

Association for Learning Technology (ALT)

ALT-J, Research in Learning Technology (to be renamed from January 2011, Research in Learning Technology, the journal of the Association for Learning Technology)

Request for Proposals (RFP) for publishing the Association's journal

Contents

1.	INTRODUCTION	2
	1a. About ALT	2
	1b. About the journal	2
	1c. Purpose of this RFP	2
	1d. Previous and current publishing arrangements	2
2.	REQUIREMENTS	3
	2a. Headline requirements	3
	2b. Open Access	4
3.	ADMINISTRATIVE INFORMATION	4
	3a. Contact information	4
	3b. Timetable for decision making	4
	3c. Heading structure for proposals	5
	3d. Evaluation and award process	5
4.	ADDITIONAL INFORMATION ABOUT THE JOURNAL	6
	4a. Editorial arrangements	6
	4b. Current circulation and production information	6
	APPENDIX A – SUPPLIER OVERVIEW	7

1. Introduction

1a. About ALT

Founded in 1993, ALT is a UK based independent educational charity and professional and scholarly association, with over 700 individual members and over 200 organisational and sponsoring members. ALT's charitable object is "to advance education through increasing, exploring and disseminating knowledge in the field of learning technology for the benefit of the general public"¹. One of the ways in which ALT works to achieve this object is through the publication of our journal.

1b. About the journal

Research in Learning Technology, edited by Frances Bell and Rhona Sharpe, aims to raise the profile of research in learning technology, encouraging research that informs good practice and contributes to the development of policy. The journal publishes papers concerning the use of technology in learning and teaching in all sectors of education, as well as in industry. The journal's Aims and Scope, Editorial Board, Instructions for Authors, Current Pricing, and the Abstracting and Indexing currently in place are shown on the Taylor and Francis web site².

1c. Purpose of this RFP

This RFP invites corporate organisations and/or teams of individuals to make proposals to ALT for the production, publishing and distribution of *ALT-J, Research in Learning Technology* (to be renamed from January 2011, *Research in Learning Technology, the journal of the Association for Learning Technology*).

The purpose of the RFP is to help respondents summarise their offering(s) in a way that will enable ALT to decide on the arrangements for publishing the journal from January 2012 onwards, how, by whom, and under what terms.

1d. Previous and current publishing arrangements

At its inception in 1993, the ALT journal was published under an agreement between ALT and the University of Wales Press.

The journal is currently published for ALT by the Taylor and Francis Group under an agreement that originally took effect in June 2003, for the six year period ending 31 December 2009. Our agreement with Taylor and Francis has twice been extended for a further 12 months, and in its current form it will end no earlier than 31 December 2011 other than by mutual agreement.

Since 2009, and with the cooperation of Taylor and Francis, individual papers from the journal have been placed by ALT in the ALT Open Access Repository, 18 months after publication, on an issue by issue basis.

Currently individual members of ALT are entitled to a print copy of the journal, distributed by the publisher using contact details provided by ALT. Organisational and sponsoring members of ALT are entitled to a print copy of the journal and also to online access to the journal for all users on their network, with the latter provided by means of a voucher code system that is administered by ALT with the support of the publisher.

¹ Web site: <http://www.alt.ac.uk/> (last accessed 10/10/2010); ALT 2008-2011 Strategy: http://www.alt.ac.uk/docs/ALT_2008-2011_Strategy.pdf (last accessed 10/10/2010).

² <http://tinyurl.com/26raclq> (last accessed 10/10/2010).

2. Requirements

2a. *Headline requirements*

Our main requirements for 2012 and beyond – in the form of an indicative list³ – are for the publishing arrangements for the journal to:

1. Dovetail with the entitlements of ALT's organisational, sponsoring and individual membership to have print and/or online subscriptions to the journal, and with the size-related membership rates for organisations and sponsors that currently apply⁴;
2. Maintain the high quality of the journal, and serve to increase the esteem in which the journal is held, the influence that it has, and its impact, including, potentially, by increasing from the current three issues per year to four;
3. Provide for the journal to be published online and, for the time being, in print;
4. Give subscribers and other users of the journal maximum flexibility and choice as to the way in which they access the journal in print and online, from different networks, on different access devices (including e-readers and other handheld devices);
5. Contain and if possible reduce the overall net costs to ALT of running the journal;
6. Increase the scope to incorporate multimedia elements into the journal, and for ALT to exploit such elements elsewhere within ALT's activities;
7. Improve the overall visibility of the journal through relevant abstracting services, ISI listings, and on Google Scholar;
8. Provide for transparent, comprehensive, comparative, and regular reporting on journal uptake and use, and citation rates;
9. Ensure that promotion and marketing of the journal is effectively planned and appropriately resourced and then executed, and in such a way as to take account of ALT's own reach and influence and aspirations;
10. Provide a well-implemented online submission system, and support for the journal editors, reviewers, and the ALT office in its use;
11. Provide for the overall production of the journal, maintaining a high level of interaction with (and responsiveness to) the journal editors and the ALT office;
12. Ensure the efficient distribution of the printed journal using a distribution list provided for each issue by ALT;
13. Economically and effectively support the smooth transfer to the new arrangements (for example: instantiating reviewers and role holders within a different online submission system; transfer of past issues to a new publishing platform and managing subscribers) particularly if the result of the RFP process is that our publishing agreement with Taylor and Francis ceases or is radically altered;
14. Work in such a way as to both provide for stability for ALT and the publisher, whilst at the same time limiting the extent to which ALT is locked into the new arrangements in the event that ALT decides to change them within the provisions of any new agreement.
15. Provide for the supply to ALT of suitably configured PDF files of individual papers, with associated metadata, for upload into the ALT Open Access Repository on a timely basis;
16. Ensure that suitable and effective use is made of the Digital Object Identifier (DOI) system, so that each journal article has a platform- and publisher-independent unique identifier;
17. Provide for some integration with the publishing that ALT does in association with our annual conference, ALT-C, possibly by issuing the conference proceedings⁵ as an associated publication of the journal;

³ We have chosen to provide an indicative list because the importance of each of the items on the list is likely to vary somewhat depending on the publishing arrangements that are agreed. For example, if an Open Access publishing model is proposed then technical means to administer access rights to the journal online will not be required.

⁴ Under the current publishing agreement the cost to ALT of providing an organisational or sponsoring member with its subscription to the journal is the same regardless of the membership fee that each membership organisation pays to ALT.

⁵ The proceedings from the 2010 ALT conference are on the ALT Open Access Repository at <http://repository.alt.ac.uk/797/> - (last accessed 10/10/2010).

18. Provide for authors generally to assign articles for publication under a non-exclusive licence if they prefer this to transferring copyright to ALT.

2b. Open Access

For the last few years ALT has been a supporter of the Open Access movement; and by hosting past issues of the journal in our Open Access Repository has gone some way towards making that support concrete. Alongside this:

- ALT's membership model provides a subscription to the journal as a membership entitlement for organisational, sponsoring and individual members;
- those submitting articles for publication are not normally accustomed to "author pays" publication models, nor are they typically funded for this either.

For these reason, a switch to an Open Access publication model for the journal may require a simultaneous change to the membership model, and for this reason, any such switch would be challenging. We are nevertheless very keen to receive proposals and will seriously consider proposals that would enable ALT to make the journal fully Open Access.

3. Administrative Information

3a. Contact information

Please direct any questions concerning this RFP to journal_rfp@alt.ac.uk, as soon as possible and by **no later than midnight GMT on 25/10/2010**.

A response to all questions asked will be made public by ALT on **1/11/2010** at <http://repository.alt.ac.uk/836/> with the identity of the individual or organisation posing the question obscured.

In exceptional circumstances we will accept questions and provide answers to all confirmed bidders in the period between 25/10/2010 and 10/11/2010, that is, two working days before the submission deadline, but we hope to avoid this.

For a confidential discussion concerning the RFP please arrange to speak to:

Name	Louise Ryan, Publications Manager (Web and Print)
Address	ALT, Gipsy Lane, Headington, Oxford, OX3 0BP
Phone	01865 484123
Email	louise.ryan@alt.ac.uk
Working days	Wednesday, Thursday, Friday (am only)

or

Name	Seb Schmoller, Chief Executive
Address	ALT, Gipsy Lane, Headington, Oxford, OX3 0BP
Phone	0114 2586899
Email	seb.schmoller@alt.ac.uk

3b. Timetable for decision making

ALT would very much appreciate early notification of your intention to respond, ideally by 1/11/2010, to journal_rfp@alt.ac.uk. This is particularly important for the distribution of responses to any "late questions", (see 3a above) which will most easily be done using email.

The deadline for response to this RFP is 17.30 GMT on 15/11/2010, to journal_rfp@alt.ac.uk. ALT reserves the right to consider responses submitted after this deadline, but does not promise to do so. To assist us in scoring responses please also send 5 hard copies of your

response by post, marked "Journal RFP response for the attention of Louise Ryan" to our Oxford Office, to arrive by no later than first post on Wednesday 17/11/2010. (We will deem the electronic copy to be the definitive version.)

The remainder of the timetable is summarised in the table below.

Event	Key dates
1. RFP issued	15/10/2010
2. Confirmation of your intention to respond	Ideally by 1/11/2010
3. Questions concerning the RFP	Midnight GMT 25/10/2010
4. ALT responses to questions	1/11/2010
5. Response deadline	17.30 GMT 15/11/2010
6. Target date for review of responses	22/11/2010
7. Target week for face-to-face or telephone interviews (if undertaken), and decision as to preferred supplier	Wb 29/11/2010
8. Negotiating terms of publishing agreement	Wb 6/12/2010
9. Latest final commencement date	1/1/2012

3c. Heading structure for proposals

Except where your proposal clearly indicates otherwise we would expect that relevant sections of a successful bidder's proposal to be incorporated into the publishing agreement.

We suggest the following heading structure for your proposal:

1. Executive summary
2. How each of the headline requirements detailed in **2a** will be met (but see 5 below which should be where you cover clauses **13** and **14** of the headline requirements)
3. Whether, and if yes to what extent and how, you are able to meet the Open Access aspiration described in **2b**.
4. Any unique offerings that would set you apart from other respondents and which have not been addressed under **2** above.
5. A clear summary of:
 - i) (for respondents other than Taylor and Francis) details of any provisions you would make to cover ALT's costs in providing the current publisher with a sum equivalent to a fair market value of the stock, business, and goodwill in the journal built up by the current publisher;
 - ii) (for all respondents including Taylor and Francis) how you would work to ensure the smooth transfer of the journal from the current publishing arrangement to the new one during calendar year 2011, and secondly how you would work to ensure the smooth transfer of the journal to another publisher in the event that ALT decides to change the arrangements within the provisions of any new agreement.
6. Appendix A: Supplier Overview (using the template that forms Appendix A of this RFP).

3d. Evaluation and award process

Any award of the contract resulting from this RFP will be made solely on the basis of how well and how cost-effectively the supplier can meet the requirements in the RFP. However, as yet no weightings to the various components have been defined as they are not independent. Instead an overall fit is required.

ALT reserves the right to:

- reject any or all proposals and discontinue this RFP process without obligation or liability to any potential supplier;
- decide on a preferred supplier on the basis of initial offers received, without an interview.

4. Additional information about the journal

4a. Editorial arrangements

The editorial office, the cost of which is contributed to by the publisher, is run by two ALT staff as a relatively minor part of their respective roles and supports the Editors with the flow of papers through the online submission system. Once a manuscript has been accepted, it is copyedited by one of the Editors before being transferred to the publisher for production editing and proofreading in readiness for online and print publishing. 18 months after publication, the publisher provides ALT with PDF files of the articles in each successive issue, with associated metadata, for ALT to upload into the ALT Open Access Repository.

4b. Current circulation and production information

Subscribers to the journal through Taylor and Francis subscription mechanisms		
Regular subscriptions	Regular subscribers (<i>n</i>)	Price in 2011 in GBP if different from 2010
<i>Institutional Print+online</i>	28	£226
<i>Institutional Online</i>	26	£203
<i>Personal</i>	2	£98

The number of bundled deals (online sales agreements) in which the journal included:

- 2008: 765
- 2009: 1417
- 2010: 1414

There is no significant income from offprints or from reprints/licenses.

The income from individual paper downloads in

- 2008: £182.48
- 2009: £190.50

Recipients of the journal as part of their ALT membership

ALT members	Number
ALT individual members	700 Print only
Organisational and sponsoring members	200 Print and online

The geographical spread of ALT members is primarily UK based, but with a growing membership in Europe, the Middle East, Australasia, Asia and North America.

Miscellaneous

The current size of the printed journal: 174mm x 248mm; 300 printed pages budgeted per year (approx 100 printed pages per issue)

Typesetting and printing arrangements:

- The journal is typeset by Genesis Typesetting Limited, Rochester, Kent
- The journal is printed by Hobbs the Printers Ltd. Southampton, UK

Print runs

17.1 – 1083 (actual)

17.2 – 1083

17.3 – 1083

18.1 – 1050 (budgeted)

18.2 – 1050

18.3 – 1050

Appendix A – Supplier overview

Name of organisation	
Company registration number or equivalent, and the location of your main office	
Name, designation, and contact details of person submitting this proposal	
The names of three organisations that are similar to ALT for whom you have provided comparable services and, for each, contact details for a suitably senior representative individual whom we can approach for a reference, together with confirmation from you that you have obtained his or her agreement to provide us with a reference if approached	1
	2
	3
Your annual turnover in each of the last three complete financial years	Year 1
	Year 2
	Year 3
Details of your professional indemnity and other relevant insurance	
Project Team (a summary of the names, roles, capabilities and previous experience of the individuals who would be assigned to work with the current publisher and with ALT in the event that we decide to switch to a new supplier). Please also include the number of other journals for which each person is responsible and what additional provision would be made should the size of a staff-member's portfolio increase over time.	