

From local to (potentially) global

Case Tampere University Press

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Background

- Established in 1994, managed by the University Library from the start
- Published some 350 books since + hundreds of doctoral dissertations
- Flipped to Open Access in 2016
 - The first fully OA book publisher in Finland
- Currently, 5-10 peer-reviewed books per year
 - No doctoral dissertations starting from 2019
- Academic editorial board
- Main publishing languages Finnish and English (and Swedish)
- Books available on Tampere University institutional repository, OAPEN Library and DOAB
- BPCs consist of a modest basic charge + design and layout

Flipping to Open Access

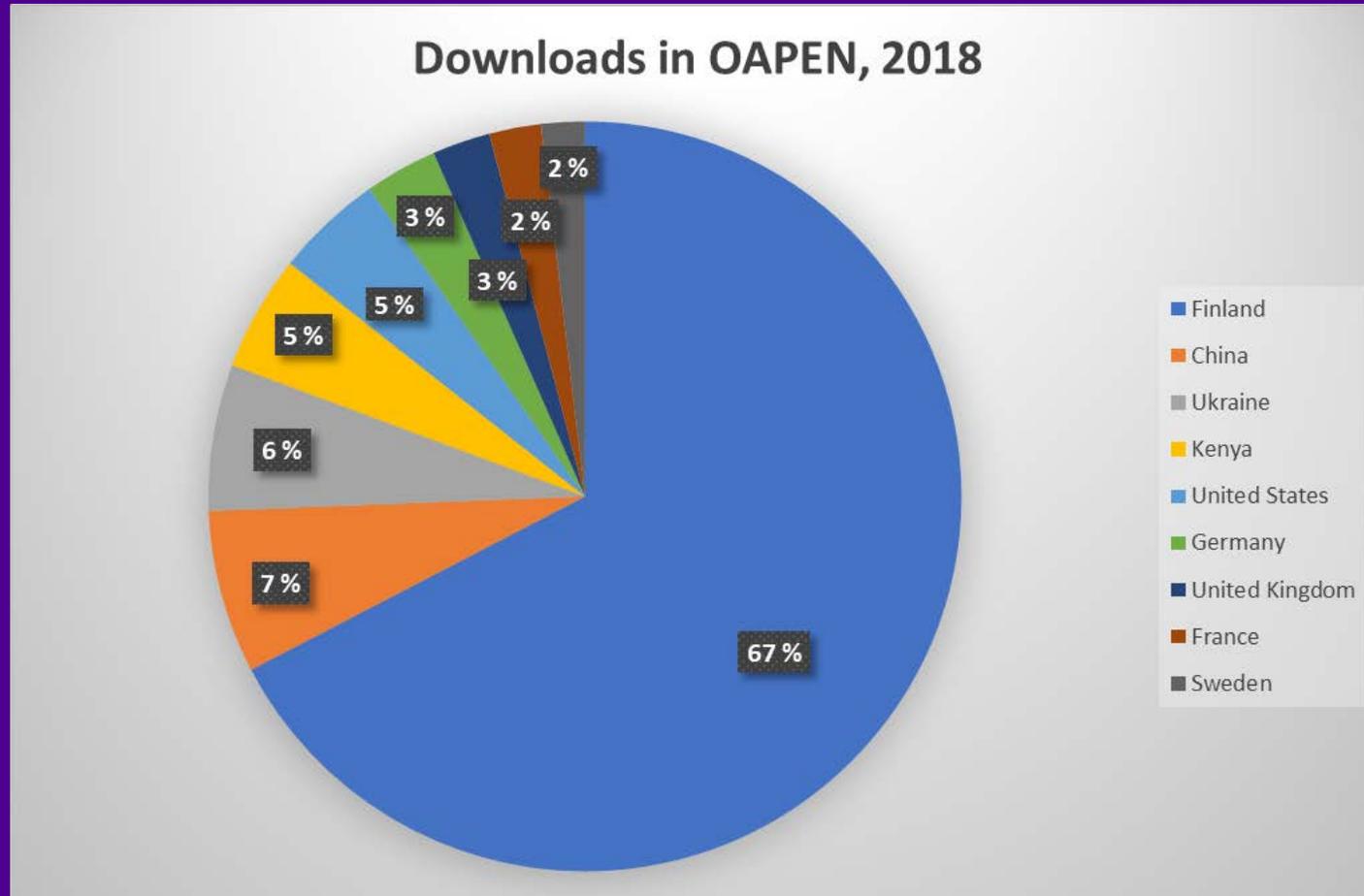
- Why?

- Own bookstore was sold
- Sales started dropping in the early 2010s
- Finnish language scholarly books = small market

- Benefits:

- Publishing is cheaper and faster
- Broader audiences
- Profiling purposes
- More submissions from outside own university
- Possibility to publish English language books with poor expectations for sales (on the Finnish market)

Global...



Total number of
downloads 3093
in 84 countries

...but invisible?

- Misconceptions
 - "So you don't actually publish REAL books?"
 - "Here is my submission, and I expect the book to be published in 4 weeks, thank you!"
 - "Can you please print 50 copies of my Master's thesis?"
 - "Why do I need to pay for publishing? You should be paying me."
 - "I want to publish with an international publisher to earn more 'publishing points'."
- Research evaluation based on publication channel
 - Prestige vs. other factors (eg. speed of publication, accessibility)
- Visibility
 - Printed books are highly valued, ebooks less so ("anyone can publish a PDF file")
 - Dissemination channels, library acquisition and marketing practices are created for the print book

Opportunities and 'to-dos'

- Science policy is starting to support Open Access
- New international and national initiatives that broaden the views on scholarly publishing and research evaluation
 - [DORA Declaration](#)
 - [PlanS](#)
 - [Tampere University policy and action plan on open science](#)
 - [Helsinki Initiative on Multilingualism in Scholarly Communication](#)
 - [National strategy and implementation plan for open access to scholarly publications](#)
 - 'High quality research is valued regardless of the publishing language or publication channel'
- Most important 'to-dos': new publishing platform (Open Monograph Press) and print-on-demand
 - Image and first impression (separate from the institutional repository)
 - Concrete product for marketing purposes (book fairs and events, display cases)

Thank you!

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