Institution as Publisher: Getting started

OAI9 tutorial, 19 June 2015, Geneva

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Jaimee Biggins, Managing Editor, UCL Press;
Ronald Snijder, Technical Coordinator, OAPEN
Institution as Publisher: Getting started

Agenda

• Overview of Library publishing landscape - Eelco
• Financial models - Eelco
• Business plans - Jaimee
• Workflow, including peer review - Jaimee
• Technical infrastructure - Ronald
• Engaging with researchers, editorial boards - Jaimee
• Case studies:
  – UCL + Liverpool - Jaimee
  – Stockholm UP - Eelco
Institution as publisher 1
Overview of Library publishing landscape

Eelco Ferwerda, OAPEN
Overview of Library Publishing landscape

• 124 Library publishers listed in the Library Publishing Directory (only 13 outside North America)
• Partnerships with stakeholders within campus (91%)
• Emphasis on skill set of librarians
• OA business models:
  – predominantly supported by library budget
  – strong focus on Open Access
  – only 10% charge APC’s
Types of publications

• Journals
  – faculty driven 75%; student research 71% - mostly OA
  – off campus, under contract 50% - 57% OA
• Monographs - 57%
• Textbooks - 47%
• Other: reports, conference proceedings, theses
Services: most common

- Metadata support
- Author copyright advisory
- Digitisation
- Training
- Hosting supplemental content
- Analytics
- DOI assignment
- ISSN registry
- Audio/video streaming
- Marketing
- Graphic design

- Support and maintenance of publishing platform (OJS, bepress, Dspace etc.)
Services: less common

• Dataset management
• Peer review management
• Contract/license preparation
• ISBN registry
• Copyediting
• Notification of A&I sources
• PoD
• Typesetting
• Compiling indexes/TOC’s
• Etc.
Services: **core publishing services (1)**

- Metadata support
- Author copyright advisory
- Digitisation
- Training
- Hosting supplemental content
- Analytics
- DOI assignment
- ISSN registry
- Audio/video streaming
- Marketing
- Graphic design

- Support and maintenance of publishing platform (OJS, bepress, Dspace etc.)
Services: core publishing services (2)

- Dataset management
- Peer review management
- Contract/license preparation
- ISBN registry
- Copyediting
- Notification of A&I sources
- PoD
- Typesetting
- Compiling indexes/TOC’s
- Etc.
Motives

General:

a. Supporting faculty in their teaching and research
   – Supporting and improving scholarly communication for the university is a logical role:
     • Universities are very much involved in scholarly publishing, they are the primary producers and consumers of scholarly publications,
     • University staff are involved as researcher and author, as reviewer, they have a role securing funding and rights, they source images, clear permissions etc.

b. Advances in technology enable libraries to become publishers
   – the internet, e-readers, open source publishing platforms, self publishing channels, etc
   – new, OA business models
Motives

• For textbooks:
  – Lower costs for students, improve access
  – Support remote learning

• For monographs:
  – Improve access and usage of monographs
  – Provide publishing outlet for academics (early career researchers)
Challenges

• Developing in-house knowledge and expertise
• Achieving a sustainable and scalable approach
• Competing against brand and prestige of established publishers
Overview of Library Publishing landscape

References

- Library Publishing directory: [http://www.librarypublishing.org/resources/directory](http://www.librarypublishing.org/resources/directory)

- Jisc e-textbook project: [https://www.jisc-collections.ac.uk/Institution-as-E-textbook-Publisher/](https://www.jisc-collections.ac.uk/Institution-as-E-textbook-Publisher/)
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Financial Models

Eelco Ferwerda, OAPEN
Business models for OA books
Business models for OA books
Business models for OA books

• Hybrid or dual edition publishing

• Author side publication fee

• Institutional support

• Library side models
Business models for OA books

• Hybrid or dual edition publishing
  – Almost all OA publishers
  – Primary model for some: OECD Freemium
Business models for OA books

• Hybrid or dual edition publishing

• Author side publication fee
  – BPC - ‘APC for books’
  – Commercial publishers: Palgrave Macmillan, Brill, De Gruyter, Springer
  – Funders: FWF, NWO, WT, SNSF
  – Universities: UCL, Lund, California
Business models for OA books

• Hybrid or dual edition publishing

• Author side publication fee

• Institutional support
  – Grants, subsidies, press embedded in library, press sharing university infrastructure
  – University Presses (outside UK) and Library Publishers
  – Mpublishing, Athabasca UP, ANU press, Göttingen UP, Leiden UP
Business models for OA books

• Hybrid or dual edition publishing

• Author side publication fee

• Institutional support

• Library side models
  – Based on Library acquisition budget
  – Knowledge Unlatched, OpenEdition, Open Library of Humanities
Institutional support

Library Publishing Coalition:

- 95% focus on Open Access
- 90% are funded by their library
- on average almost 90% of budget
Aspects of models

- Sustainability
- Quality
- Dissemination

- Organisation

- Diversity
- Integrity
- Innovation

- System
SWOT analysis for Institutional support (1)
SWOT analysis for Institutional support (2)
Library side models

Libraries can make a difference for OA, especially in HSS:

• Libraries have been the driving force of the OA movement
• Opportunity to support the transition to OA
• Start shifting acquisitions budget from closed to open models
• Working together would have huge impact!
OA business models in HSS

• HSS has less access to research funding
• Less central funding for ‘Gold OA’, through OA publication funds

HSS needs new models to achieve Gold OA

• Importance of Library side models
  – Based on libraries’ existing acquisitions budget
  – Three examples
Pilot project

Sign-up for the KU Pilot Collection has now closed. To pre-register your interest in the next rounds of Knowledge Unlatched, click here.

A preliminary report summarising results of the first KU pilot is now available for download. Click here to read more.

Pilot Collection

Watch and listen to this presentation giving an update on the Pilot. (August 2014)
Knowledge Unlatched

Libraries ‘purchase’ OA books:

- Libraries form a global consortium
- Use their existing acquisitions budget
- Select individually, purchase collectively
- Price based on fixed or ‘first digital copy’ costs
- Libraries receive value-added edition
- Monographs are then published Open Access
  - First pilot in 2014
  - 13 publishers, 28 books
  - Second round announced

http://www.knowledgeunlatched.org/
OpenEdition

Libraries license OA content:

• OpenEdition Freemium
• Free content online (HTML)
• Premium content (PDF, e-reader formats) and services for libraries
• Revenues split $\frac{1}{3}$-$\frac{2}{3}$ between OpenEdition and publishers

• Intended to:
  – make OA content discoverable
  – provide a business model for OA content
  – help sustain platform

http://www.openedition.org
OLH Launches in the UK with Jisc Collections

We are delighted to announce that the Open Library of Humanities has become the UK’s first collaborative publishing consortium partnering with Jisc Collections, who procure electronic content for all of the UK’s...

Latest News

June 12, 2015 | 0 Comments

East Carolina University joins OLH LPS model

We are extremely pleased to announce that East Carolina University has joined the Open Library of Humanities’ Library Partnership Subsidy system. ECU has a mission to act as a national model for student success, public service and regional transformation, including improving quality of life through cultural enrichment and the arts. The Open Library of Humanities [...]
Libraries ‘subscribe’ to OA journal:

- OLH: ‘mega journal’ for HSS
  - Inspired by PLOS ONE
  - Initiative of Martin Eve & Caroline Edwards
  - Expected to launch August/September
  - Different business model:
    - Library Partnership Subsidy
  - ‘Subscription’ model:
    - Many libraries → low subsidies!

https://www.openlibhums.org/
Financial Models

References

- OAPEN-UK - An overview of business models: [http://oapen-uk.jiscebooks.org/research-findings/swot/bmoverview/](http://oapen-uk.jiscebooks.org/research-findings/swot/bmoverview/)

- HEFCE report - Economic analysis of business models for Open Access monographs: [http://www.hefce.ac.uk/media/hefce/content/pubs/indirreports/2015/Monographs,and,open,access/2014_monographs4.pdf](http://www.hefce.ac.uk/media/hefce/content/pubs/indirreports/2015/Monographs,and,open,access/2014_monographs4.pdf)

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Business Plans

Jaimee Biggins, UCL Press
Business Plans Part 1: Key questions

- Purpose of publishing?
- Is there academic need?
- Institution vision and support?
- What will you publish?
- How will you attract authors?
- Genres? Subject areas?
- Quantity?
- Publishing model?
- Funding?
- Skills in house?
- What is your unique offer?
## Business Plans: Part 2 - Practicalities

<table>
<thead>
<tr>
<th>General</th>
<th>Publishing</th>
</tr>
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<tbody>
<tr>
<td>Staff and Skills</td>
<td>Commissioning strategies</td>
</tr>
<tr>
<td>Costs</td>
<td>Costs</td>
</tr>
<tr>
<td>Staff, sales and marketing, infrastructure, capital</td>
<td>Editorial and production</td>
</tr>
<tr>
<td>Sales and Marketing strategies</td>
<td>Income: print and ebook sales</td>
</tr>
<tr>
<td>Risk Evaluation</td>
<td>Book Publication charges</td>
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<tr>
<td>Service to authors</td>
<td>Governance - boards needed</td>
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<tr>
<td>Infrastructure</td>
<td>Peer review policy</td>
</tr>
<tr>
<td>Operations</td>
<td>Platform to deliver OA</td>
</tr>
<tr>
<td>Three-year plan</td>
<td>Traditional sales channels for print</td>
</tr>
</tbody>
</table>
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Workflow

Jaimee Biggins, UCL Press
The Production Process

1. Peer review
2. Copy-editing
3. Typesetting
4. First proofs
5. Indexing
6. Revised proofs
7. Print or digital
8. Publication
Peer review

Submission of book proposal

Reviewed at Editorial Board

Peer review proposal and sample chapters

Editorial Board reviews peer reviews

Author revises in line with comments

Offer contract

Peer review complete manuscript
Print and digital output

Printing - traditional print and PoD

Open Access PDF on UCL Discovery

Conversion into ebook, epub, mobi
Marketing and Sales

New Pub Catalogue

Website

Twitter
Internal Publishing Functions

- Editorial board
- Commissioning editors
- Desk editors & Production editors
- Marketing
- Sales
- Journals manager
- Digital manager - platforms and digital production
External Publishing Functions

- Copy Editors
- Proofreaders
- Indexers
- Designers
- Picture Researchers
- Illustrators
- Typesetters
- Printers
- Distributors
- Sales Force
- Publishing Platforms
- Digital Developers
Workflow
References

Societies
• Publishers Association (PA) http://www.publishers.org.uk/
• Society for Editors and Proofreaders (SFEP) http://www.sfep.org.uk/
• Association of European University Presses (AEUP) http://www.aeup.eu/
• Open Access Scholarly Publishers Association (OASPA) http://oaspa.org/

Style guides
• Butcher’s Copy-editing, Judith Butcher
• Chicago Manual of Style, 16th edition
• New Hart’s Rules

Other
• Publishing Training Centre (PTC) http://www.train4publishing.co.uk/
• The Bookseller http://www.thebookseller.com/
• BookBrunch http://www.bookbrunch.co.uk/
• The Academic Book of the Future http://academicbookfuture.org/
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Getting started with the technical details

Ronald Snijder, OAPEN
You need to make choices on several levels:

- **Monograph**
  - Format
  - License
- **Metadata**
  - Contents
  - ‘Wrapper’
- **Platform**
  - Requirements
  - Types
- **Dissemination**
# Monograph: which format?

<table>
<thead>
<tr>
<th>Format</th>
<th>Advantage</th>
<th>Disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PDF</td>
<td>Easy to create; Based on paper monograph layout</td>
<td>Hard to read on small screens</td>
</tr>
<tr>
<td>HTML</td>
<td>Extended possibilities: links, multimedia; Hard to ‘pirate’: making copies is not easy</td>
<td>Proper layout is hard to create: different for screen and print</td>
</tr>
<tr>
<td>EPUB</td>
<td>Optimized for any screen</td>
<td>More difficult to create; Limited multimedia options</td>
</tr>
<tr>
<td>XML</td>
<td>Enables text mining; Extended possibilities: links, multimedia; Hard to ‘pirate’: making copies is not easy</td>
<td>Very difficult to create</td>
</tr>
</tbody>
</table>
Each book may have a different license
Hugely important: enable readers to find your monographs

• Identify the book
  – Title, Author, Publisher, ISBN, DOI, etc.

• What is the book about?
  – Abstract in English
  – Keywords
  – Classification
    • Libraries: LCC, Dewey
    • Publishers: BIC

• What can I do with the book?
  – License
metadata: ‘wrapper’

- ‘Wrapper’: make your metadata available
- Different formats for different users

<table>
<thead>
<tr>
<th>Format</th>
<th>Intended user</th>
<th>Complexity</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSV (Comma Separated Values)</td>
<td>Everybody, including you</td>
<td>Low</td>
</tr>
<tr>
<td>Excel</td>
<td>Everybody, including you</td>
<td>Low/Middle</td>
</tr>
<tr>
<td>ONIX (XML)</td>
<td>Publishers, aggregators</td>
<td>High</td>
</tr>
<tr>
<td>MARCXML, MARC21</td>
<td>Libraries</td>
<td>Very high</td>
</tr>
</tbody>
</table>
Platform: requirements

• Front
  – Reader friendly:
    • Easy to use, easy to search
    • New titles: RSS
    • Enable social media, citation managers (Mendeley, Endnote etc.)
  – Search engine friendly: schema.org
  – Aggregator/Library friendly: metadata

• Back
  – OAI-PMH Harvesting?
  – Long term storage - digital preservation
  – COUNTER compliant usage data
## Platform: types

- Different strengths/weaknesses
- Combinations are possible

<table>
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<th>Platform</th>
<th>Advantage</th>
<th>Disadvantage</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repository</td>
<td>Low costs; Already available</td>
<td>Dissemination is not optimized; No production support</td>
<td>Institutional Repository</td>
</tr>
<tr>
<td>Dissemination platform</td>
<td>Optimized dissemination; Quality control</td>
<td>No production support</td>
<td>OAPEN Library</td>
</tr>
<tr>
<td>Publication platform</td>
<td>Production support</td>
<td>Less freedom in procedures; Costs</td>
<td>Open Edition; Ubiquity Press</td>
</tr>
<tr>
<td>Build your own</td>
<td>Optimized to your needs</td>
<td>Specialized staff and infrastructure; Costs</td>
<td>Open Monograph Press</td>
</tr>
</tbody>
</table>
Where do people find your books? = Where do you need to be present?

- Directory of Open Access Books (DOAB)
- Aggregators:
  - Commercial: Serials Solutions, Primo Central, EBSCO Discovery Service
  - Non-commercial: WorldCat, BASE, Europeana
- Libraries
- Search engines
- Facebook, Twitter

- And... your website
Conclusion

• You need to make choices on several levels
  – Trade-offs
• Your metadata is your best PR tool
  – Optimize it for the different users
• Connecting to other networks is crucial
Questions?

More on OAPEN:
• [www.oapen.org](http://www.oapen.org)
• Twitter: [@OAPENbooks](https://twitter.com/OAPENbooks)

Directory of Open Access Books:
• [www.doabooks.org](http://www.doabooks.org)
• Twitter: [@DOABooks](https://twitter.com/DOABooks)

Contact me:
• [r.snijder@oapen.org](mailto:r.snijder@oapen.org)
• Twitter: [@Ronaldsnijder](https://twitter.com/Ronaldsnijder)
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Engaging with researchers, editorial boards

Jaimee Biggins, UCL Press
Attracting Authors

Produced a website

Book proposal form

Call for proposals in all desks newsletter

Senior support, VP & CEO, press talks and conferences

Board of academics established - for oversight, strategy, advocacy

Publishing Manager, presented at research groups, staff meetings

Clear publishing proposition, OA, no BPCs within UCL
Institution as publisher 7
Case Studies

Jaimee Biggins, UCL Press
Eelco Ferwerda, OAPEN
University Library Publishing Models

1. UCL
2. Liverpool
3. Stockholm
Case study 1: UCL Press

- First fully Open Access University Press in UK
- Publishing department run by publishing professionals
- Sells print copies and ebooks as well as OA
- No BPCs for UCL staff (BPC charged to non-UCL authors)
- Funded by UCL
Case study 1: UCL Press

- Developing browser-based enhanced versions of books
- Browser-based publishing for scholarly monographs and textbooks delivery for autumn 2015

- Video
- Audio
- Slideshows
- Deep zoom
- Music/podcasts
Case study 1: UCL Press

We will mainly publish

Growth

Scholarly Monographs
Textbooks
Edited Volumes
Scholarly Editions
Journals

Year 1
10 Books
Year 2
20 books
Year 3
30 books

We will publish Growth
Case study 2: Liverpool: Library and Press

Liverpool University Library partnering with Liverpool University Press

Publishing two e-textbooks

Combining LUP publishing expertise, with Library staff academic and student connections

Funded by Jisc:

Institution as e-textbook publisher project

Collaboration

Shared skills, resources & expertise

Publishing on Xertes and Biblioboard
Case study 3: Stockholm University Press

University library staff from the comms and public engagement depts

Commission and set up editorial boards as well as existing daily role

Ubiquity Model Publishing Partner

Platform

Website

Editorial and Production

Charge BPCs to staff authors
Institution as publisher
Further references


• Open Access Monographs and Book Chapters at the Wellcome Trust: a Guide for Publishers (to be released shortly)
Thank you!

Any questions?