

“It is not from the benevolence of the butcher, the brewer, or the baker that we expect our dinner but from their regard to their own interest.”

Sustaining the Specify Consortium—Adam Smith style

J. Beach, A. Bentley, B. Anhalt,
Specify Collections Consortium

Brief Economic History of Specify Software

- 1987 MUSE Project
- 1996 Specify 2-6
- 2015 Specify 7 for the Web

Total: \$10M NSF grants, \$240K Direct Costs/yr

	Collections				Institutions		
	United States	International (35 countries)	Total		United States	International	Total
2018	288	247	535		138	96	234

NSF to Specify: *Get a Life.*

AMERICA

Judge Backs N.Y. Parents, Saying Their 30-Year-Old Son Must Move Out

May 23, 2018 · 9:03 AM ET

BILL CHAPPELL 

Michael Rotondo



Revenue Options

- ◎ PWYW Pricing— voluntary payments from users
- ◎ Freemium – fork it and charge for premium version
- ◎ Set Payment - all museums pay the same
- ◎ Extra Customer Services/Support - charge for extras
- ◎ Tiered Pricing - charge based on usage or size
- ◎ Membership Pricing – annual fees for membership

Models of Community Cyberinfrastructure

The Marketecture of Community

Brad Wheeler & James Hilton

Educause Review
2012, Nov/Dec.

FIGURE 1. The Marketecture Matrix



From Grants to Institutional Membership

Governance and Leadership

How to populate the Board and Advisory Committees: terms, limits
How do we fund the meetings and where? Other modes of communication.
What is the Board's purview? What expertise would help us most?

From a Lab to a Business

How to move from a grant-driven project ethos to a market-driven one?
Project Director vs. Consortium Director, staffing priorities and processes
How to manage client expectations with a 'new family' of hundreds

Membership, Administration & Legal

Finance accounting, invoicing, estimating costs, issuing quotes
CRM functions

Marketing

Website development and updating, blogs, forums, news
New markets and competitive analysis and intel

Core Functions

Software engineering, testing, documentation, technical support

Timetable for Transition

June--August 2017 :

- Presentations at national and intl. meetings
- Launch various communications forums
- Interviews with current and prospective institutions

September 2017 --March 2018:

- Pencil-in institutional commitments
- Review technology vision/products
- Pursue partnerships

April--May 2018:

- Evaluate economic viability
- Identify location, finance, and HR options

July 1 2018: Green Light

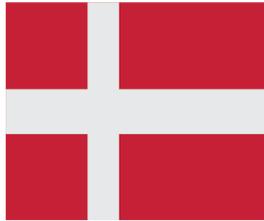
- Ink membership contracts , fill committees, launch

Inception

Membership Consortium Created July 1, 2018

- Membership organization
- “Industrial Affiliation Program”
- Membership Agreements, and ByLaws are legal basis
- Four classes of institutional membership
- Board of Directors, Advisory Committees

4 Founding Partners



- 7 Full Members
- 20 Solutions Members
- 45 Associate Members
- 76 Institutions, 193 Collections (as of 1/1/2020)

First half of Consortium Year 2 (July—Dec 2019)

\$328,000 Revenue and Accounts Receivable

\$157,000 Expenses

Full Members

- South African National Biodiversity Institute (SANBI)
- Muséum d'histoire naturelle de Genève
- Royal Botanic Garden, Edinburgh
- National Herbarium of Victoria
- University of Wisconsin
- Cornell University
- Queensland Dept. of Environment and Science
- Paleontological Research Institute, Ithaca, NY
- Santa Barbara Museum of Natural History

Solutions Members

- Agriculture and Agri-Food Canada
- Bernice Pauahi Bishop Museum
- College of William and Mary
- Cranbrook Institute of Science
- CryoArks, Univ. of Cardiff, et al.
- Dakota Wesleyan
- Bailey-Matthews Shell Museum
- Emory University
- (State of) Florida Fish & Wildlife
- Illinois State
- Kent State University
- NC State Dept. Nat Res
- North Carolina State University
- Pacific Lutheran University
- Pennsylvania State University
- South Dakota State University
- Smithsonian Institute/USGS
- University of Colorado
- University of Northern Colorado
- University of Rochester
- Virginia Institute of Marine Science
- Wesleyan University
- University of Wyoming

Associate Members

- Ateneo de Naga University
- Auburn University
- Brigham Young University
- Black Hills State University
- Brown University
- Coastal Maine University
- California Academy of Sciences
- College of Idaho
- **Orange County, CA Parks**
- Cleveland Museum of Natural History
- Delaware Museum of Natural History
- Duke University
- Father Saturnino Urios University
Huntsman Marine Science Centre
- Indiana University
- **Lauer Foundation**
- Louisiana State Univ. Baton Rouge
- **Minnesota Dragonfly Society**
- Museo Nacional de Costa Rica
- Museu de Ciències Naturals de Barcelona
- **National Institute of Water and Atmospheric Research (N.Z.)**
- NC Museum of Natural Sciences
- Oregon State University
- Rancho Santa Ana Herbarium
- Raymond M. Alf Museum of Paleontology
- Real Jardín Botánico de Madrid
- San Diego Natural History Museum
- SD School of Mines and Technology
- University of Colorado
- University of Connecticut
- University of Iowa
- University of Minnesota
- University of Nebraska Herbarium
- University of New South Wales
- University of Oregon
- University of Texas at Austin
- University of Wisconsin
- University of Zurich Zoological Museum
- **Zoological Museum Moscow University**
- **Yugra State University**

Lessons We Learned

- 2-3 year grants, ultimately, are not a way to sustain community cyberinfrastructure.
- Think now about long-term revenue streams for sustainability.
- Tech transfer for for-profit commercialization is not the only option.
- It's not from the benevolence of the butcher...that we expect our dinner.



Thank You!