Mainstreaming Open Access Monographs

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Mainstreaming Open Access Monographs

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Three University of Michigan Press Examples

Knowledge Unlatched

One-offs, special funds, grants
Digitalculturebooks

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
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!
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

Partisan

Gerrymandering and the Construction of American Democracy

Erik J. Engstrom
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
One-off special projects

University of Michigan Press titles
Two books
(2015 - )

- HTML only on U-M hosted platform
- CC-BY-NC-ND
- OA version prepared when book goes to print
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
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)
What are we doing to normalize OA monographs?

2) Discovery: better communication--human and machine-readable--about where OA exists
What are we doing to normalize OA monographs?

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

- Overall attention for this book
- Mentioned by:
  - 37 news outlets
  - 1 blog
  - 18 tweeters
  - 1 Wikipedia page

Data Source: Google Analytics
Not every book--but any book
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
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)
What still needs to happen?

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