

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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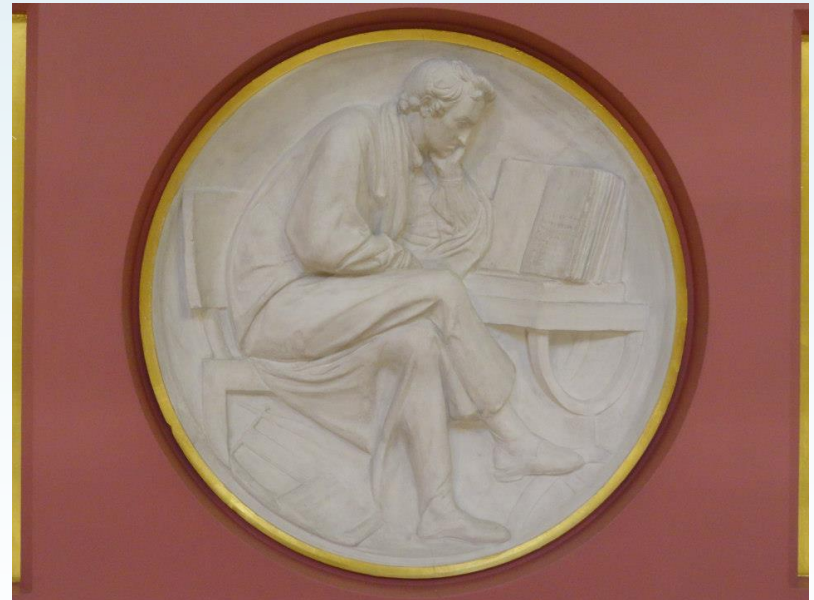
- ❑ The Institution as publisher
 - ❑ UCL Press
- ❑ Business Modelling
- ❑ Look at UCL publications
- ❑ Collaborations?
- ❑ Discussion: How can Universities develop publishing arms?



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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, Wilkins Building, 1826

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

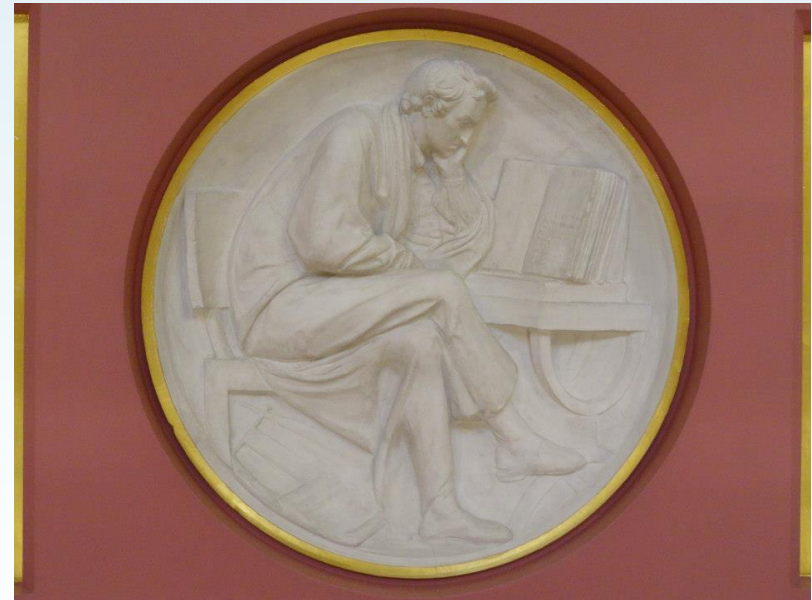
- Inactivity using the current model for provision
- No regular contact between publisher and UCL academics
- More freedom if publishing activity managed in-house

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



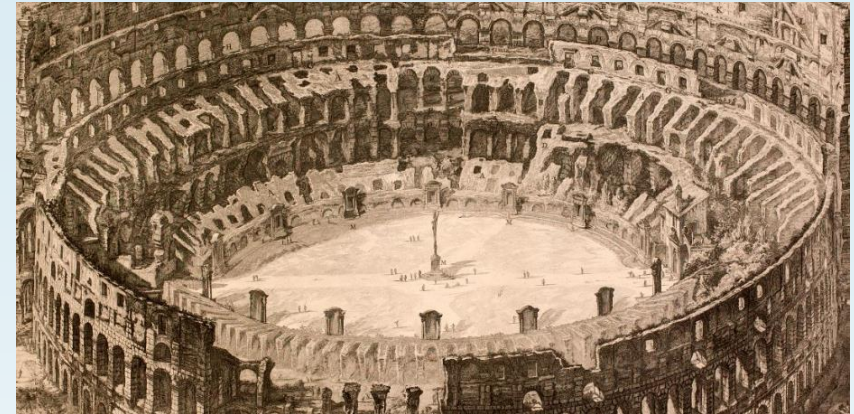
Hand-coloured lithographic plate from *A monograph of the Ramphastidae: or family of toucans* by John Gould and Edward Lear, dated 1833. It shows the species *Ramphastos Toco* (the Toco Toucan).

Publishing List from the Business Plan



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



An etching of the View of the Flavian Amphitheatre known as the Colosseum, with a key at the left and right base. One of Piranesi's most celebrated compositions, from the mid-18th century.

- See <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



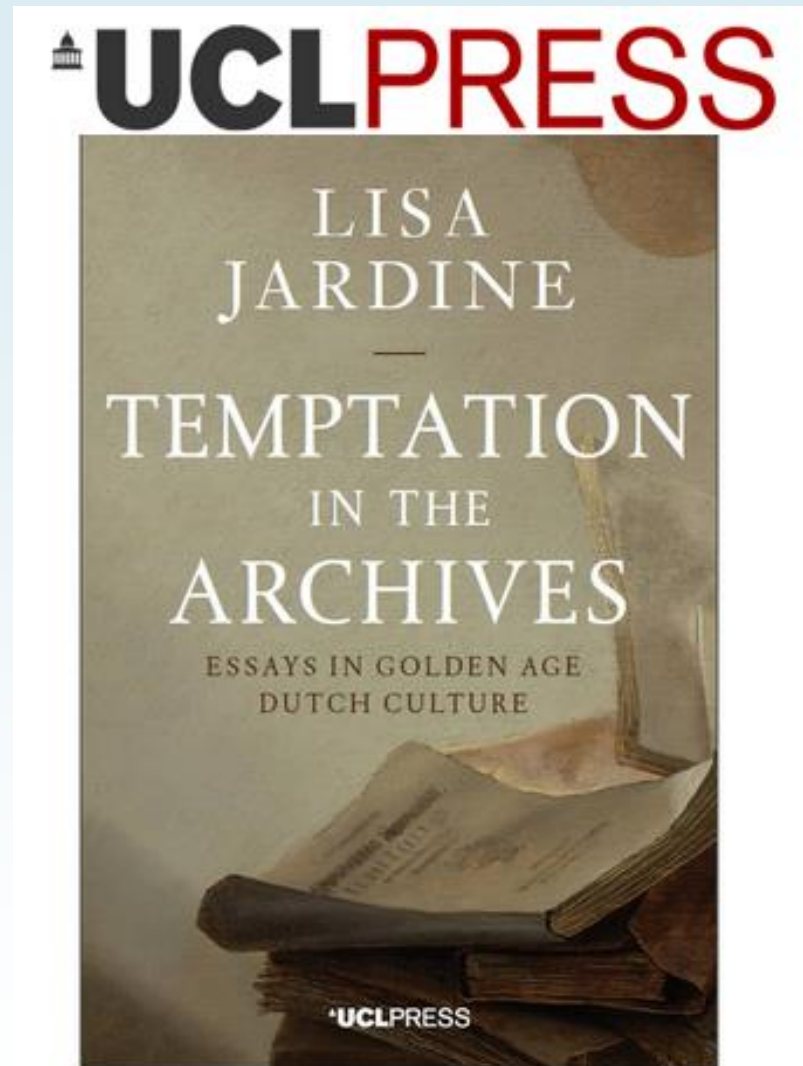
Plastic and Reconstructive surgery

- ❑ 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

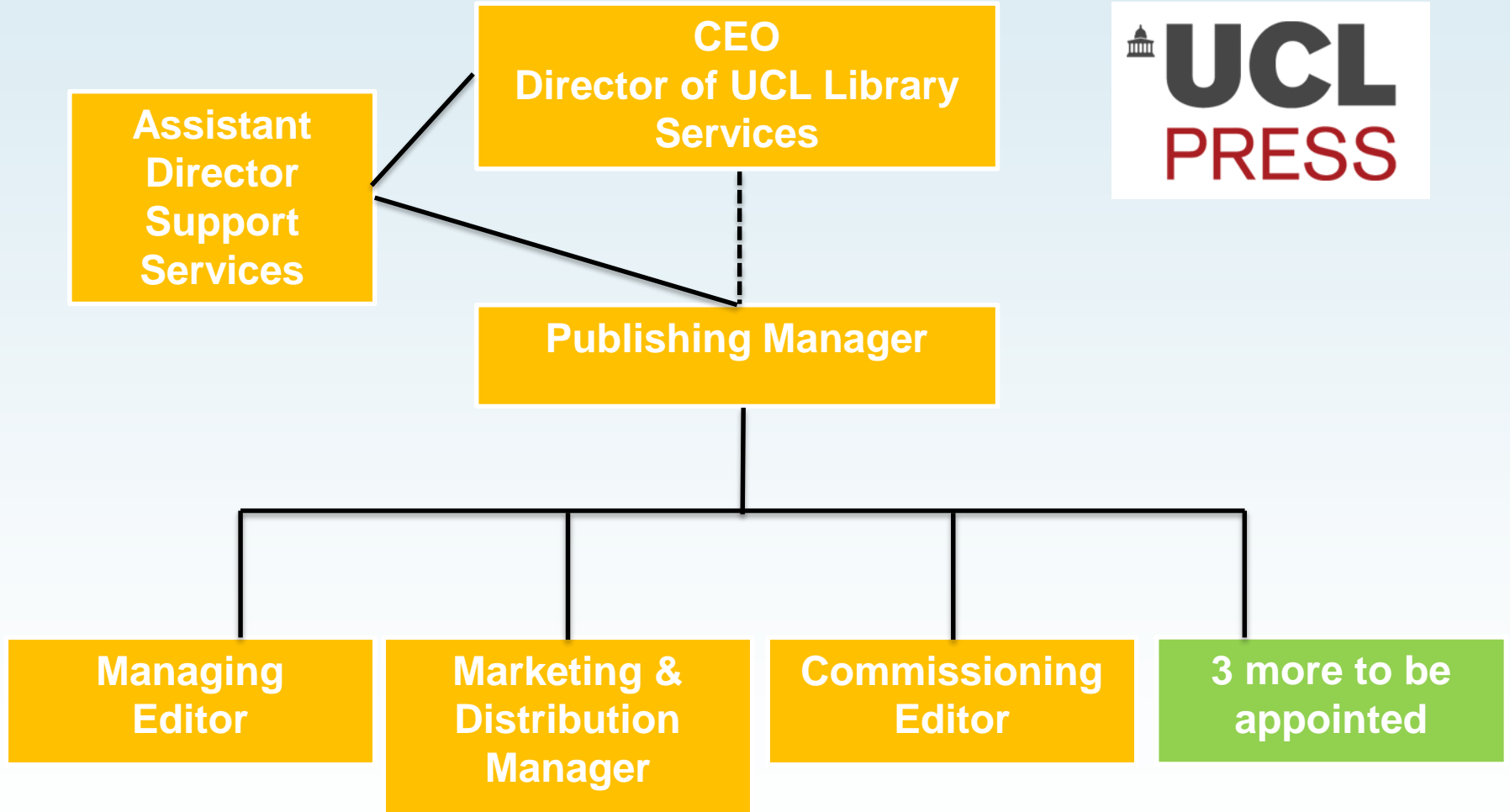


UCL Publishing model

- ❑ 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



Running Costs

2014-15

• £500K

2015-16

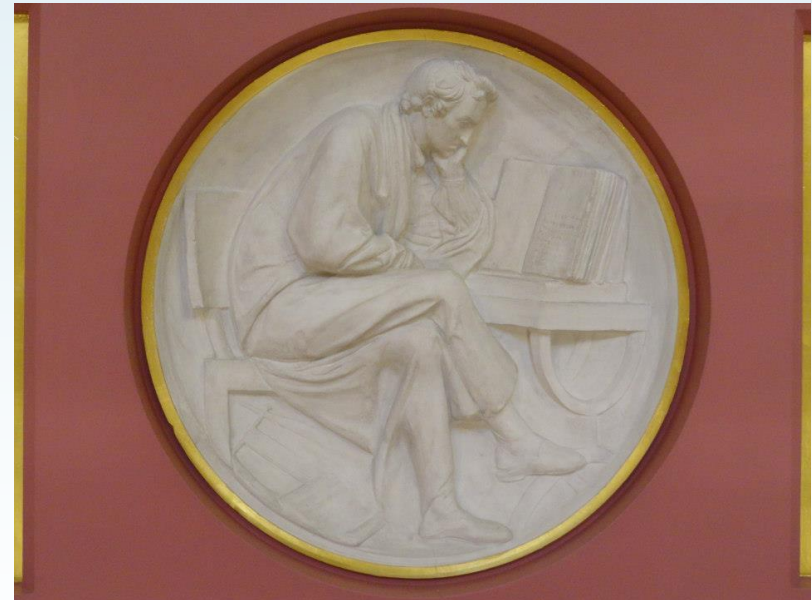
• £550K

2016-17

• £650K

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UCL PRESS



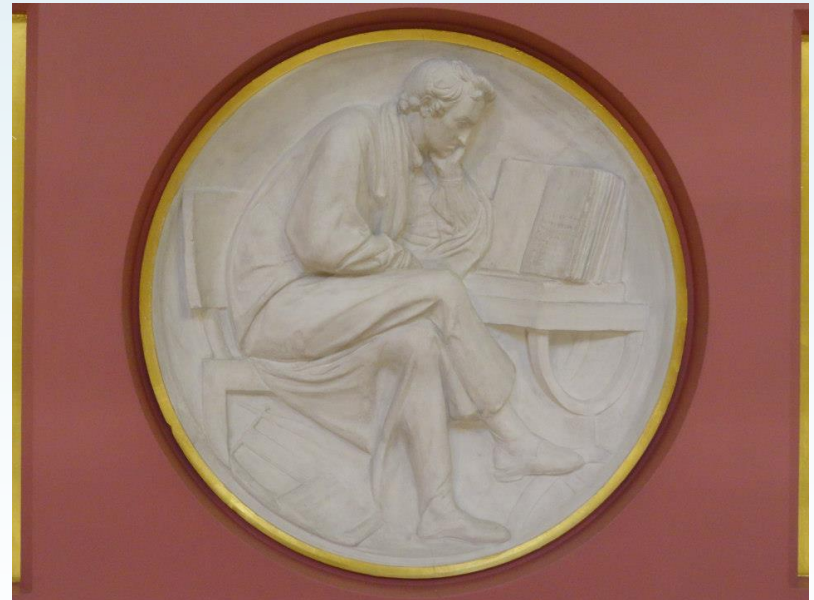
UCL PRESS



UCL PRESS

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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



Miles Coverdale and the genesis of the Bible in English

Miles Coverdale, *Biblia: the Byble: that is the holy Scripture of the Olde and New Testament / faythfully and truly translated out of Douché and Latyn in to Englyshe*. Marburg: Eucharius Cervicornus and Johannes Soter, 1535.

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

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

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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