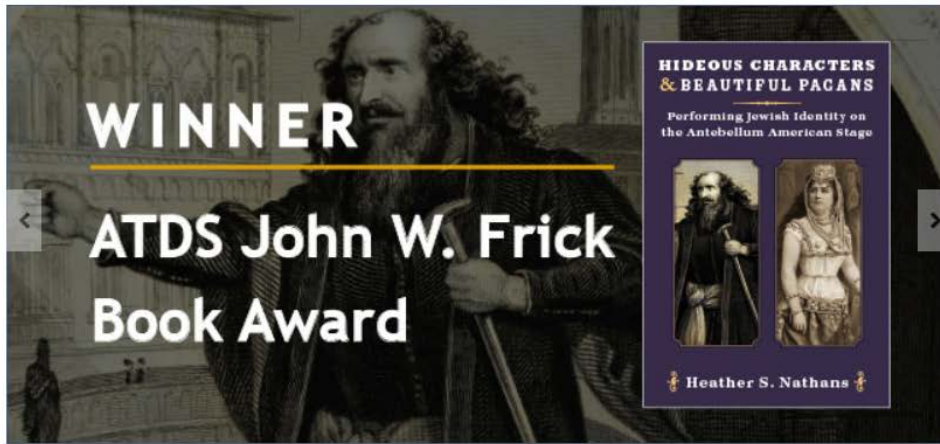


# Open Access Monographs at University of Michigan Press

Charles Watkinson  
Director, University of Michigan Press  
Associate University Librarian, Publishing  
University of Michigan





The Press Blog | [visit blog](#)

Author and Historian Christian Habicht Has Passed at 92  
posted August 7, 2018

Interview with UC Davis professor Gina Bloom, first U-M Press author to receive a TOME award  
posted July 18, 2018

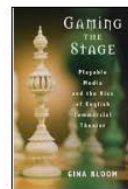
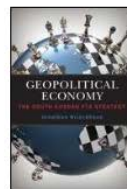
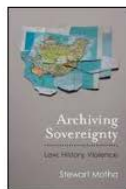
Former Poet Laureate and U-M Press Author Donald Hall dies at 89  
posted June 25, 2018

Introducing Two New Staff Members at University of Michigan Press  
posted June 15, 2018

Fall 2018



New Releases | [view all](#)



OPEN ACCESS  
AT UNIVERSITY OF MICHIGAN PRESS

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[View list of titles](#)



University of Michigan Press 839 Greene Street Ann Arbor, MI 48104-3209

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# Why UMP publishes OA books?

Open Access books . . .

- are ethically aligned with our mission to maximize access
- extend impact for our authors' work
- catalyze digital scholarship via data sharing & reuse
- may be a more stable source of income for books that otherwise lose money
- are increasingly mandated for our authors overseas

# Three flavors of OA book publishing

## Freemium

e.g., digitalculturebooks

- Free to view
- Pay to download
- Pay for print

*Covers direct costs at a program level but . . .*

- Sub-optimal for users
- Vulnerable to change in reading behavior

## Library Consortium

e.g., Knowledge Unlatched, Lever Press

- Free to view
- Free to download
- Pay for print

*Covers direct costs at a title level but . . .*

- Is it scalable?
- Hard to align library & publisher schedules

## Institution Pays

e.g., AAU / ARL / AUPresses TOME initiative

- Free to view
- Free to download
- Pay for print

*Covers direct / some indirect costs but . . .*

- Privileges some authors
- Threatens academic freedom?

# Digital Culture Books (since 2006)

Print and downloadable ebook sales cover direct costs

The screenshot shows the website for M Digital Culture Books. At the top right, there are links for "About Us" and "For Authors". The main header features a large yellow "M" followed by "DIGITALCULTUREBOOKS" in a grey, spaced-out font. A search bar is located to the right of the header. Below the header, the section "Our Books" is displayed. Four book covers are shown in a row, each with its title, author, and publication date listed below it. The books are: "Stamping American Memory: Collectors, Citizens, and the Post" by Sheila A. Brennan (Spring 2018); "Learning Legacies: Archive to Action through Women's Cross-Cultural Teaching" by Sarah Ruffing Robbins (Fall 2017); "Making Space: Writing Instruction, Infrastructure, and Multiliteracies" edited by James P. Purdy and Danielle Nicole DeVoss (Fall 2017); and "Science Fiction in Argentina: Technologies of the Text in a Material Multiverse" by Joanna Page (Spring 2016). At the bottom right, there is a logo for "M LIBRARY" consisting of a yellow "M" on a dark blue square background with the word "LIBRARY" below it.

About Us For Authors

## M DIGITALCULTUREBOOKS

Search site

### Our Books

Stamping American Memory: Collectors, Citizens, and the Post  
(Spring 2018)  
*Sheila A. Brennan*

Learning Legacies: Archive to Action through Women's Cross-Cultural Teaching  
(Fall 2017)  
*Sarah Ruffing Robbins*  
New Public Scholarship

Making Space: Writing Instruction, Infrastructure, and Multiliteracies  
(Fall 2017)  
*James P. Purdy and Daniëlle Nicole DeVoss, Editors*  
Digital Rhetoric Collaborative

Science Fiction in Argentina: Technologies of the Text in a Material Multiverse  
(Spring 2016)  
*Joanna Page*

M LIBRARY

# Lever Press

## Funding Model

Non-profit partnership.

54 US liberal arts college libraries make a contribution of between \$2k and \$8k pa each based on acquisitions budget.

These contributions fund publishing operations; Amherst College Press (editorial) and Michigan Publishing (production).

Each title costs on average around \$17,000 to produce, but will vary according to complexity.

## Governance Model

Program shaped by library Oversight Committee & faculty Editorial Board.

Editors recruit content and identify an appropriate form of peer review guided by Editorial Board.

Editorial Board decides on projects based on articulated values/process.

Publishing agreements are written with expectation that the titles will be OA.

Over 80 projects in the pipeline; 60 to be published by end of 2020.

Three commitments: (a) digitally native; (b) platinum OA; (c) aligned with the mission and ethos of Liberal Arts colleges



# TOME

## Funding Model

- 14 institutions
- Each commits \$15,000 pa x 3 each year
- Institution's faculty members are eligible to receive funding
- Takes funding with them to eligible press of their choice
- Five year experiment
- tome.figshare.com

figshare search on figshare Browse Upload Sign up Log in

978-0-472-05381-1.pdf (9.17 MB) 9780472123919 epub (2.36 MB)

Cite Download all (8.53 MB) Share Embed Collect (you need to log in first) 2 files

### Gaming the Stage: Playable Media and the Rise of English Commercial Theater

File(s) posted on 26.07.2018, 10:41 by Gina Bloom

156 views 8 downloads 0 citations

52

READ THE PEER-REVIEWED PUBLICATION

Gaming the Stage: Playable Media and the Rise of English Commercial Theater

UC DAVIS UNIVERSITY OF CALIFORNIA

CATEGORIES

- Drama, Theatre and Performance Studies
- British History
- Drama

KEYWORD(S)

theater theatre Gaming Early modern period Backgammon Chess University of Michigan Press

REFERENCES

- <https://www.jstor.org/stable/j.ctv3mt93h>
- <https://muse.jhu.edu/book/59246>
- <http://www.ingentaopen.com/content/book/9780472901081>
- <https://www.amazon.com/Gaming-Stage-Playable-Commercial-Performance-ebook/dp/B07DLV5JYS/>

FUNDING

University of California, Davis as part of the TOME initiative

PUBLICATION DATE

2018

ISBN (OPEN ACCESS)

978-0-472-90108-1

ISBN (PRINT - CLOTH)

978-0-472-07361-8

ISBN (PRINT - PAPER)

978-0-472-05381-0

ISBN (EBOOK FOR SALE)

978-0-472-12391-9

PUBLISHER NAME

University of Michigan Press

PUBLISHER WEBSITE URL

- [https://www.press.umich.edu/983122B/gaming\\_the\\_stage](https://www.press.umich.edu/983122B/gaming_the_stage)

Log in to write your comment here.

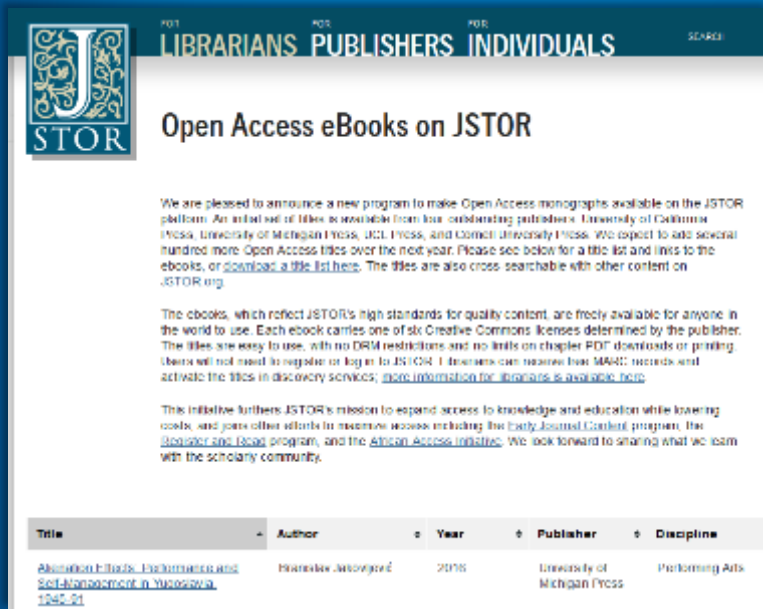
# Challenges for publishing OA books?

For open access book publishing to succeed we need to overcome key challenges for . . .

1. users in **finding and getting** the published works
2. authors in **demonstrating the desired impact** of taking an OA approach
3. funders in **sustaining a hybrid system** where OA and for-fee approaches to book publishing co-exist



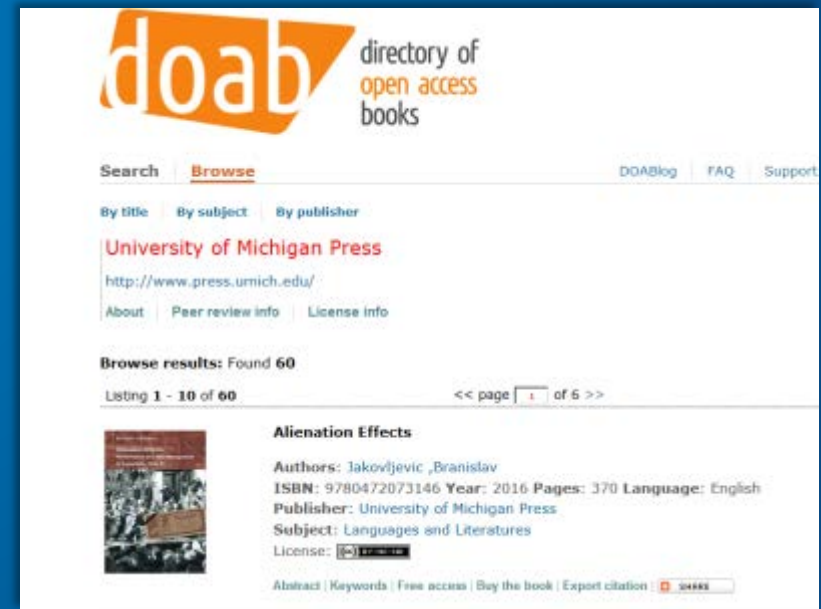
# 1. Finding and getting “Mapping Free Ebook Supply Chain” project (2017)



The screenshot shows the JSTOR website with the heading "Open Access eBooks on JSTOR". It includes a navigation bar for "LIBRARIANS", "PUBLISHERS", and "INDIVIDUALS". The main text announces a new program for Open Access monographs, listing publishers like University of California Press, University of Michigan Press, JCL Press, and Cornell University Press. It also provides a table with columns for Title, Author, Year, Publisher, and Discipline.

Title	Author	Year	Publisher	Discipline
<a href="#">Alienation Effects: Exile, Migration and Self-Narration in Yugoslav TRF-91</a>	Miroslav Arsović	2016	University of Michigan Press	Performing Arts

vs.



The screenshot shows the DOAB website interface. It features a search bar and navigation options like "By title", "By subject", and "By publisher". The search results for "University of Michigan Press" are displayed, showing a list of 60 results. The first result is "Alienation Effects" by Miroslav Arsović, published by University of Michigan Press in 2016. The page includes details like ISBN, language, and subject.

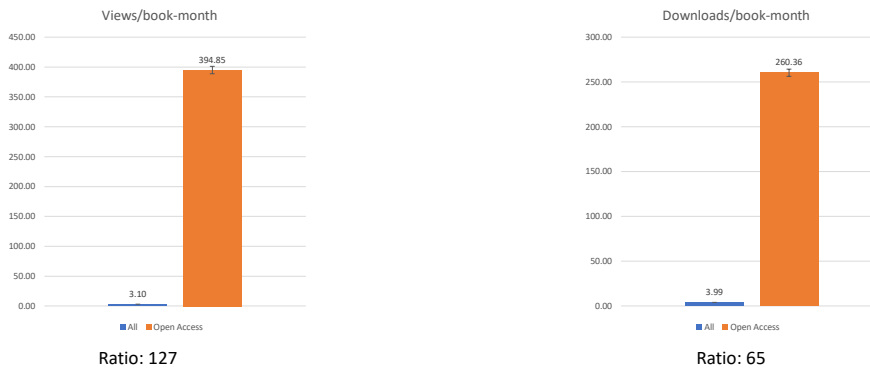
<http://bit.ly/mapOABook>



# 2. Demonstrating desired impact

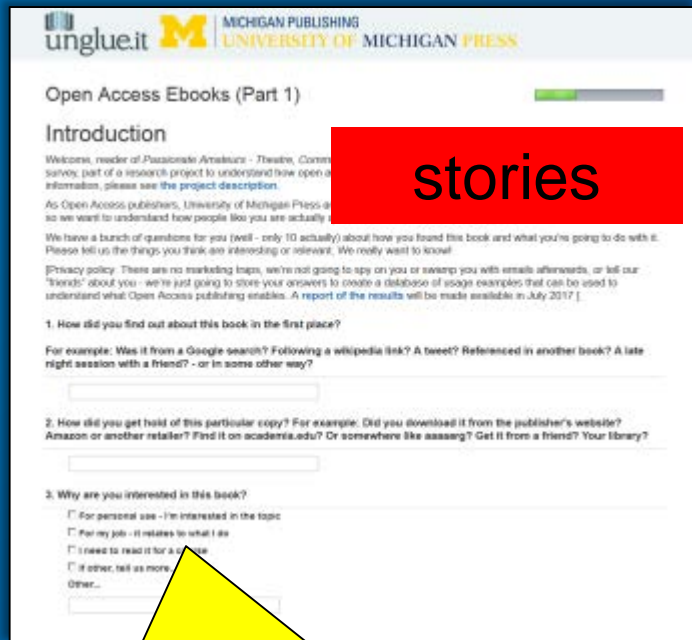
## “OA Ebook Usage: Toward a Common Framework” (2018)

downloads



Data from JSTOR Oct. 01 2016 – Dec. 31, 2016

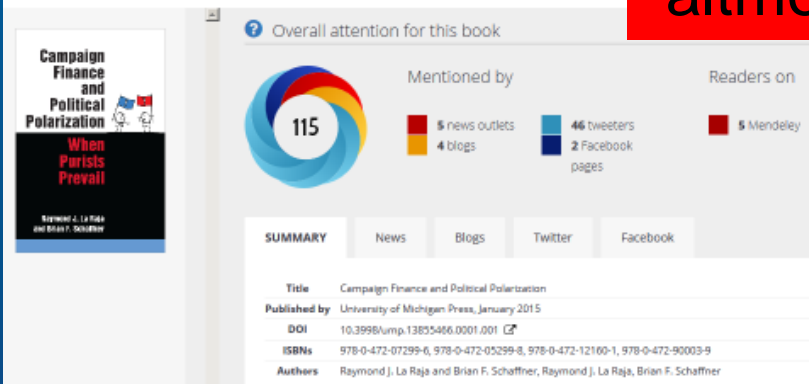
stories



### Campaign Finance and Political Polarization

Overview of attention for book

altmetrics



“The Open Access mission is f\*\*\*ing awesome. Thank you for providing this in a downloadable PDF. You guys are doing it right Delighted to have this resource.”

<http://bit.ly/OAusage>



# 3. Sustaining a hybrid system

## “Open Access History Monograph Initiative” (2018)

### PUBLISHING STRATEGY A

Monographs with wider audiences/  
translational

Higher planned sales goals (800-1500  
copies)

Anticipated full cost recovery, or better

Broad marketing to experts but also  
general readers

Multiple forms of discovery

PRIMARY FORMAT: PRINT

### PUBLISHING STRATEGY B

Peer-to-Peer Monographs/ marketed to  
specialists

Modest sales goals (<450 copies)

Anticipated deficit (>\$20K)

Important for promotion and tenure

More valuable when pooled with other  
content

PRIMARY FORMAT: DIGITAL

<http://www.longleafservices.org/blog/oa-monographs/>

John Sherer, Director, UNC Press



Charles Watkinson  
watkinc@umich.edu

**THANK YOU**

