[slide 1]
Michigan Publishing is a division of the University of Michigan LIbrary that encompasses our University Press, Michigan Publishing Services, and our institutional repository, Deep Blue.

[slide 2] [slide 3]
We believe that "All scholars are digital scholars," and that, essentially, the entire publication process--from acquisitions to distribution--ought to reflect that. We are currently in engaged in several projects, each of approaches the challenge of "making visible changing scholarship in the humanities" from a different angle.

[slide 4]
(4 min) Selecting the stuff
First: finding and selecting the stuff!
In order to end up producing something different, we have to ask for, and acknowledge, something different as a valid scholarly output. This starts upstream. To make visible the new kinds of work that authors are engaging in--to shift this from the margins to the center--we have to ask for it, take it seriously, and communicate to customers and readers that they, too, shoudl take it seriously.

This is the challenge that, this year especially, has been driving Lever Press, a consortium of small liberal arts college libraries that together have committed to funding a five year pilot to publish open access, born-digital scholarly literature that reflects the particular identity and ethos of the liberal arts college.

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Starting from scratch in 2016, the press has this year been particularly invested in the challenges of defining what we're looking for, articulating that to the world, acquiring suitable projects, and then approaching peer review in a way that is both rigorous and transparent to all, especially a reader who needs to understand the credibility of the source. The Lever Press Editorial Board, which consists of 11 faculty members selected from the more than 45 participating institutions, published our Editorial Program. The program is shaped largely by what the texts will do, rather than a particular disciplinary or content-driven focus. This project is funded by participating libraries.

Now, our editor with working with the authors of several projects to pursue them, and simultaneously we are at work on a new contract designed specifically to reflect the needs of open access scholarship. Once defined and selected, however, the agreement between an author and a publisher also needs to look quite different if we are truly thinking about new forms of research output--not just another format for the book.

With funding from the Andrew W. Mellon foundation, Emory University is pursuing the challenge of developing a new model author-publisher contract and relevant addenda optimized for the publication of long-form digital scholarship. The University of Michigan is also a partner on the

project, under the leadership of my colleague, Meredith Kahn. These documents associated with this new model contract will be drafted and refined using input from faculty, administrators, publishing professionals, and digital scholarship experts at both Emory University and the University of Michigan. The model contract will be made openly available along with ancillary legal documents such as a sample permissions letter for authors to use with third-party rights holders.

[slide 6]
(4 min) Producing the stuff

So, once a new research output has been articulated, acquired, evaluated, and contracted….what the heck do we do with it? How do we guarantee that years from now, the new form of work will still be there? That people will be able to find it and cite it? And that we continue to evolve, assuming that research outputs will only continue to surprise us?

At the university of Michigan, we are approaching this challenge through the development of Fulcrum. While able to present conventional publication formats in a reader-friendly way, Fulcrum particularly addresses the needs of scholarly authors who wish to link source materials to book-length interpretations of them in an integrated way. From accumulating collections of film and video clips for comparison to visualizing excavation records through three-dimensional interactive models, humanists today often end their research projects with large archives of digital data. Rather than forcing authors to strip away the richness of these materials at the point of formal publication to meet the constraints of a book or journal article format, Fulcrum facilitates rich integration of such digital objects with the narratives that reference them. They can either be published as supplemental materials, with the narrative (a book, a journal article) elsewhere, or both narrative and data can be presented together.

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Fulcrum is driven by three key principles:

- Durable--it needs to still be there
  - Library infrastructure--underlying Fedora repository
- Flexible--it needs to *have room to* accommodate new needs and opportunities that aren't yet known. It also needs to have value and work well
  - What is hosted--supplementary materials vs. whole catalog; ability to add new formats
- Discoverable--people need to know what's there and how to find it. For new forms of scholarship, this is by no means guaranteed--indeed, it's often guaranteed *not* to be happening.
  - Citable; stable identifiers (for books *and* digital assets); metrics for usage

But discoverability is a two-way street. Or, more accurately, an intersection like the one near where I grew up, called five corners. It turns out it's not just about pushing stuff through a

pipeline in one direction. Publishers, of course, know this already, as do the distributors, aggregators, and other information supply chain partners with whom we already have long standing relationships. But as the nature of a research output changes (what if there is no PDF? No ePub file? What if the work is open access?), these relationships, too, need to basically be understood and defined from scratch.

[slide 8]
(4 min) Distributing and discovering the stuff

Working with a diverse sample of around 120 free ebooks published by Open Book Publishers (OBP) and University of Michigan Press (UMP) along with Michigan-distributed titles published by Open Humanities Press (OHP) we are engaging in retrospective and prospective analysis using both quantitative and qualitative metrics. Technology pioneer Eric Hellman and his colleagues at the Free Ebook Foundation will lead the research, with support from Rebecca Welzenbach, Charles Watkinson, and Ken Varnum at University of Michigan, Rupert Gatti at Open Book Publishers, and Gary Hall at Open Humanities Press.

In the retrospective analysis, we are examining every available quantitative source of usage data for the sample books that have been available for at least six months and are conducting semi-structured interviews with some key stakeholders to gather data about how the sample books were discovered and are being used. To facilitate prospective analysis, UMP and OBP are implementing a listening/assessment exercise by inserting a link to a web-based usage survey in the front matter of books that they publish starting in April 2016.

Why is this project important? A number of initiatives focused in North America, Europe, and Australia are proposing to convert the system through which scholarly books are currently funded from a consumer- to producer-pays model which will allow free ebook versions to be made available. One driver for this change is the conjecture that releasing an ebook under an open access business model expands its readership compared to "toll-access" or "pay-to-purchase" ebooks. This is a reasonable hypothesis but we actually know very little about how free ebooks are discovered and lack best practices and tools to measure their impact. This is the challenge that the proposed project aims to engage with.

While the "open web" is known to be the most effective information distribution infrastructure ever built, a conventional supply chain relying on intermediaries taking proportions of retail price continues to dominate the book market. Starting from a study of current and prospective users of free ebooks we aim to understand whether the conventional supply chain remains important or whether other mechanisms of discovery are sufficient. We will also interview representatives of supply chain companies (including jobbers, retailers, and aggregators) to understand how they view free ebooks and whether they see a role for their organizations in discovery and delivery.

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Conclusions:
Much has happened already, of course, to adapt the scholarly publishing environment to the digital world. But to make digital scholarship not just an add on--an extra derivative format--but actually put it at the heart of developing new forms of scholarship, we need to re-think the whole cycle. Within the next year or two, Michigan Publishing, along with its partners on all the various projects I've just described, will have developed many of the building blocks for doing this in a replicable way.

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Thanks!