by Google Scholar and other indexes, ensuring that they will turn up in Web searches and thus enjoy the wide readership and (ideally) citation advantages I discussed earlier in my talk.

I believe *Sermon Studies* is well positioned to become a successful journal. There are three reasons for that. First, as I discussed earlier, it addresses a scholarly need, and gold OA with no APCs is probably the best business model for a new journal in such a specialized field.

Second, Marshall Digital Scholar has demonstrated its viability as not only an IR, but a journal publisher as well. The software it runs on powers some 300 peer-reviewed journals published in countries around the world ("Peer-Reviewed Journals"); some of the titles in the humanities and social sciences include *Medieval Feminist Forum*, *Journal of Religion & Film*, and *Journal of Tolkien Research* . I cannot speak to their quality, readership, or citation rates, but I can say that it is working well for us. *Sermon Studies* is actually the third journal to be published at Marshall. The first was *Euscorpius*, the "first and only research publication completely devoted to scorpions." It began publishing on a different platform, and the librarians have recently finished "backfilling" approximately 200 articles, dating back to 2001, into MDS; as of 17 March 2016, those articles had been downloaded slightly more than 5000 times ("Euscorpius").

The other is the *Marshall Journal of Medicine*, whose mission is to "promote excellence in the practice of Appalachian rural health" ("Aims & Scope"). It launched last fall, and has published two issues to date, with 23 articles and just over 1100 downloads. Both journals, in short, are reaching a wide readership, and I am confident that *Sermon Studies* will soon generate similar numbers.

Finally, our goal from the start has been to make the journal just as reputable as it would have been if I had been affiliated with a publisher. Or, to put it another way, we want to make sure that we would not be mistaken for a "questionable" or "predatory" journal. In addition to the "best practices" I've already mentioned, here are some of the major differences between *Sermon Studies* and the publications on Beall's List:

- We have a very specific "aims and scope"—the study of "preaching in the Abrahamic faiths"--as opposed to "journals that are excessively broad (e.g., *Journal of Education*) in order to attract more articles and gain more revenue from author fees." In fact, we charge no author fees at all. There is no need to do so, as the technology is covered via existing contracts and the librarians and I are providing the labor as part of our regular workload. The only additional expense we're incurring is for the DOIs. The fees are fairly low—an annual fee of $275, plus $1 for every DOI issued ("Publisher Fees")—and the library has generously agreed to cover them through its budget as well.
- We have a large, international, and highly qualified editorial board, as opposed to one that has "only 2 or 3 members," lacks the necessary "academic expertise," or has no diversity in the gender or geographical location of its members.
- We will use targeted strategies for publicizing the journal and soliciting submissions, as opposed to engaging "in excessive use of spam email" (Beall, "Criteria" 2-5).

In the words of Peter Suber, "a new journal can be first-rate without yet having a reputation for being first-rate" (171), and that's the goal we're trying to achieve.

All in all, I believe we're off to a good start. I have the support of my university and our hosting service; special thanks are due to Monica Brooks, Associate Vice President, Online Learning and Libraries; Jingping Zhang, Professor, Marshall Libraries; and Larry Sheret, Instruction and Emerging Technologies Librarian, who was my right-hand man through every stage of journal planning and development.[11] It may take a while for us to become an established presence—we have yet, after all, to even publish our first article—but I'm confident that we'll get there, and in the process meet a significant need in the field of sermon studies. Thank you very much.

[11] I also want to thank Andrea Williams, a Marshall MA student who did an internship with *Sermon Studies* in the Spring 2016 semester. In addition to reviewing this paper several times, she helped publicize the journal, identified potential contributors, and performed a number of other valuable tasks. I hope to have other interns in the future; she definitely set the standard for those who will follow her.

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