Mainstreaming Open Access Monographs

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Director, Strategic Integration and Partnerships
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.
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)
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

**DOOM: SCARYDARKFAST**

Overview of attention for book

Title: DOOM: SCARYDARKFAST
Published by: Landmark Video Games, January 2013
DOI: 10.3396/fgv.17878626.0001.001 (2)
Authors: Dan Pinchbeck

**Summary**

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**Uses by Source to UMP**

Data Source: Google Analytics

**Reader Interest Level**

MICHIGAN PUBLISHING
UNIVERSITY OF MICHIGAN PRESS
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:

![Graph showing pageviews]

- **1. Just Vibrations: The Purpose of Sounding Good**
  - Pageviews: 1,656 (89.76%)
  - Unique Pageviews: 1,408 (90.00%)
  - Avg. Time on Page: 00:02:20
  - # of Total Entrances: 696 (100.00%)
  - Bounce Rate: 57.33%

- **2. Campaign Finance and Political Polarization: When Purists Prevail**
  - Pageviews: 184 (9.97%)
  - Unique Pageviews: 169 (10.68%)
  - Avg. Time on Page: 00:02:07
  - # of Total Entrances: 126 (18.10%)
  - Bounce Rate: 77.78%

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Thank you!