Lever Press: Why?

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Lever Press: Why?

Denison University
October 27, 2016

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*Director, Strategic Integration & Partnerships, Michigan Publishing*
*University of Michigan Library*

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Why are we here?

University of Michigan Press
In partnership with their authors and series editors, the Press publishes in a wide range of humanities and social science disciplines, with a rich history of publishing expertise, the Press leads in the development of digital scholarship and supports the dissemination of knowledge as widely and freely as possible.

Michigan Publishing Services
As experts in scholarly publishing, we provide a suite of publishing-related services to the University of Michigan to help increase the visibility, reach, and impact of scholarship.

Deep Blue
University of Michigan’s permanent, safe, and accessible service for representing our rich intellectual community: its primary goal is to provide access to the work that makes Michigan a leader in research, teaching, and creativity.

Library
Denison University Libraries inspire and educate the Denison community to become lifelong learners and active citizens. Denison Libraries offer consortial services that foster creativity and collaboration and support diverse learning styles.

Leven Press
1. We’re spending more

<table>
<thead>
<tr>
<th>YBP Fiscal Year</th>
<th>YBP Approval Titles Treated</th>
<th>% Change</th>
<th>Avg. List Price (USD)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013/14</td>
<td>66,395</td>
<td>3.0%</td>
<td>$80.39</td>
<td>3.0%</td>
</tr>
<tr>
<td>2012/13</td>
<td>64,376</td>
<td>0.0%</td>
<td>$87.68</td>
<td>4.9%</td>
</tr>
<tr>
<td>2011/12</td>
<td>64,383</td>
<td>0.8%</td>
<td>$83.59</td>
<td>3.2%</td>
</tr>
<tr>
<td>2010/11</td>
<td>63,871</td>
<td>1.1%</td>
<td>$80.61</td>
<td>5.2%</td>
</tr>
<tr>
<td>2009/10</td>
<td>63,145</td>
<td>-2.1%</td>
<td>$76.58</td>
<td>2.3%</td>
</tr>
<tr>
<td>2008/09</td>
<td>64,473</td>
<td>2.6%</td>
<td>$74.83</td>
<td>4.0%</td>
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<tr>
<td>2007/08</td>
<td>62,705</td>
<td>5.0%</td>
<td>$71.92</td>
<td>5.2%</td>
</tr>
<tr>
<td>2006/07</td>
<td>59,732</td>
<td>4.6%</td>
<td>$68.36</td>
<td>0.4%</td>
</tr>
<tr>
<td>2005/06</td>
<td>57,093</td>
<td>8.1%</td>
<td>$68.10</td>
<td>3.0%</td>
</tr>
<tr>
<td>2004/05</td>
<td>52,794</td>
<td>-3.7%</td>
<td>$66.11</td>
<td>3.5%</td>
</tr>
<tr>
<td>2003/04</td>
<td>54,835</td>
<td>-6.7%</td>
<td>$63.88</td>
<td>8.7%</td>
</tr>
<tr>
<td>2002/03</td>
<td>58,766</td>
<td>9.9%</td>
<td>$66.73</td>
<td>3.5%</td>
</tr>
</tbody>
</table>
What’s going on with monographs?

1. We’re spending more
2. On stuff we’re using less
What’s going on with monographs?

1. We’re spending more
2. On stuff we’re using less
3. Liberal arts colleges: especially affected/excluded?
It’s bad for everyone!

- **Publishers**: Average $10,000 loss on every book is unsustainable
- **Librarians**: Increased prices of books & extended digital rights management
- **Authors**: Impact of research affected by lack of circulation of copies

Is there a better way? Probably *many*

- expectation of payment by authors
- number of funders involved

- September 2013: Virtual workshops to gather input from more than 50 library directors
- January 2014: Survey of faculty needs
- April 2014: Phase I Report Decision to form an OA press
- September 2014: RFP for publishing partners. Michigan and Amherst respond.
- July 2015: Pledging begins
- March 2015: Implementation phase with Amherst, Michigan launched at ACRL
- December 2015: Lever Press launches!
- January 2016: Oversight Committee meeting at Amherst College
- Spring 2016: Editorial Board selected
- Spring 2016: Proposals accepted!
- September 2016: Editorial Program announced
What makes Lever Press unique?

- **Alignment with mission and ethos of LACs**
  - Created and governed by LAC librarians and other faculty
  - A powerful voice for the publishing needs of LAC faculty

- **“Platinum” Open Access**
  - No author charges, ever. Thanks to LAC library support!
  - Publications selected solely on basis of merit, not ability to pay

- **Digitally native**
  - Optimized for the publication of multimodal scholarship
  - Speedy, digitally-enabled, workflows
Alignment with mission and ethos of LACs

Governance

• Oversight Committee
  • Heads of libraries from committed institutions
  • Nominated and elected by representatives of pledging institutions
  • Responsible for strategic direction, financial accountability, etc.

• Editorial Board
  • Faculty nominated from participating institutions
  • Selected by the Oversight Committee
  • Responsible for evaluating and approving or rejecting individual works—establishing and sustaining a reputation for high-quality, rigorously reviewed scholarship

http://www.leverpress.org/oversight-committee/
Alignment with mission and ethos of LACs

Editorial Program (1/2)

Lever Press publications will:

• Show a deep commitment to interdisciplinarity
• Engage with major social issues
• Blur the lines between research and teaching

http://www.leverpress.org/the-lever-press-editorial-program/
Alignment with mission and ethos of LACs

Editorial Program (2/2)

Five Areas of Focus:

• **Great questions and grand challenges:** brings diverse perspectives to bear upon pressing issues of social, moral, political, and scientific concern.

• **Lever texts:** makes frequently taught works available in a useful, open-access format that both reflects the ethos of the liberal arts college and challenges traditional canons.

• **New frontiers in the digital liberal arts:** features works of original research that take advantage of digital formats and methodology to offer scholarship impossible to convey adequately in print form.

• **Special Collections:** features interdisciplinary studies of liberal arts college museum or library special collections, or thematic studies across institutional collections, with a focus on communities, movements, and populations that have been marginalized and excluded.

• **Teaching, learning, and leading in the liberal arts college:** highlights excellence in teaching and in the strategies that enable transformational student development, as well as critical reflections from academic leaders on the present and future state of liberal arts colleges.

[http://www.leverpress.org/the-lever-press-editorial-program/]
Platinum Open Access

• Funded by a consortium of more than 45 liberal arts college libraries
• No author charges
• Author honorarium! ($1,000)
• Cost of doing business separated from selection of titles
Digitally Native

- Optimized for the publication of multimodal scholarship
  - Fulcrum platform
- Speedy, digitally-enabled, workflows
- Consideration for born-digital scholarship from contract through publication
Fulcrum

Flexible
By adopting an agile development approach and working in partnership with the Hydra open source community, Fulcrum is responsive to the changing needs of digital scholars.

Durable
Built on research university library infrastructure specifically designed to curate digital objects, Fulcrum is a trusted steward committed to preservation and stability.

Discoverable
Interoperable with other publishing tools and integrated into the information supply chain, Fulcrum ensures that content is discovered by readers and impact is tracked.
Fulcrum

Library in the back!

Press in the front!
Filmed scenes from *Inspector General*

From *The Director's Prism: E. T. A. Hoffmann and the Russian Theatrical Avant-Garde* by Dassia N. Posner

This series of interspersed film clips from episodes 3, 5, and 7 of Inspector General reveals the production's precise choreography of exaggerated movement, ranging from Kolesnikov's sweeping gestures to the tiny movements of Anna Andreevna's eyes.

Episode 3 and 5: Anna Andreevna (Blash) flirts with Dobinchsky (Stolzoff), pretending to faint in his arms, only to be interrupted by the sudden entrance of her daughter (Polonskaia), whose head is bedecked with ridiculous coiled locks. Anna dreams of many suitors, who materialize in her room to convince her to marry with imaginary fortunates before shooting themselves.

Episode 7: Kolesnikov (Gurin) and his alter ego, the officer-in-transit (Kolosov), sit at opposite ends of a little table at the house of the Mayor (Rashkovsky) and light their cigars in unison with candles. Kolesnikov is energized, both by the favoring of the town officials and by the great quantity of alcohol he has consumed. His elaborate declarations are countered by a tiny signed gesture: he takes Anna Andreevna's pinch on a teaspoon and kisses it.

See book: p. 83, 84

**Creator:** Meyerhold, Vsevolod
What does Lever Press hope to achieve?

• Not to simply replace or reinvent a university press
• By the end of 2020, to produce 60 high quality scholarly books without high prices or complex DRM problems, that will really be used on the campuses of our pledging institutions.
• To move the needle on the recognition and acceptance of born digital scholarship, by way of a large group of similar institutions coming together at once
• To amplify the reach, voice, and impact of scholars, students, and campuses involved with Lever Press, by complementing existing campus services. E.g.:
  • A layer of scholarly narrative on top of an existing digitized collection
  • Pedagogical contextualization of opportunities, achievements, collections, or experiences unique to our campuses
  • High quality, classroom-ready editions of texts
<table>
<thead>
<tr>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What are you most excited about?</td>
</tr>
<tr>
<td>• Most worried about?</td>
</tr>
<tr>
<td>• What are faculty and students asking you for? Do you feel capable of</td>
</tr>
<tr>
<td>meeting their needs?</td>
</tr>
<tr>
<td>• What questions do you have for me?</td>
</tr>
<tr>
<td>• Topics from the presentation you’d like me to expand upon?</td>
</tr>
<tr>
<td>(Fulcrum, model contract, editorial program, etc.?</td>
</tr>
</tbody>
</table>
What next?

Lever Press is accepting proposals for individual works and for series. Propose something, or encourage others to do so!
http://www.leverpress.org/authors/

In the coming year: webinars on various topics (Fulcrum, contract, etc.). What topics are you interested in? Participate!

Down the road? More sustainable business model!
Sources and further reading

• YBP Annual Price Update
  https://www.gobi3.com/StaticContent/GOBIContent/YBP/Private/Help/Pages/newtitlereport_us.html

• The Future of the Monograph in the Digital Era: A Report to the Andrew W. Mellon Foundation by Emory University (July 1, 2015)
  https://pid.emory.edu/ark:/25593/q4fd0

• A Study of Direct Author Subvention for Publishing Humanities Books at Two Universities: A Report to the Andrew W. Mellon Foundation by Indiana University & University of Michigan (Sept 15, 2015) http://hdl.handle.net/2027.42/113671