Vision for Institutional Publishing I-II

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Format of the Breakout Group

- **Session I**
  - Open Science (30 mins)
  - Discussion (10 mins)

- **Session II**
  - UCL Press as a model for institutional publishing (30 mins)
  - Discussion: How can Universities develop publishing arms? (20 mins)
  - Reporting back for the OAI9 website (15 mins)
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Plaster Relief by John Flaxman, Flaxman Gallery, UCL
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Open Access as an opportunity for libraries

- Traditional model for a research library
  - Collector of knowledge
  - Cataloguer of knowledge
  - Curator of knowledge

- Open Science
  - ‘A paradigm shift in the modus operandi of research and science impacting the entire scientific process’

- University Library can be:
  - Creator of knowledge
  - As a University Press...
UCL Press

UCL Press imprint
- Imprint licensed to commercial publishers
- Imprint passed through a number of hands
- No publishing using imprint since around 2007

Reasons to change
- Inactivity using the current model for provision
- No regular contact between publisher and UCL academics
- More freedom if publishing activity managed in-house

UCL Press as OA Press
- Strategic fit with UCL’s Connected Curriculum and research-based learning
- Open Access seen as an opportunity, not a threat
- Greater visibility for UCL as an institution
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Business Modelling

- Publishing List
- Formats to be published
- Staffing structures
- Running Costs

Hand-coloured lithographic plate from *A monograph of the Ramphastidae: or family of toucans* by John Gould and Edward Lear, dated 1833. It shows the species *Ramphastos Toco* (the Toco Toucan).
Publishing List from the Business Plan

2014-15
10 books
2 journals

2015-16
20 books
5 journals

2016-17
30 books
8 journals
Formats

- Journal publishing platform
  - OJS (Open Journal Systems) overlaying UCL Discovery as storage layer
  - Peer-reviewed journals
  - Run by academic Editorial Committees

- Research Monograph list
  - Using Open Monograph Press

- Textbook infrastructure
  - Being constructed with JISC project monies

See [http://www.ucl.ac.uk/ucl-press](http://www.ucl.ac.uk/ucl-press)
Challenges for Text Books

- Students want remote access to core readings 24x7
- In the US, just five textbook publishers control more than 80% of the $8.8 billion textbook market
- E-book publishers are nervous about making course texts available as e-books (free at the point of use) as they do not want to cannibalize their print sales to students and lose revenue

St Michael, by John Flaxman, UCL
Textbooks

- Successful in a JISC funding for OA e-textbooks
- 2 exemplars will help build e-textbook infrastructure
  - Public Archaeology, based on curriculum at UCL
  - Burns, Plastic and Reconstructive Surgery, based on UCL M.Sc course
- E-Textbooks suitable for UK curricula difficult to source
- Universities can publish their own

UCL Special Collections, Hans von Gersdorff, Feldtbuch der Wundartzney (Strassbourg, 1530)
Public Archaeology

- Course Book in Public Archaeology
- Will give overview based on current undergraduate and postgraduate teaching
- Will take account of global scholarship and practice
- Target audience is undergraduates and postgraduates
- Lecturers in countries where Public Archaeology is a growing field of practice
Plastic and Reconstructive surgery

- Written by leading practitioner at Royal Free Hospital
- Intended for MSc in Burns, Plastic and Reconstructive Surgery
- Will provide overview for students coming from a variety of specialisms across the world
- Course is only one of a handful to train medics not only in practice, but also in research and innovation in materials and techniques
UCL Publishing model

- Open Access business model
  - PDF in UCL Discovery
  - Enhanced digital versions in UCL Digital Press
- Sales via Print on Demand
- Books will be peer reviewed before publication
- Innovative technical solutions for Monographs and Textbooks
- Open up publishing to new communities
Staffing Structure

CEO
Director of UCL Library Services

Assistant Director
Support Services

Managing Editor

Marketing & Distribution Manager

Commissioning Editor

3 more to be appointed
Running Costs

2014-15
• £500K

2015-16
• £550K

2016-17
• £650K
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Case Study – Shared European infrastructure for monographs?

- 19 European partners, led by UCL
- European universities can become publishers
- Shared publishing infrastructure with OA business models
- OAPEN to provide much of the technical infrastructure
- Collaboration launched at UCL in December 2013
# What could be achieved?

## OUTPUTS

- **Shared publishing infrastructure**
  - Shared by 19 partners
  - Scaleable to all European Universities
- **Advocacy** for new solutions to solve monograph crisis
- **Marketing frameworks**
- **Business Modelling activities**
- **At least 180 OA monographs in 35 series**
## Indicative series in European collaboration

<table>
<thead>
<tr>
<th>35 series titles proposed in total</th>
<th>Subject area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media History and Film Theory</td>
<td>Media studies, Film theory</td>
</tr>
<tr>
<td>Spirituality Studies in Theology</td>
<td>Theology</td>
</tr>
<tr>
<td>World Oral Literature Series</td>
<td>Literary Studies</td>
</tr>
<tr>
<td>Iranian Studies</td>
<td>Middle Eastern Studies</td>
</tr>
<tr>
<td>Law, Governance and Development Research</td>
<td>Law, International Studies</td>
</tr>
<tr>
<td>Interdisciplinary Issues - Art, City, Society</td>
<td>Urban Studies</td>
</tr>
<tr>
<td>New Ideas in Human Interaction</td>
<td>Linguistics</td>
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Discussion

- How can Universities develop publishing arms?

UCL Special Collections, Hans von Gersdorff, *Feldtbuch der Wundartzney* (Strassbourg, 1530)

UCL Special Collections, the Centenary edition of the College Magazine, June 1927