

SAA Publishing Options

Business Modelling and Analysis

[Summary](#)

[Current and Historical Income](#)

[Membership Dues](#)

[American Archivist Subscriptions](#)

[Book Sales](#)

[Historical and Projected Expenses](#)

[Subscription-Based Service Models](#)

Summary

This document, which is in a VERY early draft stage, is intended to offer an analysis of SAA income and expenses related to Publications. It is expected that the document will undergo a significant amount of further development and analysis. It groups information into three main categories:

- Current and Historical Income Patterns
- Historical and Projected Expenses
- Subscription Service Models

At this time, data has been gathered regarding current and historical income patterns, but additional data gathering and analysis is required in the other two categories. In addition, the board should suggest other areas where planning and research might be completed.

The most recent version of this document is available for comment and edit at <https://goo.gl/Nz6wYr>

Current and Historical Income

The following analysis was developed with assistance from SAA Service Center Manager Carlos Salgado (for current membership and subscription levels), supplemented with information posted on the SAA website.

Membership Dues

The Society uses a sliding scale structure for its dues, with four general categories.¹ While membership provides certain intangible benefits (such as access to the community, group access, and advocacy efforts) tangible benefits fall into two general categories: a) discounts on annual meeting/education costs and b) publications access or discounts on publications.

The following list summarizes the benefits of membership as they relate to publications. We are also developing a supporting spreadsheet, which will serve as the basis for a summary of revenue for the four main membership categories, using the Dec 2015 membership numbers as the baseline for a revenue estimate.²

- Individual Membership: Full
 - Print and electronic access to American Archivist and Archival Outlook
 - Book discounts (generally 30% off list)
 - _____ = _____ Revenue
- Individual Membership: Student
 - Print and electronic access to American Archivist and Archival Outlook
 - Book discounts (generally 30% off list)
 - _____ = _____ Revenue
- Associate Members (for non-archivists or internationals)
 - Print and electronic access to American Archivist and Archival Outlook
 - Book discounts (generally 30% off list)
 - _____ = _____ Revenue
- Institutional Memberships
 - Sustaining \$550 * 79 sustaining members = \$43,450
 - Regular: \$300 * 483 regular members = \$144,900
 - Benefits:
 - IP-range authentication to AA
 - Print of AA, Archival Outlook (two copies for sustainers)
 - Print books (two copies for sustainers)

¹ <http://www2.archivists.org/membership> and the pages linked from it provides an overview of membership categories and benefits. It has not yet been updated to reflect the new dues structure.

² A spreadsheet listing historical membership patterns and estimating current income levels for each of the membership categories is being developed at <https://goo.gl/0B38Kj>.

In practice, access to publications (particularly our journal, the American Archivist) and to discounted book sales are inducements to membership for both individual and institutional members.³ The journal is currently on a three-year moving paywall and the use of creative commons licences on the articles is common. Both policies are very liberal relative to those of other societies. In addition, we sell books and epubs at a member discount of _____ to _____ percent, depending on the publication.

The following chart provides the dues structure approved in November 2015. The members voted 71% in favor of a dues increase, based partly on the rationale that it would support the continuance of the publication program and new business models for book publishing.⁴

Membership Category	Current Dues (FY2016)	Proposed Dues (FY2017)	Proposed Dues (FY2018)	Proposed Dues (FY2019)
Retired	\$70	\$73	\$75	\$77
Bridge	\$50	\$52	\$53	\$55
Student	\$50	\$52	\$53	\$55
ID1 (part-time)	\$80	\$80	\$80	\$80
ID2 (\$20-\$29k/yr)	\$105	\$105	\$105	\$105
ID3 (\$30-\$39k/yr)	\$130	\$133	\$136	\$140
ID4 (\$40-\$49k/yr)	\$160	\$164	\$169	\$174
ID5 (\$50-\$59k/yr)	\$200	\$206	\$212	\$218
ID6 (\$60-\$74k/yr)	\$225	\$233	\$241	\$250
ID7 (\$75-\$89,999/yr)	\$250	\$265	\$275	\$285
ID8 (>\$90k/yr)*	\$250*	\$292	\$310	\$325
Regular	\$300	\$320	\$330	\$340
Sustaining	\$550	\$565	\$580	\$595
Associate Domestic	\$100	\$105	\$110	\$115
Associate International	\$125	\$130	\$135	\$145

³ Preliminary analysis of the 2012 SAA member survey is available at <https://goo.gl/ACc9Hc>. There may be opportunity to conduct a new survey as part of our planning process.

⁴ See briefing paper linked at <http://archivists.org/member-dues-increase-approved>. In the support statement for the proposed dues increase, the SAA Council noted the following: “The early 2000s marked years of progressive growth in publication revenue that halted with the 2008 recession. Since then, publication sales have declined steadily despite SAA’s move to electronic publications. This ‘loss leader’ program awaits a successful e-publishing business model. In the meantime healthy revenues from member dues will allow SAA to maintain high-quality professional publications and implement new platforms that are the foundation of this emergent business model.”

These dues are relatively high in comparison to those of other professional associations. [Needs additional work, see ACRL's membership page at <http://www.ala.org/acrl/membership/personalmembership>

In summary, income from member dues provides nearly one million dollars of annual revenue to SAA, and one of the primary tangible benefits of membership is access to American Archivist during the three years it is behind the moving paywall. This suggests that any changes to the paywall be made only with very deliberate and careful consideration as to potential effects on SAA's membership numbers and income model.

American Archivist Subscriptions

SAA sells three subscription plans.⁵ As of January 4, 2016, SAA had the following subscription levels and revenue:

- Online plus print: \$279 per year * 58 subscriptions = \$16,182
- Online only: \$229 * 156 = \$35,742
- Print only: \$229 * 255 = \$58,395

This yields an annual subscription revenue of \$110,319. If institutional subscription (which also provide IP range authentication as a benefit, are added to this amount, it is apparent that SAA realizes approximately \$299,000 of annual income from sources that provide institutional access to AA and/or books as the primary tangible benefit.

Book Sales

FY 2007	\$505,847
FY 2008	\$536,786
FY 2009	\$500,426
FY 2010	\$434,846
FY 2011	\$408,430
FY 2012	\$371,973
FY2013	\$320,247
FY 2014	\$268,377
FY 2015	\$225,151

⁵ <http://www2.archivists.org/american-archivist/aa-subscription> describes journal subscription options, which are a option distinct from institutional membership.

Historical and Projected Expenses

- Program “Overhead”
- Per book development charges--include both direct and indirect costs
- Back catalog conversion expenses

Subscription-Based Service Models

Get help from Illinois Business Consulting? <http://www.ibc.illinois.edu/Services>

Projected Expenses:

- for various service options

Potential Income/Revenue Models

- Other revenue options (one time/grant)
- Long-term funding (start 2019)
 1. Each member \$25 mandatory upcharge
 2. Each member mandatory % increase in dues (prorated to membership level)
 3. Optional subscription upcharge of x dollars