Institution as Publisher: Getting started

OAI9 tutorial, 19 June 2015, Geneva

Eelco Fewerda, Director, OAPEN;
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

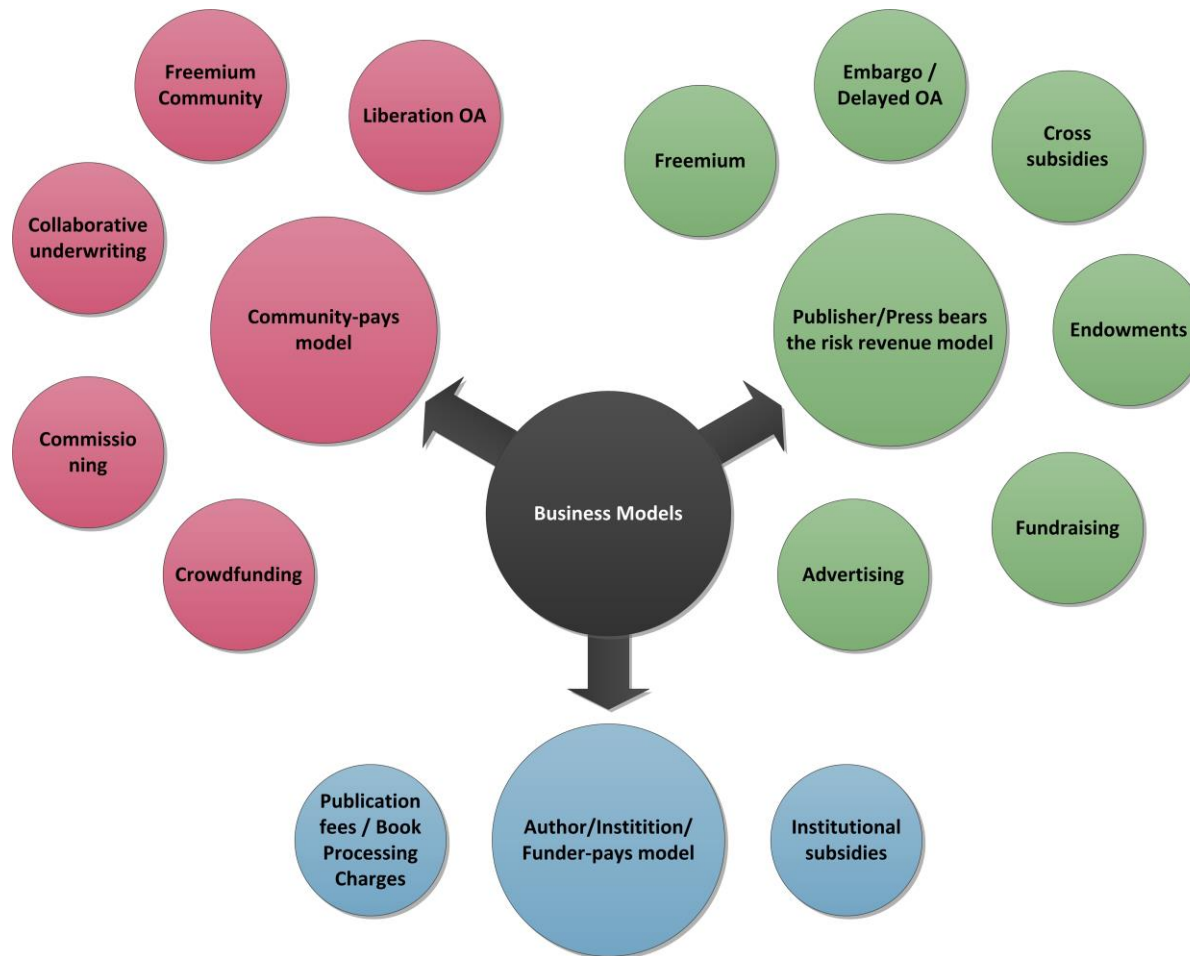# Overview of Library Publishing landscape References

- Library Publishing directory: http://www.librarypublishing.org/resources/directory

- Jisc e-textbook project: https://www.jisc-collections.ac.uk/Institution-as-E-textbook-Publisher/
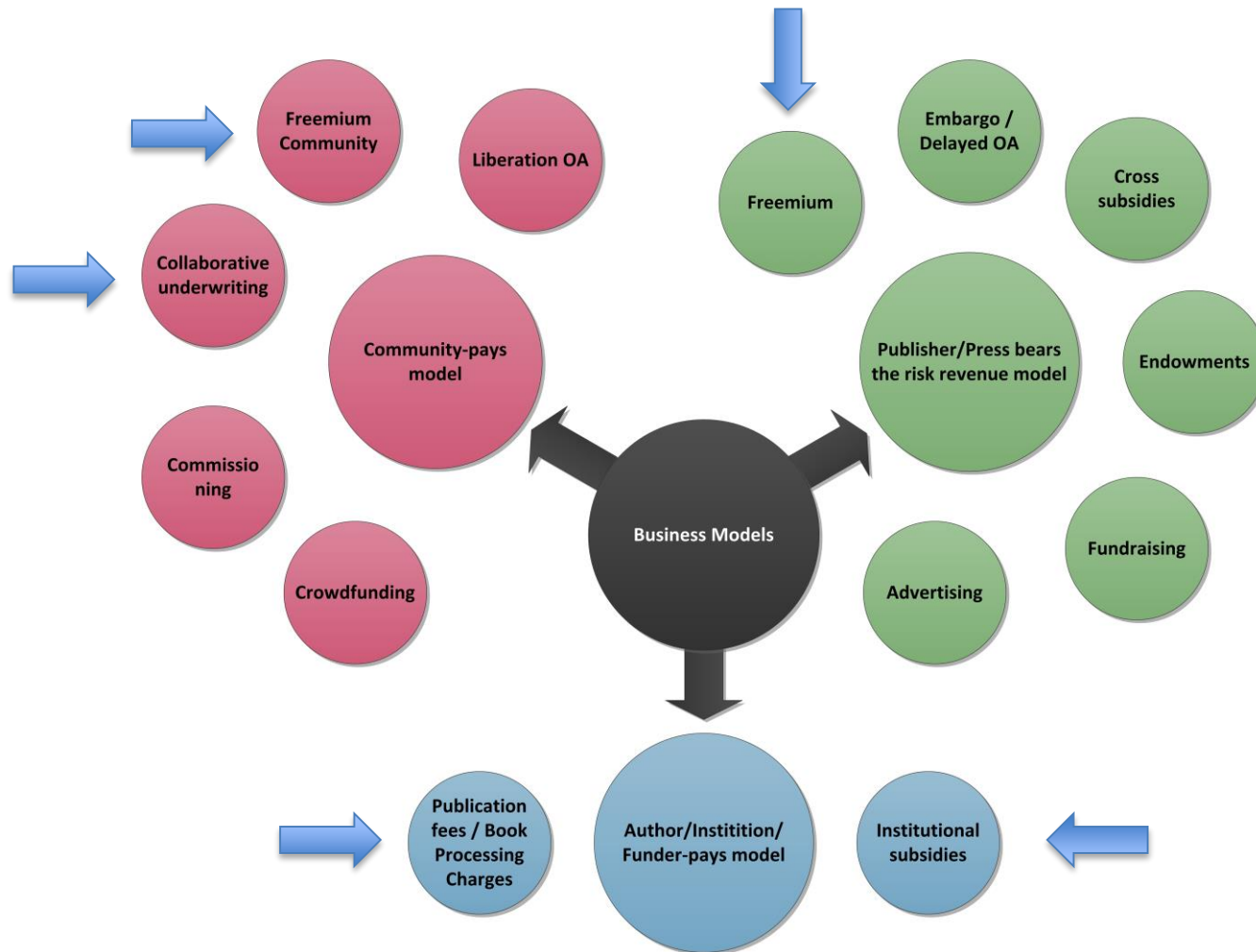
Institution as publisher 2
Financial Models

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
  - OA edition + sold edition (print, PoD, e-book)
  - 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
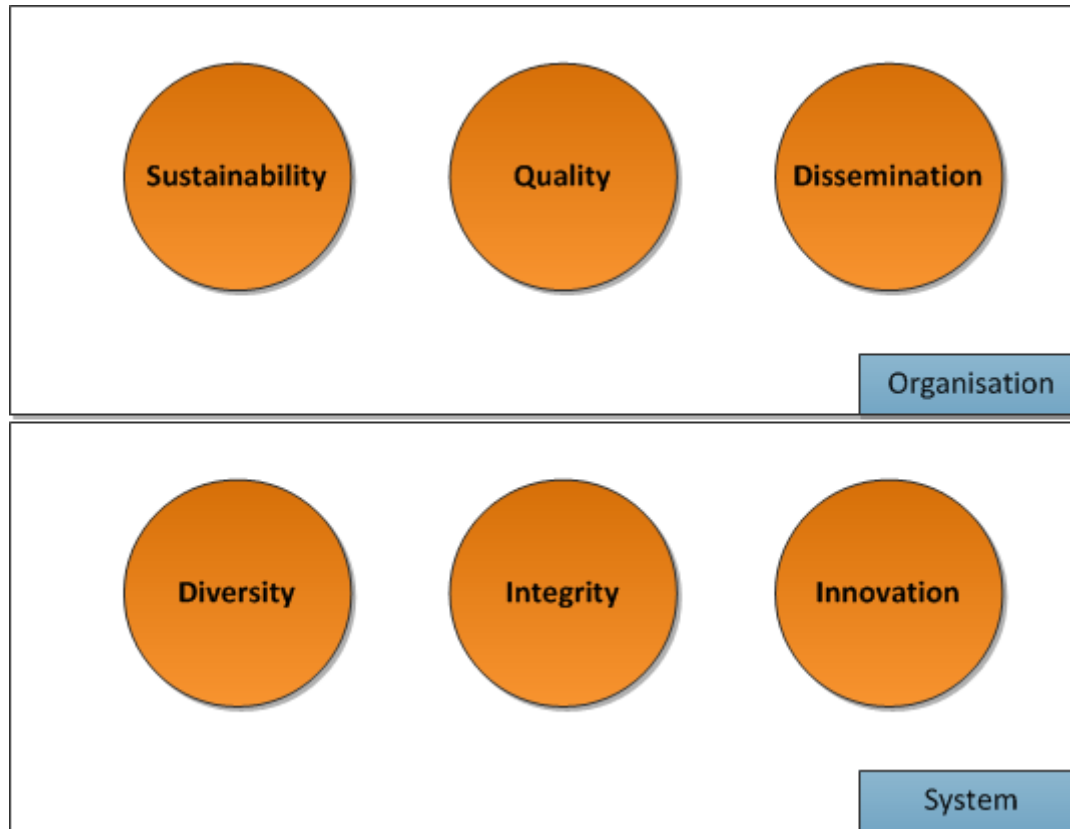 - Knowledge Unlatched, OpenEdition, Open Library of Humanities

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

SWOT analysis for Institutional support (1)

Strengths
- Diversity

Weaknesses
- Sustainability
- Dissemination

Opportunities
- Innovation

Threats

Unsure
- Integrity
- Quality

Researchers Librarians Publishers

SWOT analysis for Institutional support (2)

Strengths
- Innovation
- Diversity

Weaknesses
- Sustainability
- Dissemination
- Integrity
- Brand, reputation

Opportunities
- Deposit, archive
- Innovation

Threats
- Sustainability

Unsure
- Dissemination
- Quality
- Integrity
- Quality

Researchers   Librarians   Publishers

SWOT analysis for Institutional support (3)

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

TweetDeck × | Ronald Snijder - Outlook × | knowledge unlatched - Go × | Pilot project – Knowledge ×

Ronald

www.knowledgeunlatched.org/about/pilot-project/

Apps ★ Bookmarks 🗋 Save to Mendeley a ARNO login 🔴 DA Whois 🕱 System Dashboard -... 🗋 Open Access Button 🐦 Twitter Search, Mon... ● What colour is it? 📁 Andere bladwijzers

Knowledge Unlatched

Pilot Collection   About   Who benefits   Partners   Media   Contact

Pilot project

Enter to search

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

IFLA   BRILL

Winner: 2014 Brill/IFLA
Open Access Award

60 SECONDS

Tweets   Follow

Knowledge Unlatched   12 Jun
@KUnlatched

"Open Access can work, without a compromise on scholarly quality, cost (to author and readership) or accessibility" bit.ly/1L4LeRE

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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 : **OpenEdition Books** **Revues.org** **Calenda** **Hypotheses** Newsletters and alerts OpenEdition Freemium

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Focus

⬇ ⬆

LES ARABISANTS ET LA FRANCE COLONIALE (1780-1930)

Savants, conseillers, médiateurs

Alain Messaoudi

ENS Éditions, 2015

• • •

The orientalism of french Arabists is a highly controversial point because of their involvment in colonial expansionism; it has for this reason not been an historical scope of investigation yet. Th...

LES ARABISANTS ET LA FRANCE COLONIALE. ANNEXES

Alain Messaoudi

ENS Éditions, 2015

• • •

Ce volume constitue un recueil d'annexes à l'appui de l'ouvrage d'Alain Messaoudi, Les arabisants et la France coloniale. Savants,

Latest selections

⬇ ⬆

20 MARCH 2015
BRAZIL

OpenEdition Books is giving pride of place to Brazil at the 2015 Salon du Livre de Paris by presenting a selection of humanities and social science titles about the country. Environmental issues, urbanism, economic and technological development, political movements, cultural and academic cooperat...

18 SEPTEMBER 2014
WOMEN, GENDER AND SEXUALITY

06 MAY 2014
CULTURAL METISSAGE IN LATIN AMERICA

South America is heterogeneous. This heterogeneity is, of course, partly

Latest excerpts

⬇ ⬆

It now seems obvious, for example, that simple generalizations about the collective nature of art in non-literate cultures cannot hold good in face of the evidence about the creative activity of the individual poet or story-teller, and that the process of artistic composition even in non-literate societies turns out to be more complex than often imagined.

Ruth Finnegan
CONCLUSION

OpenEdition

Libraries license OA content:

- OpenEdition Freemium
- Free content online (HTML)
- Premium content (PDF, e-reader formats) and services for libraries
- Revenues split ⅓-⅔ between OpenEdition and publishers

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

http://www.openedition.org

℧LH

Home   **About** ◎   **Get Involved** ◎   **Committees** ◎   **Submit**

MAY 2015
CFP: Mnemosyne: Deadline: Nov 1st, 2015

MAY 2015
CFP: The Abolition of the University: Deadline: Nov 1st, 2015

MAY 2015
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 partnerning with Jisc Collections, who procure electronic content for all of the UK's ...

MAY 2015
OLH Launches in the UK with Jisc Collections

Latest News

Search... 🔍

East Carolina

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 [...]

Continue Reading

WELCOME

Welcome to the Open Library of Humanities (OLH). This site aims to give the background to, and rationale for, our vision of building a low cost, sustainable, Open Access future for the humanities. Please feel free to look around the site and get in touch if you'd like to be involved.

RECENT POSTS

East Carolina University joins OLH LPS model
Yale University Library joins the Open Library of Humanities' Library Partnership Subsidy System
University of St. Andrews joins OLH LPS model
Uppsala University joins OLH LPS model
Duke joins OLH LPS membership plan

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/

- 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

- Open Access in Humanities and Social Sciences: http://www.slideshare.net/EelcoFerwerda/oa-in-hss-munin-conference-nov-2013-updated?related=1

Institution as publisher 3
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

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

Institution as publisher 4
Workflow

Jaimee Biggins, UCL Press

The Production Process

Peer review

↓

Copy-editing

↓

Typesetting

↓

First proofs

↓

Indexing

↓

Revised proofs

↓

Print or digital

↓

Publication
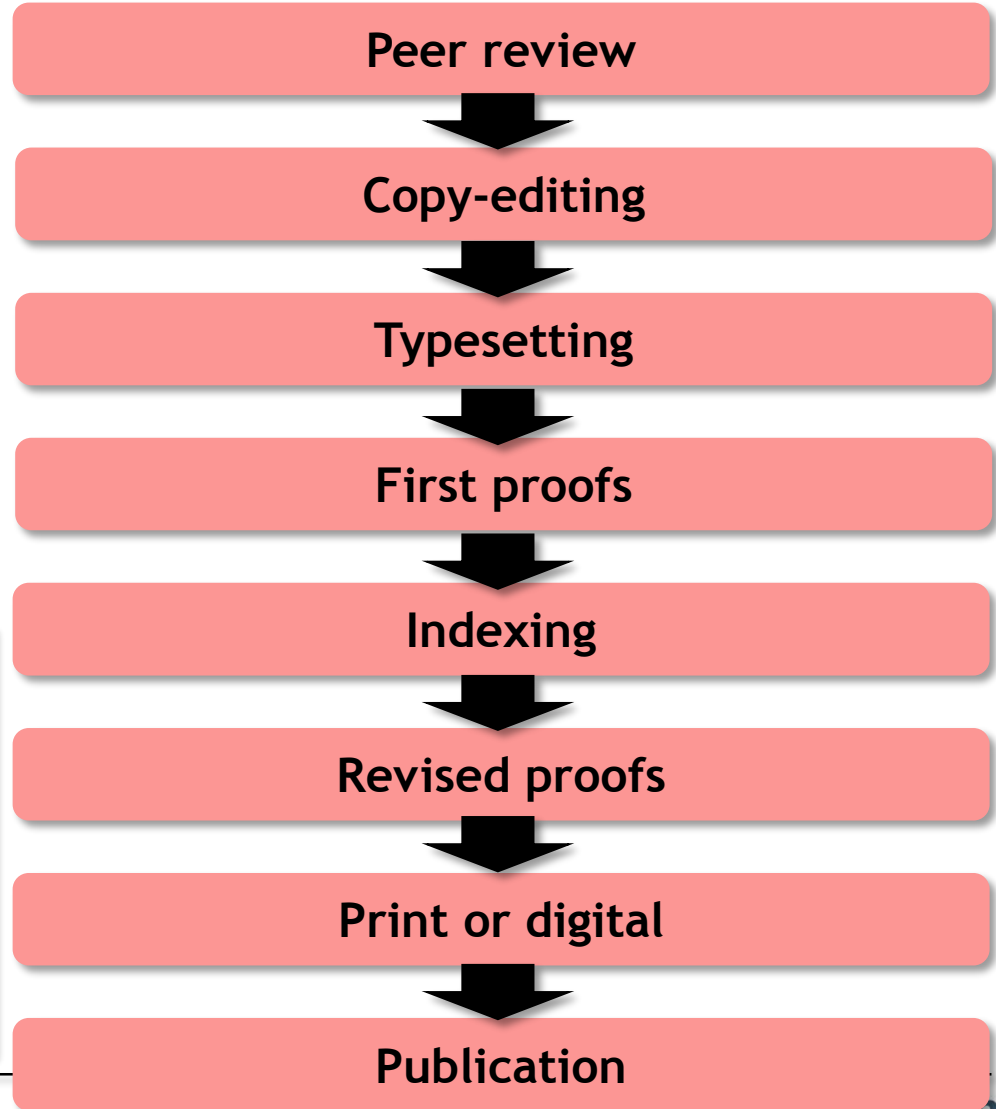
Peer review

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
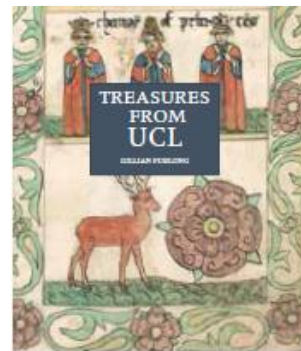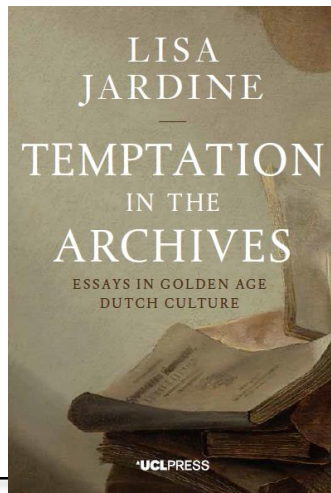
Marketing and Sales

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/

Institution as publisher 5
Getting started with the technical details

Ronald Snijder, OAPEN

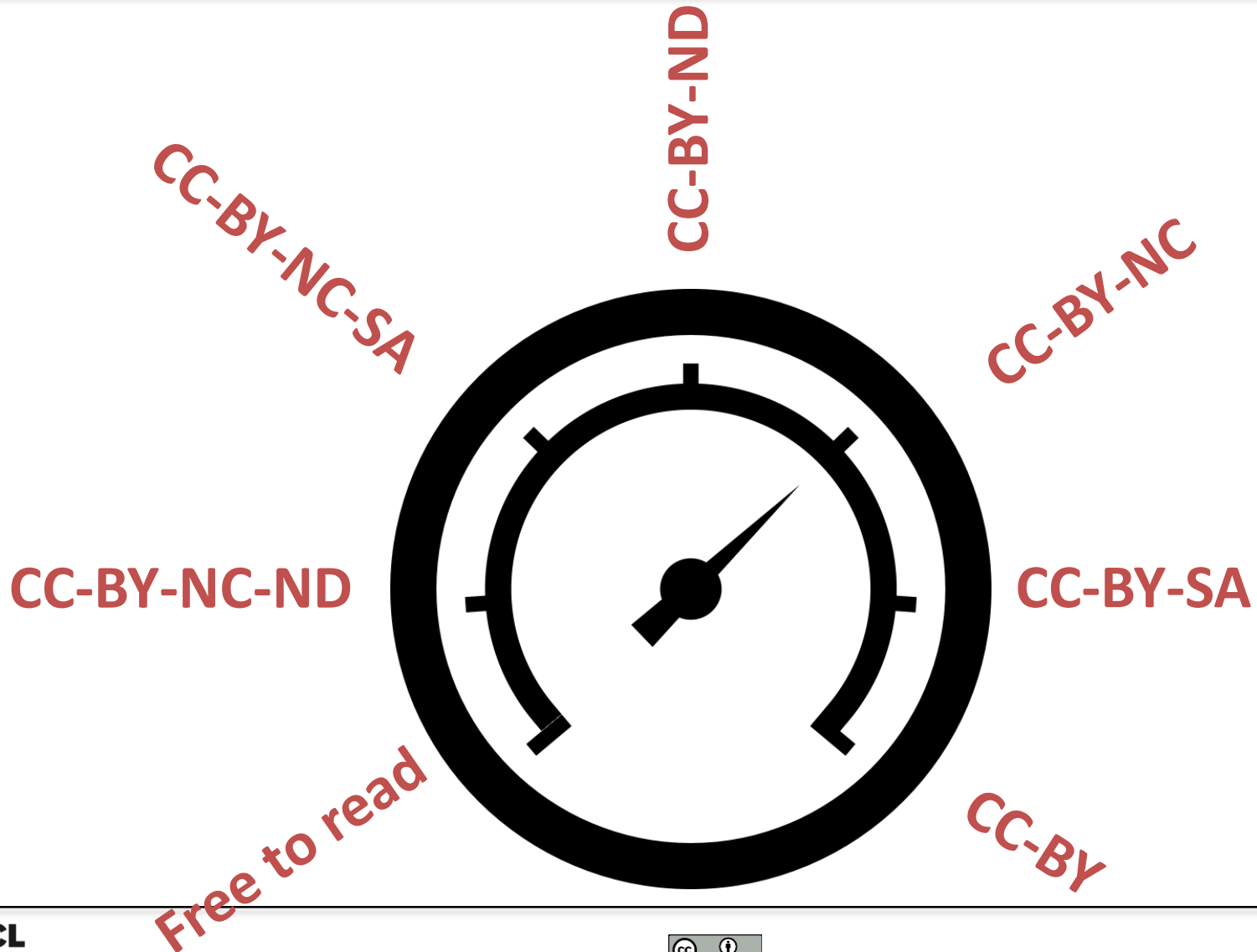# From monograph to platform to dissemination to...

You need to make choices on several levels:

- Monograph
  - Format
  - License
- Metadata
  - Contents
  - 'Wrapper'
- Platform
  - Requirements
  - Types
- Dissemination

Monograph: which format?

Format	Advantage	Disadvantage
PDF	Easy to create; Based on paper monograph layout	Hard to read on small screens
HTML	Extended possibilities: links, multimedia; Hard to 'pirate': making copies is not easy	Proper layout is hard to create: different for screen and print
EPUB	Optimized for any screen	More difficult to create; Limited multimedia options
XML	Enables text mining; Extended possibilities: links, multimedia; Hard to 'pirate': making copies is not easy	Very difficult to create

Each book may have a different license

CC-BY-ND

CC-BY-NC-SA

CC-BY-NC

CC-BY-NC-ND

CC-BY-SA

Free to read

CC-BY

UCL PRESS

open
Open Access
Publishing in European Networks

Metadata: contents

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

Format	Intended user	Complexity
CSV (Comma Separated Values)	Everybody, including you	Low
Excel	Everybody, including you	Low/Middle
ONIX (XML)	Publishers, aggregators	High
MARCXML, MARC21	Libraries	Very high

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

Platform	Advantage	Disadvantage	Example
Repository	Low costs; Already available	Dissemination is not optimized; No production support	Institutional Repository
Dissemination platform	Optimized dissemination; Quality control	No production support	OAPEN Library
Publication platform	Production support	Less freedom in procedures; Costs	Open Edition; Ubiquity Press
Build your own	Optimized to your needs	Specialized staff and infrastructure; Costs	Open Monograph Press

Dissemination

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
- Twitter: @OAPENbooks

Directory of Open Access Books:
- www.doabooks.org
- Twitter: @DOABooks

Contact me:
- r.snijder@oapen.org
- Twitter: @Ronaldsnijder

Institution as publisher 6
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

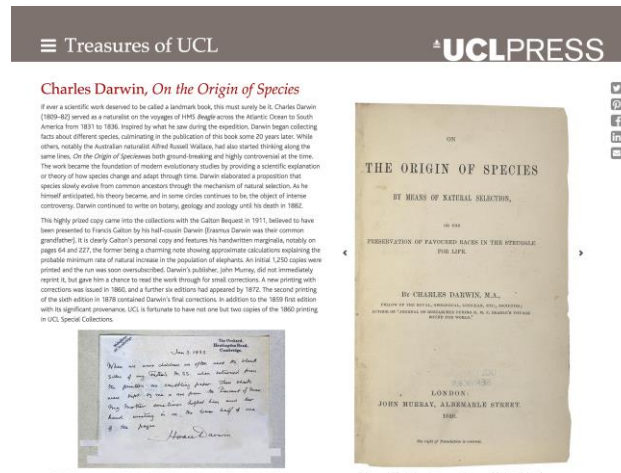Publishing department run by publishing professionals

Sells print copies and ebooks as well as OA

No BPCs for UCL staff (BPC charged to non-UCL authors)
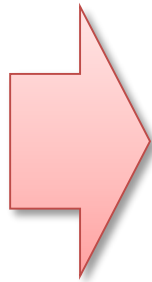
Funded by UCL

Case study 1: UCL Press

- Developing browser-based enhanced versions of books
- Brower-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 →

- Scholarly Monographs
- Textbooks
- Edited Volumes
- Scholarly Editions
- Journals

Growth →

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

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

Editorial and Production

Website

Charge BPCs to staff authors

Institution as publisher
Further references

- Jisc Infographic: publishing an OA monograph: http://oapen-uk.jiscebooks.org/files/2015/02/Publishing-an-academic-monograph.pdf

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

Thank you!

Any questions?