



**WESTERN
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BOOKS**

The Evolution of the Western Open Books Initiative

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Historical context



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**ORIGINS OF OPEN ACCESS
INITIATIVES IN ACADEMIA**



**EARLY EFFORTS TOWARDS
OPEN ACCESS PUBLISHING**



**RECENT EVENTS IMPACTING
OPEN ACCESS PUBLISHING**

The emergence of Western Open Books



- Contextualising the landscape
- Inception of Western Open Books
- Alignment with principles



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Western Open Books (it's not just textbooks)

- Supports the creation and publishing of open textbooks for curriculum and microcredentials
- Supports the University's SDG Goals. Facilitate wider application beyond academia and for lifelong learning
- Provide students with affordable, targeted, and accessible learning materials
- Employs sustainable service design: open textbook hosting, copyright advice, design support, production and publications support and coordinated peer review, promotions and metrics
- Access content online or download for offline use.

Western Open Books (cont.)



Vision



Objectives



Key stakeholders



Western Open Books

Adapt or create an open textbook

WHAT ARE OPEN TEXTBOOKS?

Open textbooks are written and reviewed by university staff in most disciplines globally and are offered *freely in digital form*.

Open texts can benefit students and staff by supporting enhanced engagement, participation rates, and retention whilst presenting opportunities for transformative assessment practices linked to professional and industry outcomes. These openly-licensed texts make it easier to permit reuse and revision legally.

Western Open Books are also published in the Pressbooks Directory.

SEARCH OTHER OPEN TEXTBOOK DIRECTORIES

LIBRARY PUBLISHING SUPPORT

Western Open Books support includes:

- Open textbook hosting
- Scoping support to identify suitable open content
- Copyright and Creative Commons advice
- Design and layout support, including textbook layout advice, book cover, H5P and other multimedia
- Funding support and coordinating of independent peer-review
- Funding support and coordinating external editing services for proofreading, structural and copy editing
- Discovery services, including DOI minting, cataloguing and indexing
- Publishing to the Library catalogue, Pressbooks Directory, Google, Google Scholar, and TROVE
- Textbook communications planning and

Challenges and opportunities

- Creating a space within the institution for our authors to publish open access
- Providing an equitable, high-quality publishing service
- Library team approach to supporting our authors

The screenshot displays the Western Open Books Catalogue interface. At the top, there is a navigation bar with links for Home, Getting Started, Western Open Books, Forthcoming Titles, Sign In, and Sign Up. The main header area features the title "Western Open Books Catalogue" in a large, bold font. Below the header, there is a search bar with the placeholder text "Search by title, author, keyword" and a search icon. To the right of the search bar, it indicates "10 results" and "Sort by Recently updated".

On the left side, there is a sidebar with several filter options: Subject, License, Last Updated, Institution, Publisher, and HSP Activities. Below these filters are buttons for "APPLY FILTERS" and "CLEAR FILTERS".

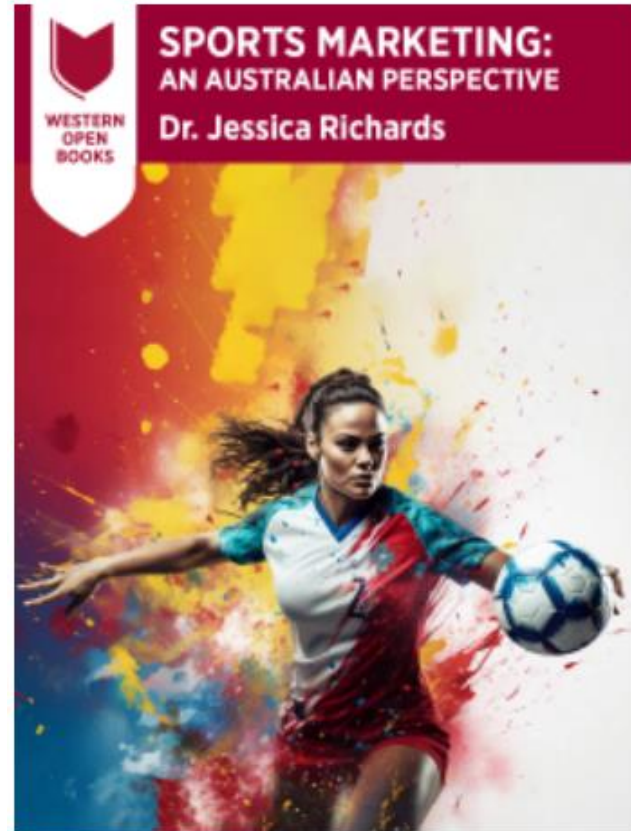
The main content area shows "4 results". The first result is "Sports Marketing: AN AUSTRALIAN PERSPECTIVE" by Dr. Jessica Richards. The book cover features a soccer player in action. The text next to the cover provides the following details: Author(s): Dr Jessica Richards; Subject(s): Economics, Finance, Business and Management; Institution(s): Western Sydney University; Publisher: Western Sydney University; Last updated: 04/03/2024. A brief description follows: "Sports marketing refers to promoting goods and services through sporting events and the endorsement of athletes and sports teams. For any sports organisation, it is imperative to have an effective sports marketing strategy in place to build brand awareness, enhance customer loyalty and generate revenue. Companies in sports use marketing strategies to fulfil their goals..." with a "Read more" link.

The second result is "Academic Skills Pocketbook: A guide to success at university". The cover shows a modern university interior. The text next to the cover provides the following details: Author(s): Richard Scharges, Ashleigh Watson, Linda Thornely, Susan McGlynn; Subject(s): Study and learning skills: general; Institution(s): Western Sydney University; Publisher: Western Sydney University; Last updated: 28/02/2024. A brief description follows: "There is so much to learn when you start university. This book will focus on the most important academic skills you'll need to get started, leaving sufficient 'room' for actual learning and reducing your cognitive load. This book aims to give you a quick understanding of these skills which you can then apply within your area of study..." with a "Read more" link.

<https://westernsydney.pressbooks.pub/catalog/>

Challenges and opportunities (cont.)

- No time
- Availability of resources and support
- Concerns about the quality
- Commercial publishers
- Recognition



<https://doi.org/10.26183/yy8m-px66>



MKTG2011: CUSTOMER INSIGHTS

Open Textbooks @Western Open Textbooks



MORE VIDEOS



0:03 / 3:17



YouTube



<https://doi.org/10.26183/vsp0-vh04>

<https://www.youtube.com/watch?v=UMVgVoPiak8>

Content growth and diversity



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- Subject coverage
- Cultural and linguistic diversity
- Geographic representation
- Authorship diversity
- Inclusivity of perspectives

[This Photo](#) by Unknown Author is licensed under [CC BY](#)

Quality assurance



RIGOROUS PUBLISHING
PROCESS



INDEPENDENT PEER REVIEW



SUPPORT AND GUIDANCE
THROUGHOUT THE
PUBLISHING PROCESS

Accessibility improvements

- Western Open Books provides free worldwide access to its content
- The platform is designed to be broadly accessible, inclusive, and compatible to all users
- Develop content that makes it accessible and inclusive to all users

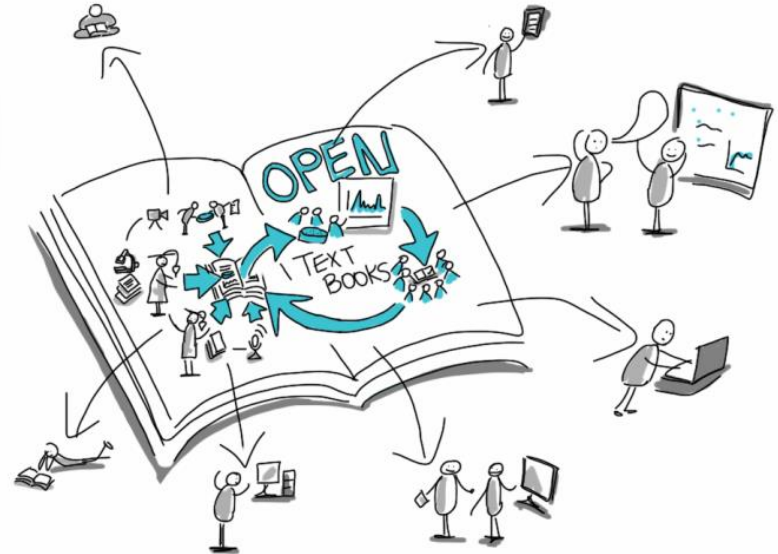


Technology updates

- Australian server for Pressbooks
- Using Google Analytics to supplement Western Open Books platform analytics
- DOI minting using DataCite
- 'Sandpit' guide for user testing
- Enhanced design and layout: 'lightbox' feature in McLuhan and TablePress
- Altmetric Explorer recognition of Western Open Books for tracking



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From Guilia Forsythe, Flickr



Community engagement

- Lists of forthcoming titles
- Alerts to training and author Community of Practice opportunities (collaboration) via the CAUL OER Collective
- Author testimonials for buy-in
<https://www.youtube.com/watch?v=UMVgVoPiak8>



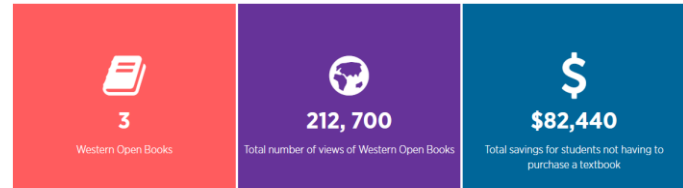
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Usage and impact data

- Western Open Books analytics
- Student surveys conducted by authors
- ‘Analytics’ section in the Western Open Books Quick Start Guide



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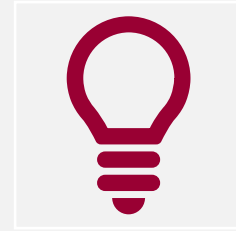
Lessons learned and best practice



Positive outcomes



Key success factors



Recommendations

Future directions



POTENTIAL TRENDS

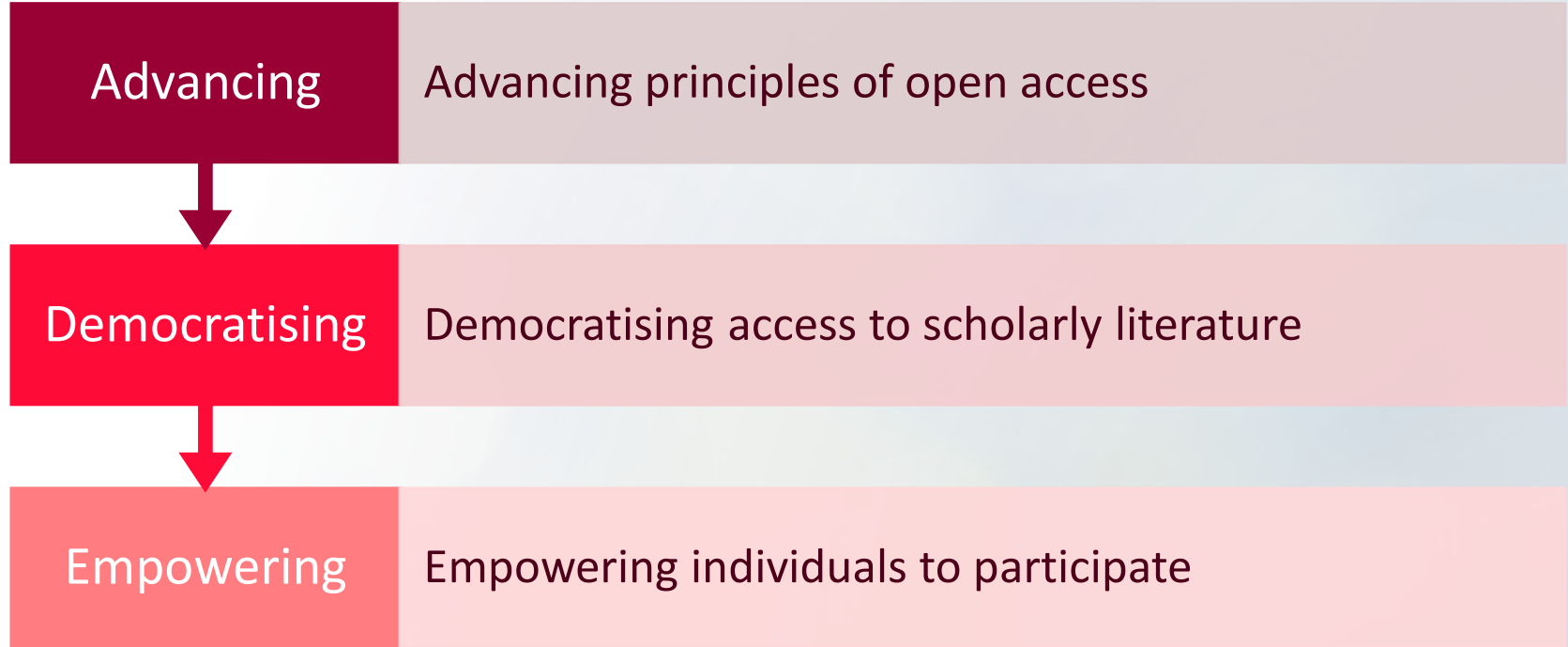


ANTICIPATED
DEVELOPMENTS



OPPORTUNITIES

Conclusion



Questions?



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