

PKP ADVISORY COMMITTEE MINUTES

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August 21, 2025 - 9am Pacific

1. Welcome (Marco)
2. Land Acknowledgement (Kevin)
3. People Updates (Marco)
 - a. Sonya departing as Members Committee Chair (thank you!) and Stephanie Savage joining as new MC Chair (starting in October)
 - b. Kevin retiring at year-end
Marco will schedule a special meeting for AC to ask questions and provide input.
4. Discussion Topic (Marco)
 - a. *Strategic Messaging for Member Contributions*
 - i. Is there general alignment with the Members Committee's feedback, that emphasizing the cost-benefit of supporting PKP is essential?
 - ii. How are decisions about supporting open infrastructure typically made at your institutions, and what can PKP do to sustain or grow financial contributions?
Does a pivot toward making a stronger financial case for supporting PKP feel like the right strategic move?
 - iii. Are there any key considerations or perspectives we're overlooking?

Discussion Summary

A values-based approach remains important but there is also the need to provide details on financial ROI.

More clarity on what exactly is done with membership contributions.

Describe how PKP saves libraries money.

How many of their scholars use OJS, OMP, etc.

The message outlined resonates well.

Reallocation theme is a good one; invite scrutiny to habitual refunding.

Look at market segmentation. Canada is strong overall but with some obvious holes to focus on.

Themes of sovereignty, concerns in US government actions.

Agreement on the need to talk about both values and ROI. Need to repeat these messages over and over, as an ongoing campaign. Get people to think of PKP when they have some surplus money to spend.

More agreement with the messaging.

Library budgets are significantly strained, but PKP is well-respected and valued. But there are many open projects asking for funds.

PKP, Erudit, Coalition Publica are national assets but not always supported as such. Need to build concept of national support. Grants are good, but not ongoing. This is a challenge of not having a national mandate in Canada.

Focus on PKP (and CP) as a national asset.

Build support within our institutions too; need support from our university leaders.

We need to act on this via CARL, CRKN, etc.

Need for individually targeted messages (including to national portals).

Frame contributions as investments not donations. Good to talk about ROI.

Getting too specific about money to particular features may not be necessary nor helpful. Fear of perception of paying for preferred features.

Would be interesting to see more numbers about how many faculty publish in OJS journals. How would it compare to faculty numbers in transformative agreements? Be careful, as PKP is not directly comparable to a commercial publisher.

Focus on how much universities are saving by publishing with OJS journals.

This can also help counter the idea that OJS journals are peripheral or fringe.

What about a knowledge mobilization perspective? Would that resonate?

Yes, we should look into this. Partnership for Open Access did something like this with CRKN.

Would need to get the message higher up though, to the decision-makers.

Focusing on impact will be helpful.

5. **Approval of Past Minutes (Marco)**
 - a. Approved

6. **Business Arising (Marco)**
 - a. No business arising

7. **PKP Reports (Kevin, Juan, Urooj, Emily, Sonya)**
 - a. No questions

8. **New Business (Marco)**
 - a. No new business

9. **Next Meetings (Marco)**
 - a. Nov 27, 2025, 9am PT
 - b. Mar 9, 2026, 9am PT
 - c. Jun 18, 2026, 9am PT
 - d. Sep 14, 2026, 9am PT