

The State of Open Access Ebooks: Sustainable Publishing and Fund to Mission from University of Michigan Press

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Open Access Book Programs: An overview

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Pronouns: she/her/hers

How I serve and interact in this space

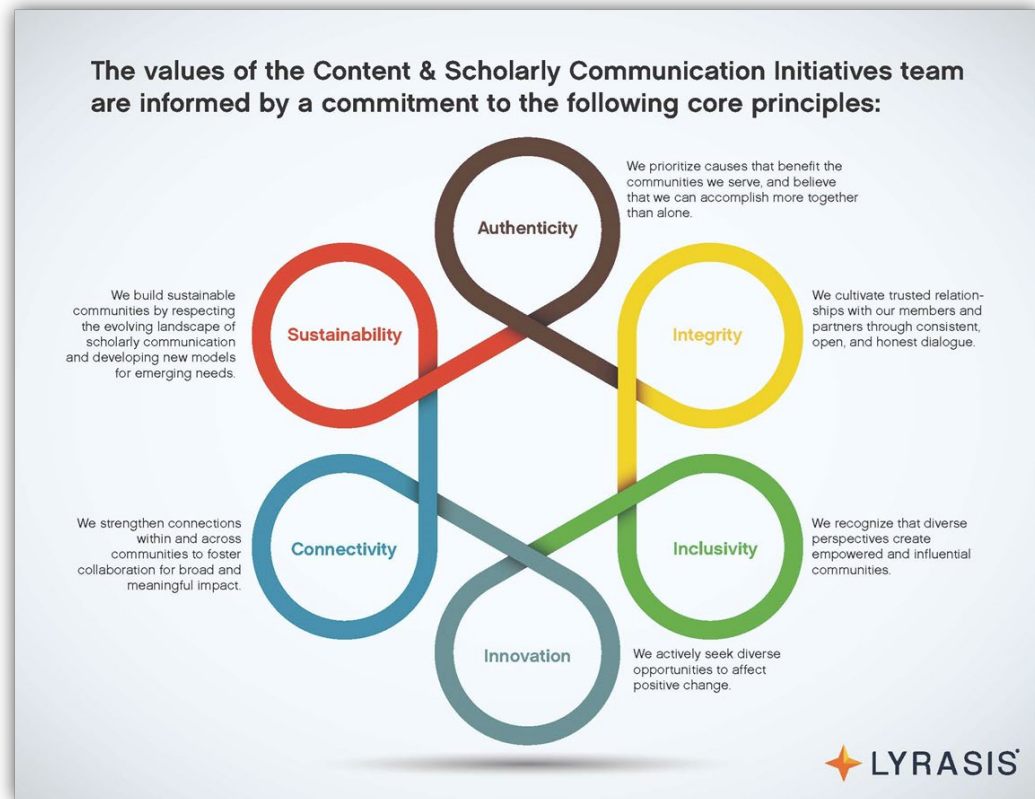
- Senior Strategist, Open Access and Scholarly Communication Initiatives | LYRISIS (since 2015)
 - Chair, Open Access eBook Usage Data Trust (OAeBU DT) Board of Trustees (2022 - 2024)
 - Diamond OA Community (2022 - present)
 - Open Access Books Network Specialty Interest Group | OPERAS (2022 - present)
 - Group 1: Shared Principles Committee | Coalition S/ALPSP/Information Power (2021)
 - MIT Press Library Advisory Board (2021 - 2023)
 - Subscribe to Open Community of Practice (2021 – present)
 - Crossref Books Advisory Group (2019 – present)

The LYRASIS Content & Scholarly Communication Initiatives Division (CSCI)

supports Open programs that align with our core principles.

Read more here:

<https://lyrasisnow.org/lyrasis-now-csci-values-and-principles/>



A Multi-Pronged Approach

We respect the diversity of Open models. We need many approaches to support the diversity of scholarship.

We focus on programs that create opportunities for diverse libraries and institutions to engage.

We seek transformation through a variety of models.

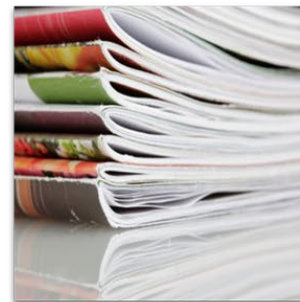


Open Books

- Lever Press
- Opening the Future
- punctum books Supporting Library Membership Program
- SCOAP3 Open Physics Books Fund
- LYRIS UN Sustainable Development Goals OA Books Fund
- Knowledge Unlatched Book Collections
- Directory of Open Access Books/OAPEN Membership

Open Journals

- Annual Reviews Subscribe to Open
- *Demography*
- Open Library of Humanities
- SCOAP3 – American Physical Society
- Knowledge Unlatched Journal Collections
- Open Access Community Investment Program (OACIP)



Open Research Infrastructure Services

- LYRIS DataCite US Community (Digital Object Identifiers)
- IRUS – US (Institutional Repository Usage Statistics)
- ORCID US Consortium (Researcher IDs)

OA Book Programs Seeking Library Funding

- Central European University Press
Opening the Future
- Knowledge Unlatched
- Language Science Press
- Liverpool University Press Opening the Future
- Lever Press
- Luminos
- LYRASIS United Nations Sustainable Development Goals Fund
- MIT Press Direct to Open
- Open Book Publishers
- Punctum Books
- Toward an Open Monograph Ecosystem (TOME)
- University of Michigan Press Fund to Mission

Where do you find them?

Consortia

- LYRASIS
 - <https://www.lyrasis.org/content/Pages/Open-Access-Programs.aspx>
- Jisc
 - <https://research.jiscinvolve.org/wp/2021/08/10/supporting-open-access-monographs-without-the-costs-of-book-processing-charges/>

Peer libraries

- KU Leuven
 - <https://www.kuleuven.be/open-science/what-is-open-science/scholarly-publishing-and-open-access/open-access-kuleuven/fair-oa-initiatives>
- University of Kansas
 - <https://lib.ku.edu/services/scholarly-communication/oainitiatives>

Question 1: *What kind of business model is implemented to make the program sustainable?*

- Revenue Models for Open Access Monographs 2020 (COPIM report)
 - <https://doi.org/10.5281/zenodo.4011835>
- OAPEN OA Books Toolkit
 - <https://oabooks-toolkit.org/lifecycle/10944589-planning-funding/article/10432084-business-models-for-open-access-book-publishing>
- The Open Access Directory:
 - OA ebook models with accompanying programs: <http://bit.ly/oad-book-models>
 - Publishers of OA books: http://oad.simmons.edu/oadwiki/Publishers_of_OA_book

Business Models for Open Access Book Publishing

Model	Example publishers / service providers
Book processing charge (BPC) / Open Access fee	Bloomsbury, Brill, CUP, De Gruyter, Elsevier, InTechOpen, MDPI, OUP, Springer Nature (incl. Palgrave Macmillan), Stockholm University Press, T&F (incl. Routledge), University of California Press (Luminos), TOME
Freemium	OECD, Open Book Publishers, OpenEdition, Open Humanities Press, Punctum Books
Institutional subsidy / Library Publishers / New University Presses	Lever Press, UCL Press, University of Huddersfield Press, White Rose Press
Library Membership	Open Book Publishers, Punctum Books, University of California Press (Luminos)
Consortial / Institutional crowdfunding / Subscribe to Open (S2O)	Knowledge Unlatched, Transcript, University of Michigan Press, MIT Press, Opening the Future, CUP
Individual Crowdfunding	Unglue.it (typically in collaboration with publishers, e.g., CUP, OBP), self-published authors

Evaluating OA Book Programs: The Business Models

One-Time Spend

Libraries pay the full cost of publishing an OA book out of library funds.

Example business models: Publication Fees, also referred to as Book Processing Charges (BPCs) or Subvention Grants

Example program: TOME

Ongoing Spend

Libraries pay an ongoing fee

Example business models: Membership, Subscribe to Open, Collective Funding, Diamond OA

Example OA program: Fund to Mission, Opening the Future, Direct to Open

Question 2: *What is the acquisition or procurement process for participating in OA book programs?*

Normalizing OA Acquisitions

- Transactional Experience - You get a “thing”
 - Example: Access to paywalled content
- Procurement-Appropriate Language
 - Examples: Membership, contribution, support, ongoing spend, one-time spend
- Agreements
 - Participation agreements and license agreements
 - ILL, DRM-free, scholarly sharing, etc.

Question 3: *Given this is open access, what other criteria, beyond what we use to evaluate paywalled content, should we consider using to evaluate OA book programs?*

- Collection Development Procedures/Policies
- Local value: citation data; author and editorial board affiliation; Affordable Learning Initiatives
- High quality use: Course adoption (Open Syllabus Project)
- Principles and Values Statements
- Tools for Operationalizing Values and Principles Statements

Resources

Principles & Values Statements

- [MIT Libraries Framework for Publisher Contracts](#)
- [Iowa State University Libraries Principles & Strategies to Support Openness](#)
- [KU Leuven Fair Open Access](#)
- [NERL Demands a Better Deal](#)
- [GWLA Licensing Principles](#)
- [BTAA The Big Collection](#)

Tools for Operationalizing Values

- [NGLP Values and Principles Framework and Assessment Checklist](#)
- [SPARC-COAR Good Practice Principles](#)
- [University of California Scholarly Transformation Advice and Review \(STAR\) Team Criteria](#)
- [LYRASIS Open Access Community Investment Program](#)



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SPRING 2022

View catalog

University of Michigan Press

- Founded in 1930; part of U-M Library since 2009
- Publishes ca. 100 new books a year; 5,000 + titles published to date
- [Key strengths](#): political science, performing arts, classics and archaeology, American studies, African studies, and Asian studies
- Content hosted on Fulcrum - an open source university press developed platform



U-M Press Ebook Collection

Mar 1, 2020 - Aug 31, 2020

Website Analytics Summary

Unique Pageviews

138,935

↑ 483.2%

Sessions

66,376

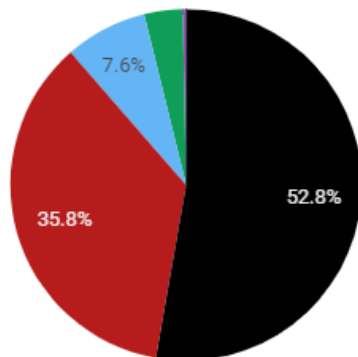
↑ 354.4%

Users

40,421

↑ 322.7%

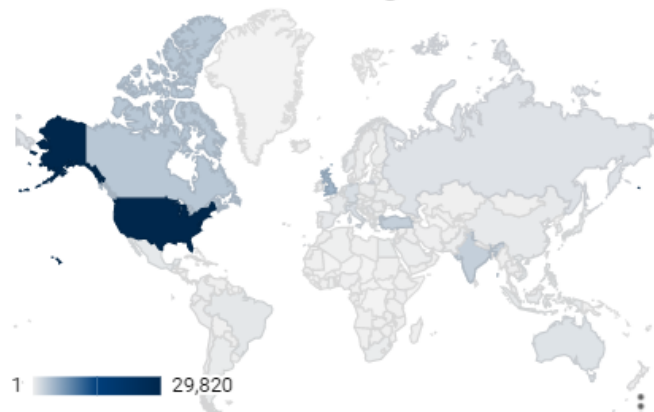
Which sources are driving engagement?



- Direct
- Referral
- Social
- Organic Search
- Email
- (Other)

	Source	Sessions ▾
1.	(direct)	40,546
2.	press.umich.edu	4,052

Where are users coming from?



	Country	Users ▾
1.	United States	17,542
2.	United Kingdom	2,993
3.	Canada	1,958
4.	Turkey	1,831
5.

Google Data Studio

A snapshot of [UMP EBC's Google Analytics page](#)

Faculty **motivations** to publish OA

- Increase equity and inclusion in access to knowledge: **78%**
- Increase international audience: **48%**
- Meet funder requirements: **37%**
- Get more citations: **36%**
- Boost one's career progression: **25%**
- Get more attention from policymakers: **21%**
- Get more media interest in one's work: **19%**
- Other motivations: **8%**

Faculty **reservations** about publishing OA

- Can't afford the fees to publish: **57%**
- Don't think authors should have to pay fees: **55%**
- Have concerns about quality of OA publications: **44%**
- Would put one at a professional disadvantage: **10%**
- Have been discouraged from it by colleagues: **6%**
- Would lose out on financial opportunities: **5%**
- Don't think work is relevant to wide audience: **1%**
- Other reservations: **9%**

OA Survey Project - Spring 2022

- Gather information about OA in academic fields
- Focus on 5-6 fields / general understanding of OA in Humanities, Arts, Humanistic Social Sciences (HSS)



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Six Core UMP Fields in comparison

American Studies + (n=26)

Asian Studies (n=20)

Archaeology (n=8)

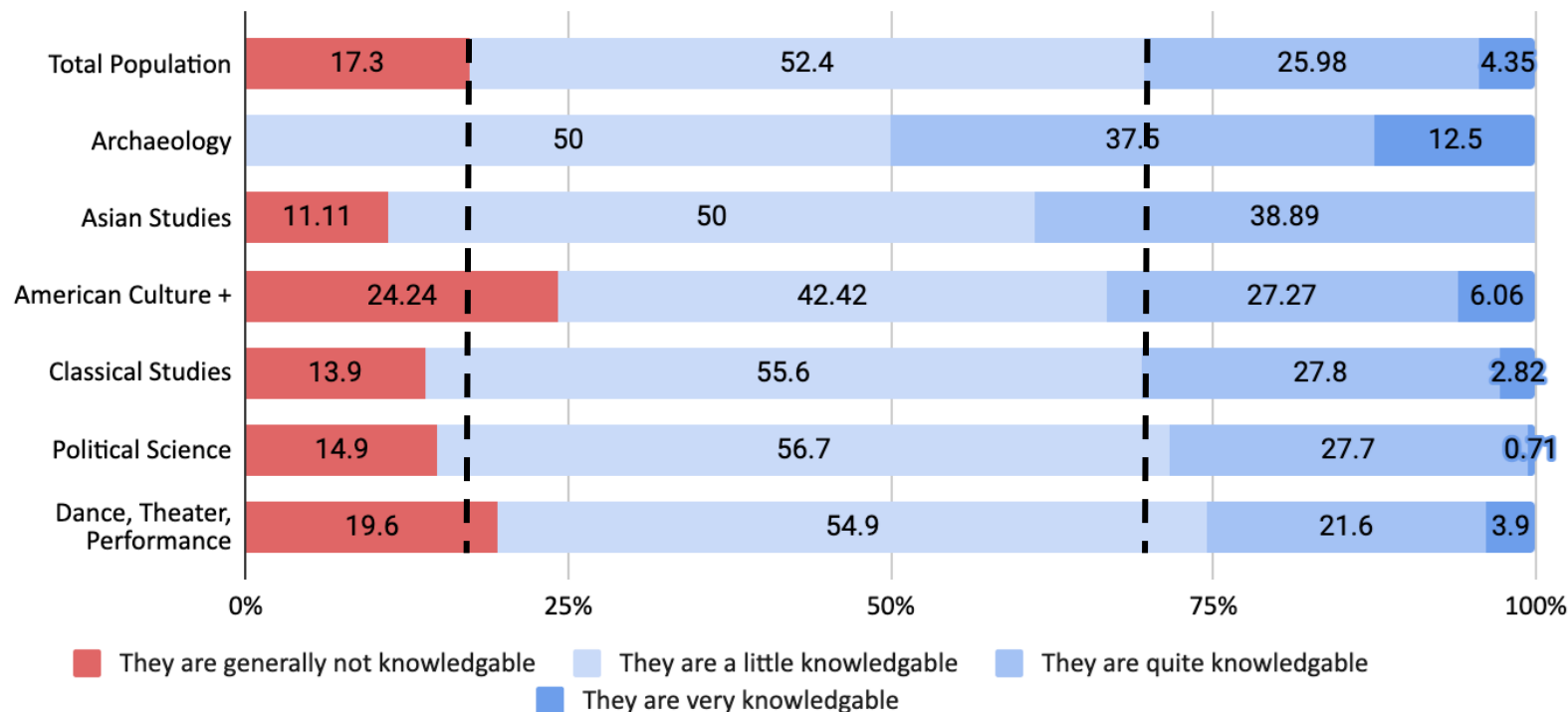
Classical Studies (n=77)

Dance, Theater, Performance (n=60)

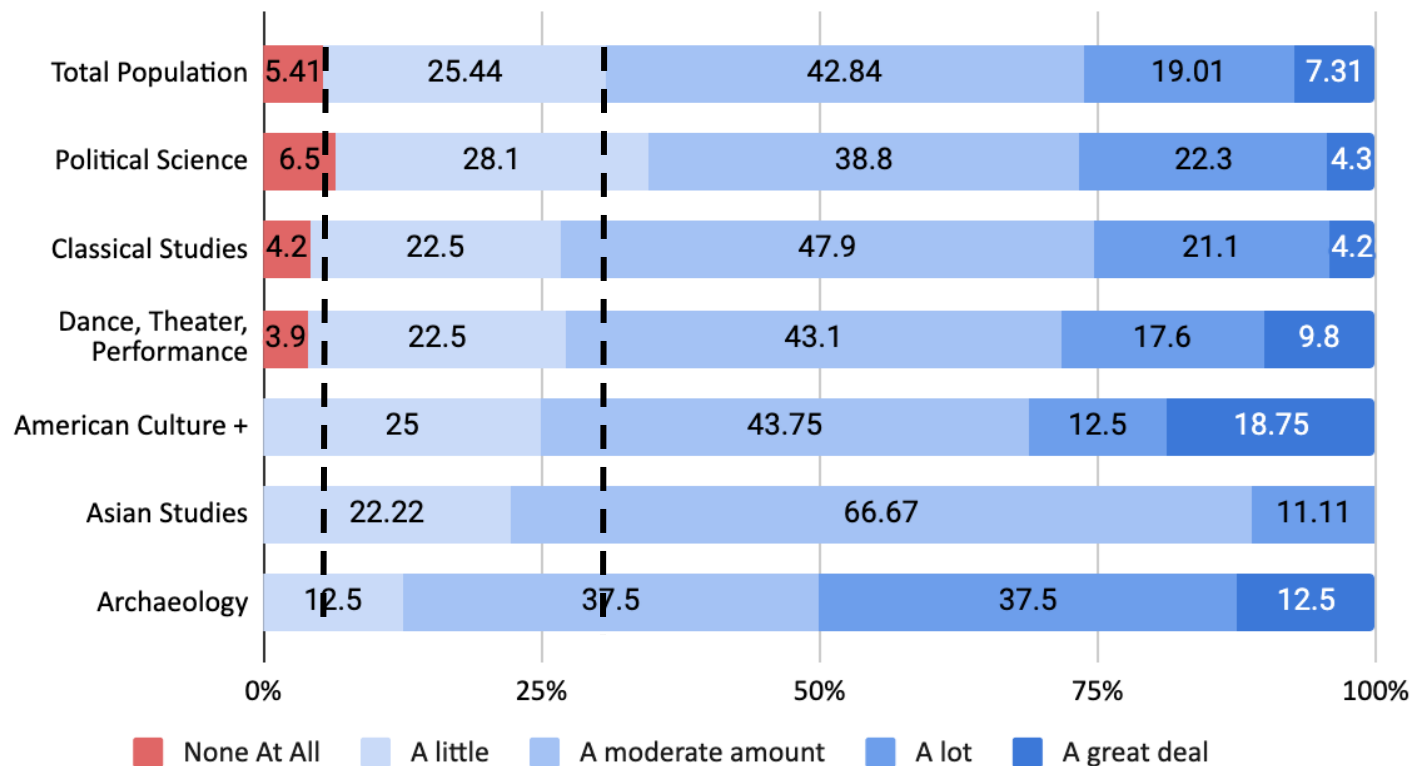
Political Science (n=156)

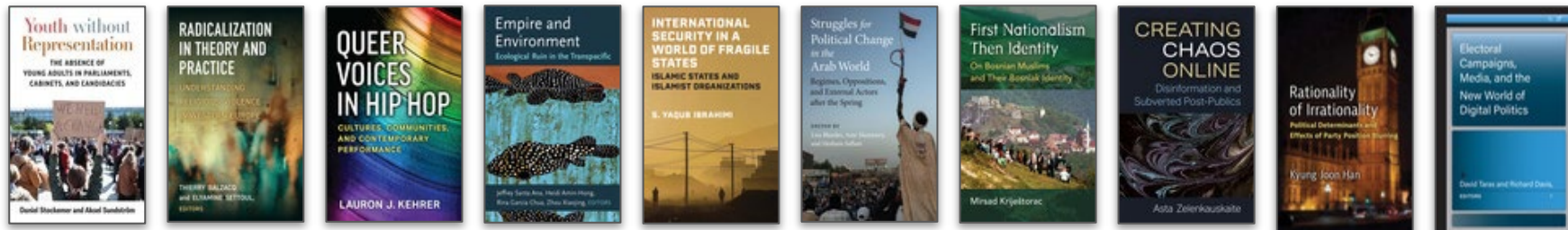


How Knowledgeable are members of your field in OA?



How much interest in OA is there in your field?





2022 = 50% New U-M Press monographs open access ✓
2023 Goal = 75% New U-M Press monographs open access



The “three pillars” - value propositions

1. U-M Provost supports the organization: “When you invest in Fund to Mission, you are supporting multi-institutional infrastructure for the humanities. You are also stabilizing funding for monograph publishing at U-M Press (stability not volatility).”
2. Authors (their institutions/funders support individual titles): “It’s the same great book, but supercharged. Embrace the affordances of reach and interactivity that open access offers your scholarship. If you can pay, please contribute - but you will **never** have to pay to publish open access.”
3. Libraries support the publishing program: “When you invest in Fund to Mission, you get the fullest access to a comprehensive collection of U-M Press scholarly books. You simultaneously support BOTH open access content AND an open source ecosystem.”

- **The transition to OA cannot just rely on library or grant funding!**



Benefits for supporting libraries

- Receive perpetual access to the remaining restricted frontlist titles and term access to the backlist (~2,000 titles and growing), which will otherwise remain closed to non-purchasers;
- Support the availability of an OA ebook for at least half (40) of UMP scholarly monographs in 2022 and 75% in 2023;
- Support authors' ability to publish innovative, digital scholarship leveraging the next-generation, open-source [Fulcrum platform](#)
- Opportunity to participate in [Library Partner Group](#)



Libraries get unique benefits

Bates College
Bowdoin College
Brock University
Broward College
Bucknell University
Buena Vista University
Cardiff University
Colby College
College of Coastal Georgia
Columbia University
Cornell University
Denison University
Drake University
Duke University
Duquesne University
Emory University
Franklin & Marshall College
George Washington University
Georgia Gwinnett College
Gettysburg College

Grinnell College
Harvard University
Haverford College
Indiana University
Iowa State University
Johns Hopkins University
Kenyon College
King's College London
KU Leuven
Lafayette College
Loyola University Chicago
Luther College
Macalester College
Michigan State University
Montana State University
Mount Royal University
New College of Florida
Northeastern University
Northwest Florida State College
Northwestern University
NYU
Occidental College
Pennsylvania State University
Princeton University
Purdue University
Rowan University
Rutgers University
Saint Ambrose University

Simon Fraser University
Southern Methodist
Stanford University
Swarthmore College
Syracuse University
Temple University
The Claremont Colleges
The Ohio State University
Trent University
UNC Chapel Hill
UNC Greensboro
University of Alberta
University of Arizona
UBC
UC Berkeley
UC Davis
UC Irvine
UCLA
UC Merced
UC Riverside
UC San Diego
UC San Francisco
UC Santa Barbara
UC Santa Cruz
UCL
University of Illinois
University of Iowa
University of Kansas

University of Maryland
UMass Amherst
University of Minnesota
University of Nebraska
University of Oregon
University of Ottawa
University of Pennsylvania
University of Redlands
University of Rhode Island
University of Rochester
University of San Francisco
University of Scranton
University of Sheffield
UT Knoxville
University of Texas Austin
University of Texas San Antonio
University of Toronto
University of Utah
University of Washington
University of Wisconsin
University of York
Vassar College
Washington & Jefferson College
West Virginia University
Yale University

> 100 (2022)

Affordable Learning

- [Course adoptable title list](#)
- Multi-user access
- DRM free
- Sources
 - Title inclusion in at least one syllabi in the [Open Syllabus Project](#)
 - Multiple copies were sold to a college/university bookstore

Primary Subject Area	Number of Titles
Political science	82
Performing arts	45
International relations	29
Literary studies	16
Disability studies	15
Media studies	15
American studies	11
Asian studies	10
Classical studies	10
German studies	10
African studies	5
LGBTQ	5
Medieval studies	5
Anthropology	2



Accessibility



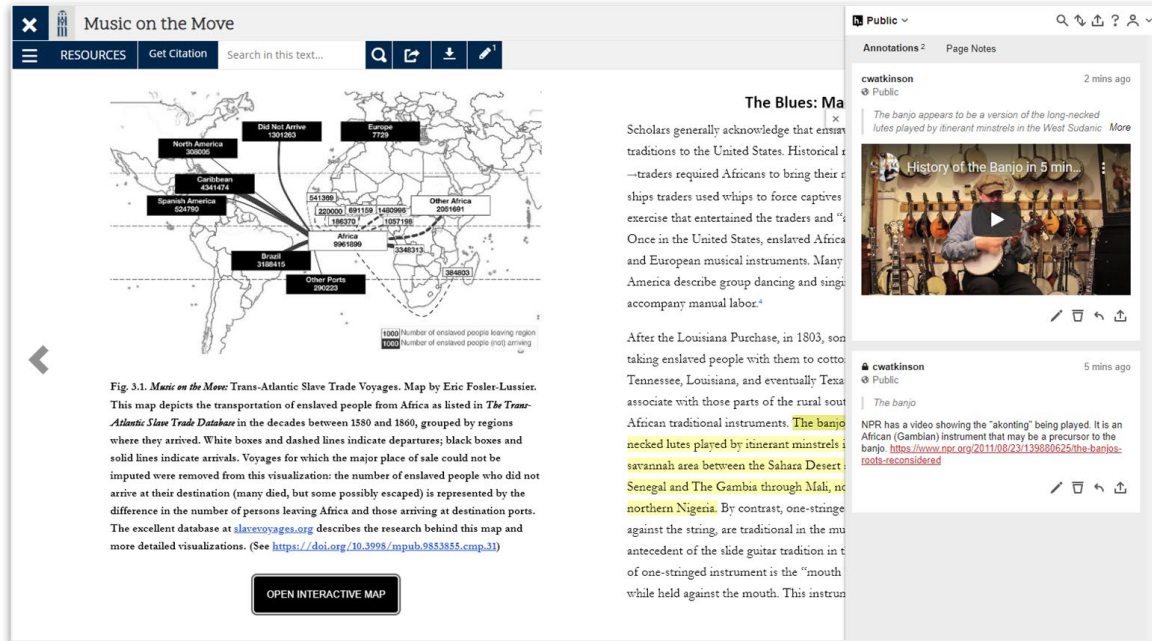
Platform:

- The Fulcrum platform was built from the ground up with accessibility as a core value
- Regular audits focus on constant improvement
- fulcrum.org/accessibility/

Content:

- Michigan was the first academic publisher so far to be certified as Global Certified Accessible
- The EPUB workflow is audited annually by Benetech
- bornaccessible.benetech.org/

Interactivity



"I can think as I am writing about what music I want my reader to hear. It helps me tell the story in a more natural way."

—Danielle Fosler-Lussier

- 15 zoomable images
- 46 integrated videos
- 52 audio clips
- 7 interactive maps

“As a **scholar from the global south** where access to scholarly literature is limited, this is a welcome gift.”

“As a **person with visual impairment**, I found the book contents accessible with my screen reading software.”

“I teach nationalism/ethnic conflict and politics of Eastern Europe and wanted to see if **it would be useful for my courses.**”

“It is fascinating to see that such a piece of contemporary academic research is published as an open source book. I really appreciate it as a reader who **does not have access to university libraries.**”

“I am an ordinary citizen interested in human rights (and its abuses). OA improves the quality of **my life as a retiree** who likes to read academic books.”

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