

Mainstreaming Open Access Monographs



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Michigan Publishing



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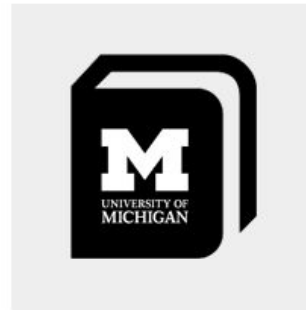
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University of Michigan Press

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.



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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.



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Three University of Michigan Press Examples

The logo features a large, bold, yellow letter 'M' on the left. To its right, the words 'DIGITALCULTUREBOOKS' are written in a black, uppercase, sans-serif font. The 'M' and the text are contained within a white rectangular box.

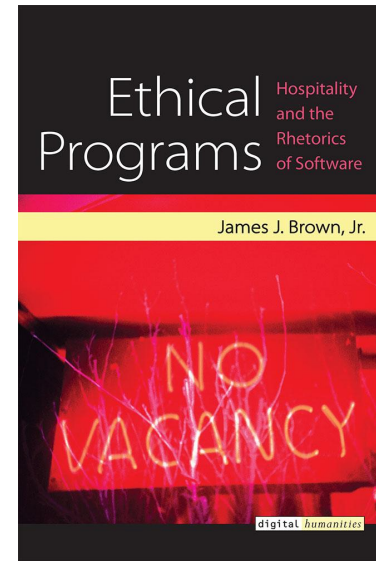
Knowledge Unlatched



One-offs, special funds, grants

Digital culture books

University of Michigan Press Imprint
53 books
(2006 -)



- HTML only on U-M hosted platform
- CC-BY-NC-ND
- OA version prepared when book goes to print



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Digitalculturebooks

University of Michigan Press Imprint
53 books
(2006 -)

What we learned:

- Disciplinary constraints/buckets don't really work
- Accidents of org chart should not drive workflows
- If readers don't know about OA, we can't accurately measure its impact!

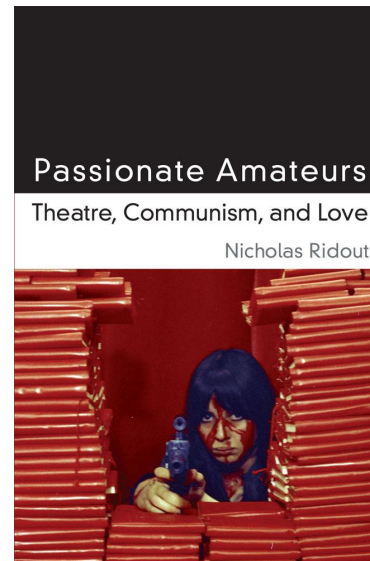


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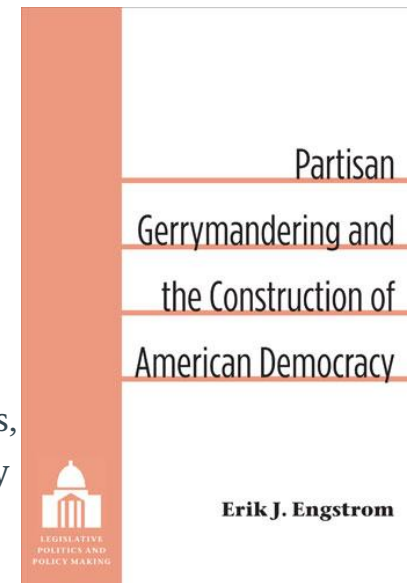
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Knowledge Unlatched

not-for-profit connecting libraries and publishers to “unlatch” monographs
14 books
(2013 -)



- PDF on OAPEN, HathiTrust
- CC BY-NC-ND
- Press nominates titles, ultimately selected by KU



Knowledge Unlatched

not-for-profit connecting libraries and
publishers to “unlatch” monographs
14 books
(2013 -)

What we learned:

- Timing matters--for publishers and consumers
- External program = constraints on titles, formats, licenses, platforms, funds...
- Outsources responsibility/accountability

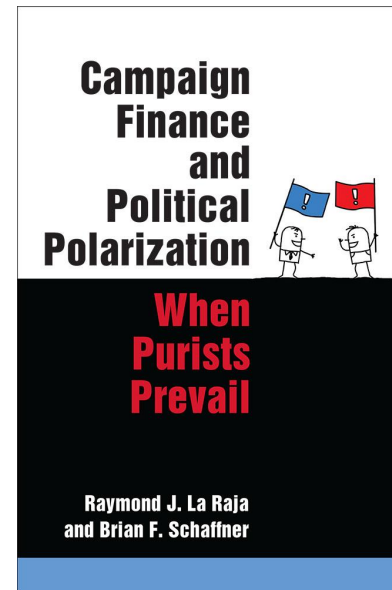


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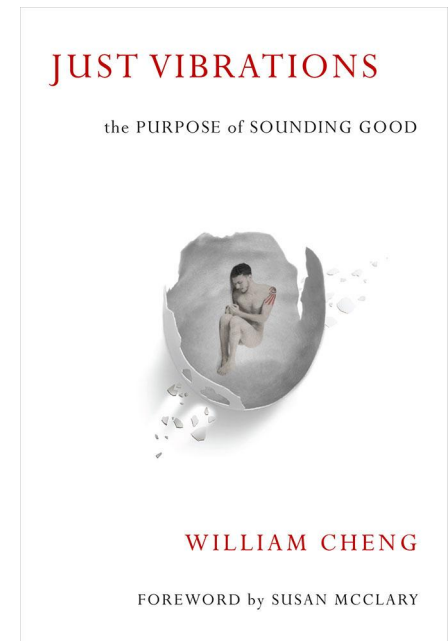
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One-off special projects

University of Michigan Press titles
Two books
(2015 -)



- HTML only on U-M hosted platform
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- OA version prepared when book goes to print



MICHIGAN PUBLISHING

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One-off special projects

University of Michigan Press titles
Two books
(2015 -)

What we learned:

- We need a repeatable process for doing this: from contract to distribution
- Opportunity to incorporate OA into production, design, marketing far upstream
- We're directly accountable to author and funder to ensure wide awareness of OA; evidence of impact and reach



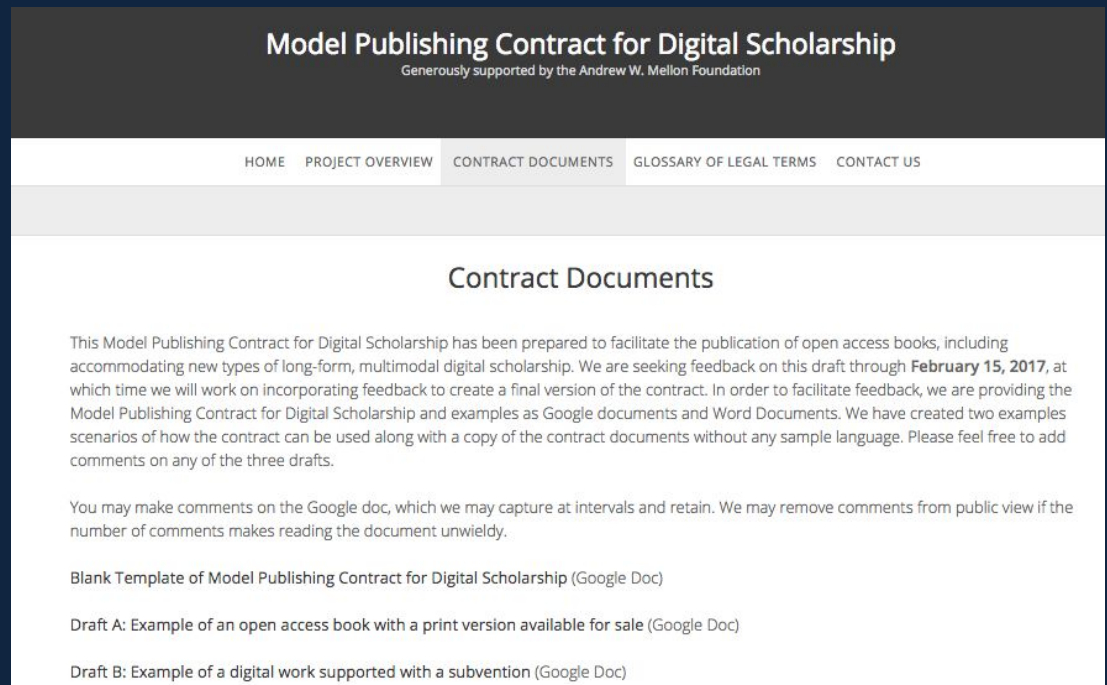
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What are we doing to normalize OA monographs?

1) Process: Better building blocks, e.g., model author contract to simplify/codify new practices involving crediting funders, choosing a license, new rights structures, etc.

(modelpublishingcontract.org)



The screenshot shows the website for the Model Publishing Contract for Digital Scholarship. The header is dark grey with the title in white. Below the header is a navigation bar with links for HOME, PROJECT OVERVIEW, CONTRACT DOCUMENTS, GLOSSARY OF LEGAL TERMS, and CONTACT US. The main content area is white and features the title 'Contract Documents' in a large, bold font. Below the title is a paragraph of text explaining the purpose of the contract and seeking feedback. There are three links listed at the bottom of the page: 'Blank Template of Model Publishing Contract for Digital Scholarship (Google Doc)', 'Draft A: Example of an open access book with a print version available for sale (Google Doc)', and 'Draft B: Example of a digital work supported with a subvention (Google Doc)'.

Model Publishing Contract for Digital Scholarship
Generously supported by the Andrew W. Mellon Foundation

HOME PROJECT OVERVIEW **CONTRACT DOCUMENTS** GLOSSARY OF LEGAL TERMS CONTACT US

Contract Documents

This Model Publishing Contract for Digital Scholarship has been prepared to facilitate the publication of open access books, including accommodating new types of long-form, multimodal digital scholarship. We are seeking feedback on this draft through **February 15, 2017**, at which time we will work on incorporating feedback to create a final version of the contract. In order to facilitate feedback, we are providing the Model Publishing Contract for Digital Scholarship and examples as Google documents and Word Documents. We have created two examples scenarios of how the contract can be used along with a copy of the contract documents without any sample language. Please feel free to add comments on any of the three drafts.

You may make comments on the Google doc, which we may capture at intervals and retain. We may remove comments from public view if the number of comments makes reading the document unwieldy.

[Blank Template of Model Publishing Contract for Digital Scholarship \(Google Doc\)](#)

[Draft A: Example of an open access book with a print version available for sale \(Google Doc\)](#)

[Draft B: Example of a digital work supported with a subvention \(Google Doc\)](#)



What are we doing to normalize OA monographs?

2) Discovery: better communication--human and machine-readable--about where OA exists

Just Vibrations
The Purpose of Sounding Good

William Cheng
Foreword by Susan McClary

An urgently needed look at the ethical stakes of contemporary musical life and musical scholarship

[Read for free on the web](#)

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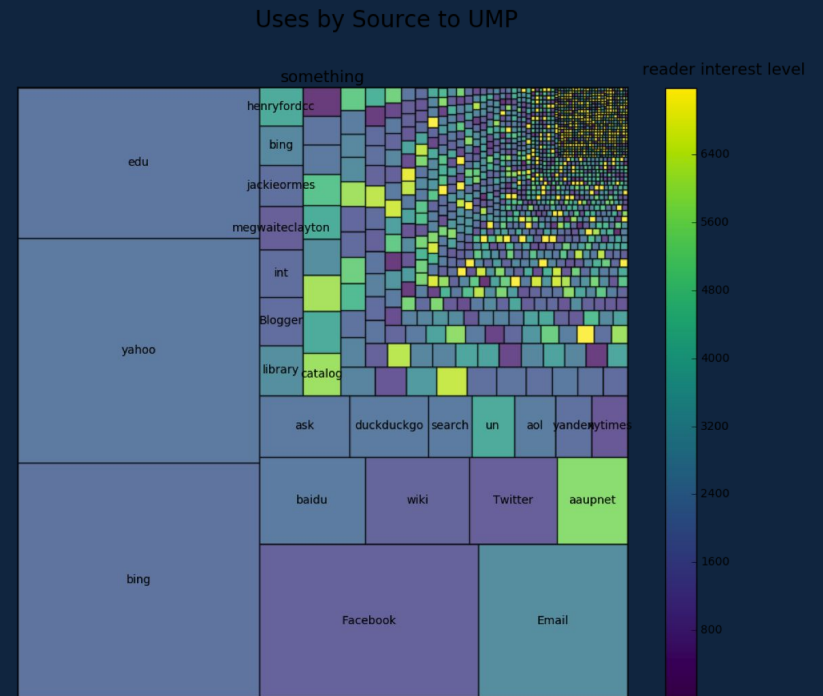
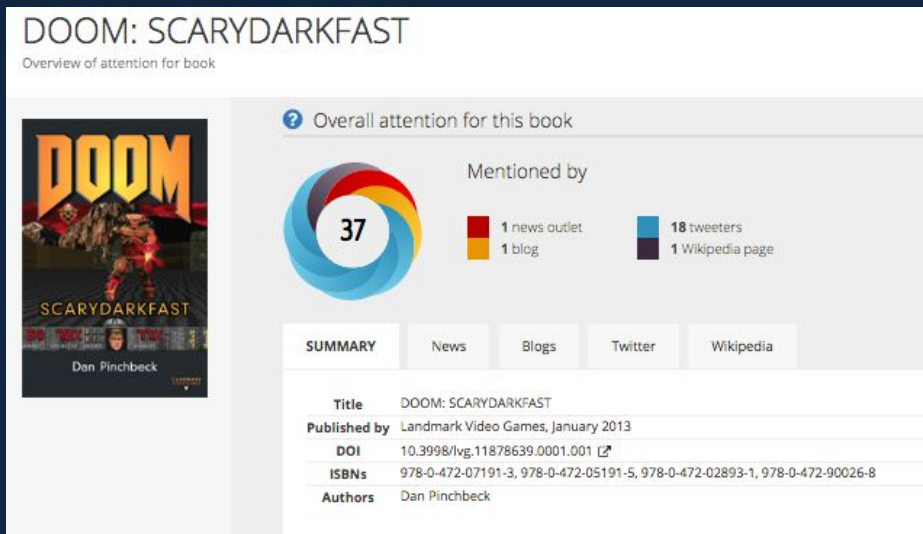
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What are we doing to normalize OA monographs?

3) Impact: Better understanding of how readers find, get, and use OA monographs



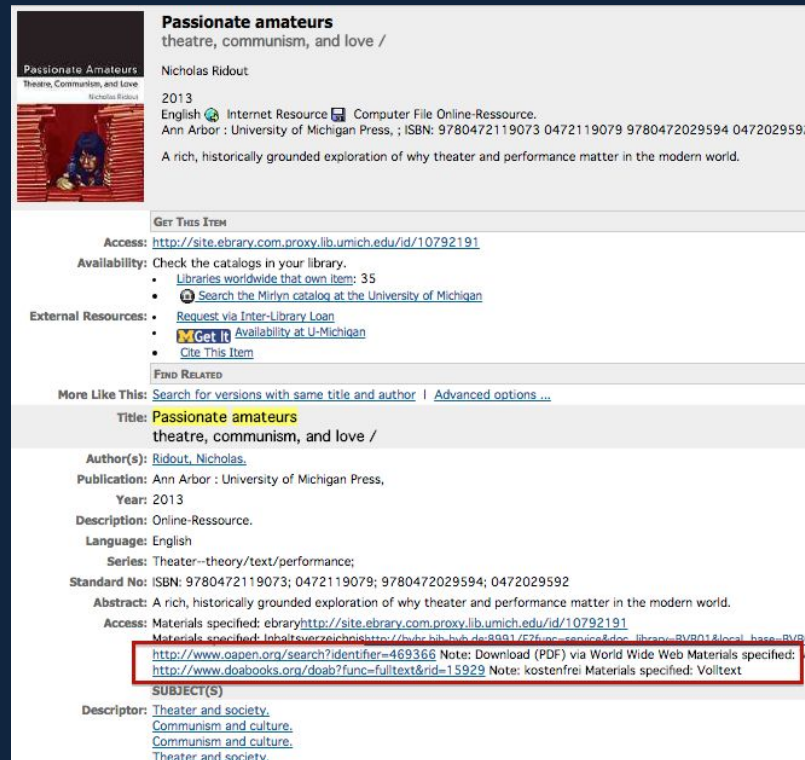
Not every book--but any book



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What still needs to happen?

1) Process: Make it easier for customers (including libraries) to determine in a timely fashion when an OA version will be available



Passionate amateurs
theatre, communism, and love /

Nicholas Ridout

2013
English Internet Resource Computer File Online-Resource.
Ann Arbor : University of Michigan Press, ; ISBN: 9780472119073 0472119079 9780472029594 0472029592

A rich, historically grounded exploration of why theater and performance matter in the modern world.

GET THIS ITEM

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Availability: Check the catalogs in your library.

- [Libraries worldwide that own item:](#) 35
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Title: **Passionate amateurs**
theatre, communism, and love /

Author(s): [Ridout, Nicholas](#).

Publication: Ann Arbor : University of Michigan Press,
Year: 2013

Description: Online-Resource.
Language: English
Series: Theater--theory/text/performance;

Standard No: ISBN: 9780472119073; 0472119079; 9780472029594; 0472029592

Abstract: A rich, historically grounded exploration of why theater and performance matter in the modern world.

Access: Materials specified: ebrary<http://site.ebrary.com.proxy.lib.umich.edu/id/10792191>
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SUBJECT(S)

Descriptor: [Theater and society](#),
[Communism and culture](#),
[Communism and culture](#),
[Theater and society](#).



What still needs to happen?

2) Discovery: Ensure OA and non-OA titles appear alongside one another when and where they're expected to appear (e.g., aggregator and vendor platforms)



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What still needs to happen?

3) Impact: Gather, synthesize, communicate impact, value of OA monographs in meaningful ways:

Dec 2016	Beyond the Bauhaus:Cultural Modernity in Breslau, 1918-33	Deborah Ascher Barnstone	9780472900596	2016	10.2307/j.ctt1gk088m	137	215	352	160
Dec 2016	Passionate Amateurs:Theatre, Communism, and Love	Nicholas Ridout	9780472900008	2013	10.2307/j.ctt1gk08bn	150	183	333	67
Dec 2016	Imperfect Creatures:Vermin, Literature, and the Sciences of Life, 1600-1740	Lucinda Cole	9780472900633	2016	10.2307/j.ctt1gk0873	101	163	264	84



Most popular books, Nov. 2015 to Oct. 2016.

Report created by the OAPEN Foundation, 9-11-2016

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	ISBN	Title	Downloads	OAPEN Link
1. Just Vibrations: The Purpose of Sounding Good	1,656 (89.76%)	1,408 (89.00%)	00:02:20	570 (81.90%)	52.81%	9780472119097	Law, Liberty, And The Pursuit Of Terrorism	894	http://oapen.org/search?identifier=483170
2. Campaign Finance and Political Polarization: When Purists Prevail	184 (9.97%)	169 (10.68%)	00:02:07	126 (18.10%)	77.78%	9780472119806	Spectacular Disappearances	83	http://oapen.org/search?identifier=608305

Thank you!