

Institutional Publishing

New Opportunities in the Digital Age

Association of European University Presses
Stockholm University, May 16-17, 2017

Charles Watkinson

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



Associate University Librarian Publishing

University of
Michigan Press

Michigan
Publishing
Services

Deep Blue
Institutional
Repository



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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.



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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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We are partners invested in your success as an author or client: We take the time to understand what you're trying to achieve and use our expertise to develop your content to its fullest potential.

We understand the stages of scholarship and provide publishing solutions across the entire life cycle. We offer a continuum of options whether you are engaged in learning, teaching, research, or service to the community.

We maximize the discoverability, accessibility, and durability of the works that we publish. We enable new ways of measuring influence and communicating impact.

We are a brand ambassador for the University of Michigan, one of the top higher-education institutions in the world, aligned with some of the University's greatest strengths and advancing its global reach.

We take a flexible, powerful approach to solving the technological challenges of publishing.



University of Michigan Press



- Authors come from everywhere
- Focused on certain subject areas
- Formal publishing process
- 70% earned revenue, 30% institutional subsidy
- 15% Open Access, 85% restricted access

Political Science

Performing Arts

Classical Studies

American Studies

Asian Studies

Regional Studies

English Language
Teaching



Michigan Publishing Services

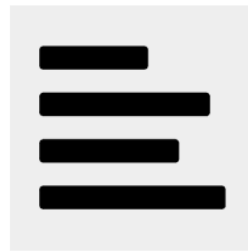
Michigan Publishing Services

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.



Books

Streamlined monograph publishing options designed to make high-quality scholarship available in print, eBook, and Web formats.



Journals

Affordable, efficient, integrated, born-digital publishing solutions for important journals in niche areas.



Digital Projects

Web-based collections that bring together research and primary sources to enrich diverse fields, from the humanities to medicine.



Course Materials

Services, including Print on Demand options, that help instructors enhance pedagogical impact.

- Authors mainly from U of Michigan
- Publishes across subject areas
- Lightweight publishing process
- 70% institutional subsidy, 30% earned revenue
- 100% Open Access

Deep Blue (Institutional Repository)

The image shows two overlapping screenshots of the Deep Blue Institutional Repository website. The background screenshot is the 'Home' page, and the foreground screenshot is a search results page.

Home Page (Background):

- Header:** 'Home' link.
- Introductory Text:** 'Deep Blue is the 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.'
- Finding work by U-M authors:** 'You can browse or search the contents of Deep Blue page, then link to what you find using a URL that will always work. (Available to all.)'
- Depositing your work:** 'We will create a collection for you, or add you as a contributor. [contact us](#). (Available to U-M faculty and staff.)'
- Recent Deposits:**
 - [Immune mediators in the tumor microenvironment of prostate cancer](#) by Dai, Jinlu; Lu, Yi; Roca, Herman, et. al. (2017-03-14). (911.9KB)
 - [Productivity Growth and Interest Rate Trends: A Long-Run Analysis](#) by Stolyarov, Dmitry (Michigan Retirement Research Center, University of Michigan, P.O. Box 306, 2016-12). (2.5MB)
 - [Caregiving and Work: The Relationship between Labor Market Attachment and Health](#) by Fahle, Sean; McGarry, Kathleen (Michigan Retirement Research Center, University of Michigan, P.O. Box 306, 2017-01). (2.8MB)
- Left Sidebar:**
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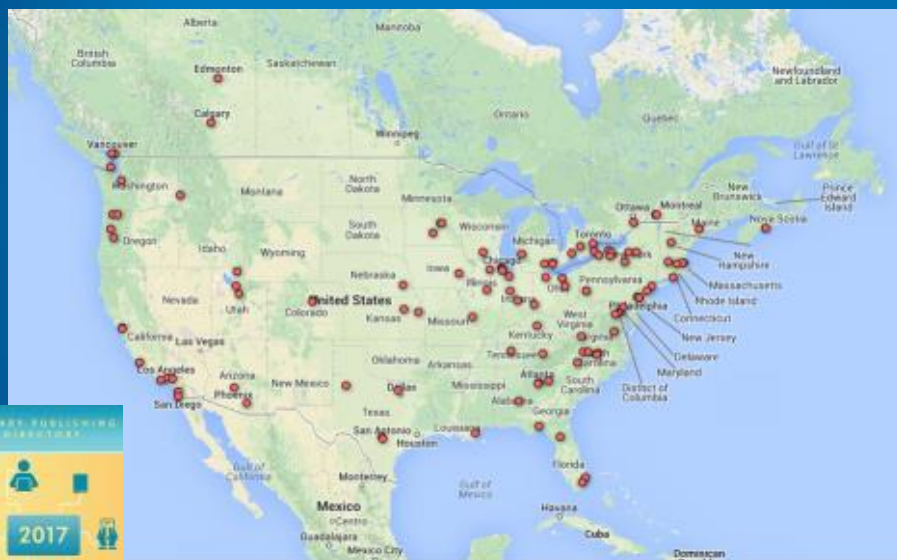
Search Results Page (Foreground):

- Header:** 'Deep Blue Data' with 'Home About Help Contact' links and a search bar.
- Search Results:**
 - [Atmospheric CO2 time series derived from CESM NEP and GEOS-Chem pulse response CO2](#)
 - Title:** Atmospheric CO2 time series derived from CESM NEP and GEOS-Chem pulse response CO2
 - Creator:** Keppel-Aleks, Gretchen and Liptak, Jessica
 - Description:** -CESM_bdrd_NEP_pulse_response_CO2.nc contains time series from the 'FullyCoupled' simulation
-CESM_bdrdcs_NEP_pulse_response_CO2.nc contains time series from the 'NoRad' simulation
-CESM_bdrd_pftcon_NEP_pulse_response_CO2.nc contains data from the 'NoLUC' simulation
-CESM_bdrd_Regional_Fluxes_NEP.n... [more]
 - [European Folk Costumes Excel Spreadsheet and Access Database](#)
 - Title:** European Folk Costumes Excel Spreadsheet and Access Database
 - Creator:** James, David A.
 - Description:** An Excel spreadsheet listing the information recorded on each of 18,686 costume designs can be viewed, downloaded, and explored. All the usual Excel sorting possibilities are available, and in addition a useful filter has been installed. For example, to find the number of designs that are Frieze T... [more]

- Materials all include authors from University of Michigan
- Hosts content from across subject areas
- Hosting only, no publishing process
- 100% institutional subsidy
- 100% Open Access



US and international trend . . .



55% of academic libraries in North America developing or implementing a publishing program (79% of ARL).

118 libraries listed in the *Library Publishing Directory*, 2017.

Library Publishing Coalition founded July 2014. Ca. 60 members.

In 2017 *LPC Directory* libraries published: 436 faculty-led, campus-based journals; 905 monographs; 65 textbooks; 249 publications under contract for an external entity (e.g., a scholarly society). Also technical reports, conference proceedings, ETDs.

www.librarypublishing.org



...also more UPs reporting to Libraries

2008	2010	2012	2014	2016
				Abilene Christian
				Akron
				Alberta
				Arizona
				Calgary
				Concordia
				Delaware
				George Mason
				Georgia
				Indiana
				Kentucky
		Alberta	Alberta	Marquette
		Arizona	Arizona	Michigan
	Alberta	Calgary	Calgary	MIT
	Arizona	Georgia	Georgia	New York
	Calgary	Marquette	Kentucky	North Texas
	Georgia	Michigan	Marquette	Northwestern
Alberta	Marquette	MIT	Michigan	Oregon State
Calgary	Michigan	New England	MIT	Penn State
Marquette	MIT	New York	New England	Purdue
MIT	New York	North Texas	New York	Southern Illinois
Nebraska	Northwestern	Northwestern	North Texas	Stanford
New York	Oregon State	Oregon State	Northwestern	Syracuse
Northwestern	Penn State	Penn State	Oregon State	Temple
Oregon State	Purdue	Purdue	Penn State	Texas Christian
Penn State	Stanford	Stanford	Purdue	Texas Tech
Purdue	Syracuse	Syracuse	Stanford	Utah
Stanford	Temple	Temple	Syracuse	West Virginia
Syracuse	Texas Christian	Texas Christian	Temple	Wilfrid Laurier
Texas Christian	Utah State	Utah	Texas Christian	Yale

2008 = 14

2010 = 18

2012 = 20

2014 = 20

2016 = 30

30% of North American university presses now report to libraries.



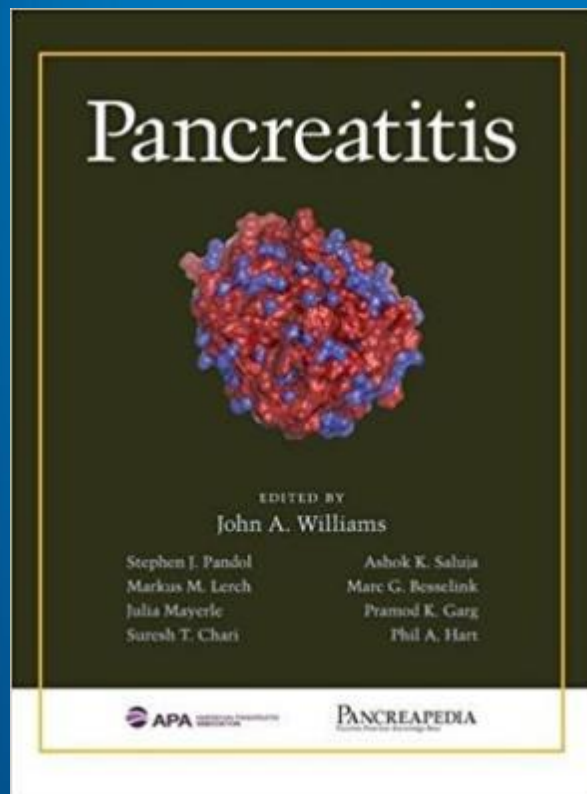
Why are libraries becoming publishers?

1. To provide alternatives to commercial publishing
2. To meet previously unmet publishing needs, e.g., for disseminating gray literature
3. To educate the next generation of scholars / authors in scholarly communication and information literacy

In general reflects converging roles:

Libraries: “Stewards of Collections” → “Provider of Services”
Publishers: “Producer of Content” → “Provider of Services”

1. To provide alternatives to commercial



Journal of
Muslim Mental Health

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Under Surveillance and Overwrought: American Muslims' Emotional and Behavioral Responses to Government Surveillance

Alexander J. O'Connor and Farhana Jahan
UNIVERSITY OF CALIFORNIA, BERKELEY

CORRESPONDENCE CONCERNING THIS ARTICLE SHOULD BE ADDRESSED TO ALEXANDER O'CONNOR, HITOTSUBASHI UNIVERSITY - ICS, 2-1-2 HITOTSUBASHI, CHIYODA-KU, TOKYO 101-8439, JAPAN. EMAIL: AOCOONOR@ICS.HIT-U.AC.JP

Volume 8, Issue 1, 2014

DOI: <http://dx.doi.org/10.3998/jmmh.10381607.0008.106>

Permissions

Abstract

After the 9/11 attacks, various United States law enforcement and intelligence agencies increased their monitoring and surveillance of American Muslims. We assessed the prevalence of such experiences with a sample of American Muslims. One-fifth of participants reported personal experiences with government surveillance. Relative to those not monitored, American Muslims who reported being monitored also reported being more anxious—but not more angry—about the prospect of government surveillance. Additionally, those monitored reported being more likely to modify their behaviors, avoiding contexts that might lead to government suspicion and future surveillance. Anxieties over the prospect of surveillance mediated the relationship between being previously monitored and modifying their behaviors. Parallels between these findings and literature on social identity threat and emotion regulation are discussed.

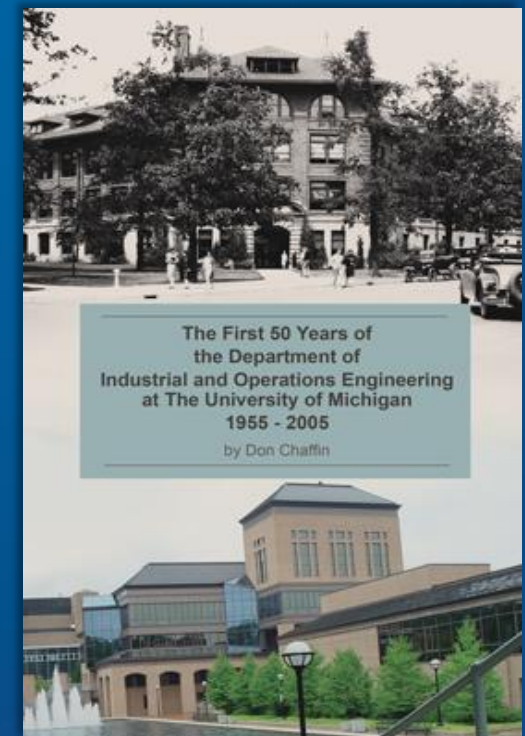
Keywords: American Muslims, profiling, anxiety, social identity threat, emotion regulation

2. To meet unmet publishing needs

Tech reports,
white papers, etc.

Workshop
proceedings

Institutional
histories



3. To educate the next author generation

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Michigan Journal of Sustainability

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Volume 4

MJS feature articles

A System of Professions Approach to Reducing Heat Exposure in Cuyahoga County, Ohio

Nicholas B. Rajkovich

Each year in the United States, more people die from heat waves than any other type of natural disaster. Climate change models predict an increase in extreme heat, especially in the Midwest. There have been limited... [Full article](#)

It's Second Nature: Sustaining Public Engagements with Addressing Climate Change at the Community Level

Stephen Axon

Whilst the number of studies focusing on strategies to engage the public with addressing climate change and sustainability are growing exponentially, little attention has been paid (multiple) ways in which... [Full article](#)

Partners in Local Resilience

Ashlee J. Grace, Elizabeth Gibbons, Matthew Naud, John Callewaert

Identifying mutually beneficial objectives for researchers and practitioners engaged in climate adaptation efforts can often be a challenge. Drawing on the experience of researchers and practitioners involved in a... [Full article](#)

[See all articles from current issue »](#)

MJM

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The Michigan Journal of Medicine (MJM) is a peer-reviewed, student led forum to bring high quality scientific and clinical research generated by the members of the University of Michigan to the scientific community at large. Students occupy all editorial leadership roles for the journal and supply all content. The journal editorial work is conducted under the guidance of world-class faculty at the University of Michigan Medical School, many of whom serve as editors for prestigious international journals such as JAMA and Spine. [more about MJM...](#)

Featured Articles

Transforming Medical Education: Academia Meets Innovation

T Novice, A Parikh, R Iyengar

As the medical landscape changes, future physicians will face new demands. The pressure to combat increasing health care costs places a more poignant focus on efficiency and cost effectiveness than ever before... [Full article](#)

Surgical Management of Recurrent Infectious Perivisceral Aortitis With Expanding Aortic Stump Pseudoaneurysm

Ma Sherman, Jp Knepper, JI Eliason, Dm Coleman

Here we present a case of recurrent aortic graft infection (AGI) in a 77-year-old male resulting in progressive perivisceral aortitis and aortic stump pseudoaneurysm one year following graft explantation and creation of an infrarenal aortic stump for AGI. Recurrent AGI is a common, yet diverse, disease process that carries substantial morbidity and mortality... [Full article](#)

Editor's Letter

Alisha Lussiez, Editor-in-Chief

To our esteemed colleagues,

Our team is excited to present the second issue of the Michigan Journal of Medicine. This year, we have expanded the breadth of our journal to include case reports, perspective articles, and a proof-of-concept piece from the University of Michigan Medical School's Medical Innovation Group..... [Full Editor's Letter](#)

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Supporting Digital Scholarship

An emerging opportunity for institutional publishers



The Monograph of the Future (Mellon)

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8. Reviewed and **eligible for disciplinary prizes** and awards.
9. Expertly marketed, **widely accessible**, and owned (not rented) by the reader

<https://mellon.org/resources/shared-experiences-blog/monograph-publishing-digital-age/>





Authors want to present rich media

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Type keywords in here

Home / Animal Acts: Performing Species Today / Everything I've Got [excerpt]

Next

Everything I've Got [excerpt]

From *Animal Acts: Performing Species Today* by Una Chaudhuri and Holly Hughes

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Creator Dobkin, Jess

Subjects Literary Studies
Theatre and Performance
Cultural Studies

Date March 23, 2013

Related Section Excerpt from *Everything I've Got* by Jess Dobkin, *Commentary by Jill Dolan: The Great Refusal and the Greater Hope*

Keywords animals, feminist performance, monologues, animals in contemporary art, post human, solo performance, queer performance

Content Type Performance

Language English

Citable Link <https://doi.org/10.3998/fulcrum.4q77fr32b>

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Transcript

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1
00:00:11.098 --> 00:00:14.786
I have an idea for a performance
where I give birth here on stage.

2
00:00:14.786 --> 00:00:17.540
>> [LAUGH]
>> You can purchase advanced tickets and

3
00:00:17.540 --> 00:00:18.825
then you'll be on call.

4
00:00:18.825 --> 00:00:21.660
>> [LAUGH]
>> We're gonna have a good old fashion

Authors want interaction with readers

Ethical Programs: Hospitality ...

172.0001.001/1:4/-ethical-programs-hospitality-and-the-rhetorics-of-software?g=dculture;rgn=div1;view=fulltext;xc=1

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Ethical Programs: Hospitality and the Rhetorics of Software

James J. Brown, Jr.

Series: Digital Humanities

DOI: <http://dx.doi.org/10.3998/dh.13474172.0001.001>

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« PREV SECTION

NEXT SECTION »

1. Web Hosting: Hospitality and Ethical Programs

The suicide bomber stands as perhaps the most disturbing symptom of hospitality in network through porous boundaries (no matter how well policed these boundaries might be), the suicide us that the other will arrive by way of doors and interfaces. While the openness of nation-state with which bodies can move through transportation infrastructures ensures that no space can be sealed off from the threat of a suicide bomb. But the uncertainty and complexity of networked suicide bomber **herself** too.

On December 31, 2010, a suicide bomb attack was thwarted not by police or intelligence officials, but by an unlikely hero — spam. A suicide bomber was killed in a safe house as she prepared for an attack.

Annotations 37

Page Notes 2

JzWells

Oct 21, 2015

herself

Why not his or herself? I know he's specifically talking about a woman below, but here this should be more generalized.

PeteyPete

Oct 21, 2015

In this case, a spam message arrived unexpectedly,



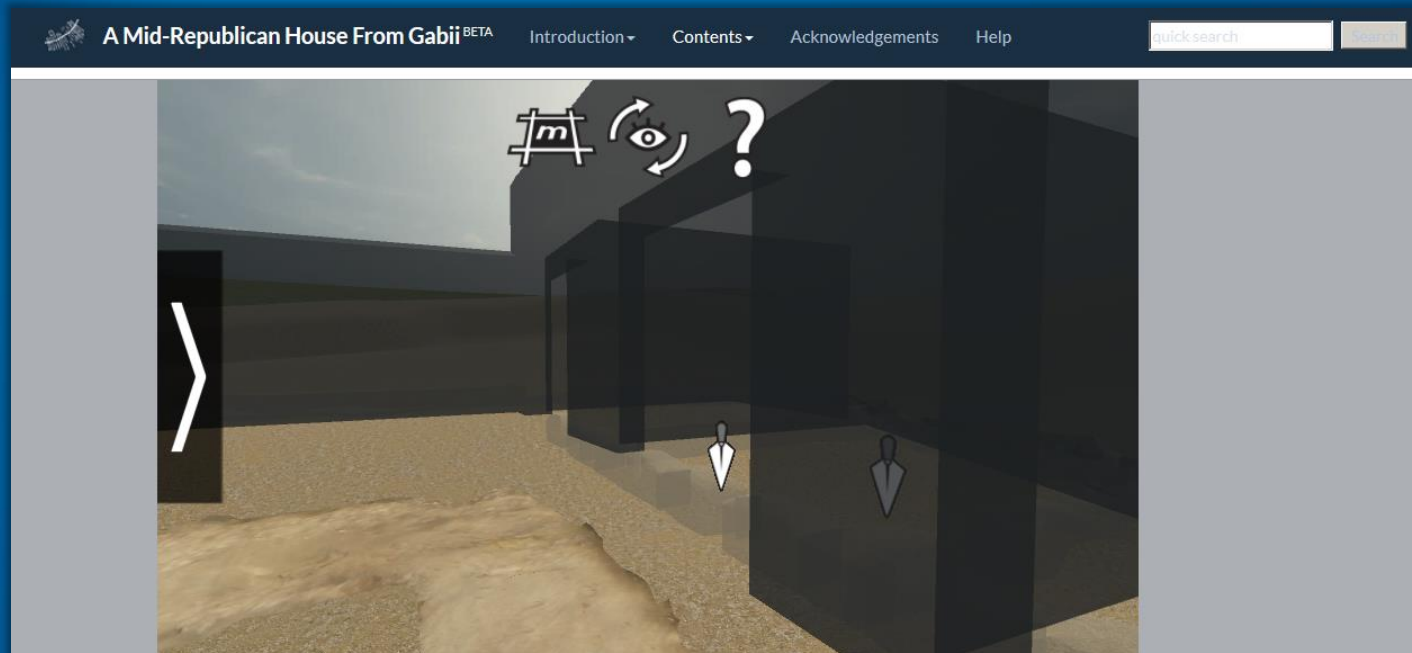
caseyboyle

Oct 21, 2015

Arriving in the Domodedovo Airport or Red Square or other public spaces, the suicide bomber takes advantage of the ... More

What a perfect example. The dynamics of networked relation entail a mutual exposure.

Authors want to move beyond the confines of the book



The story of the house

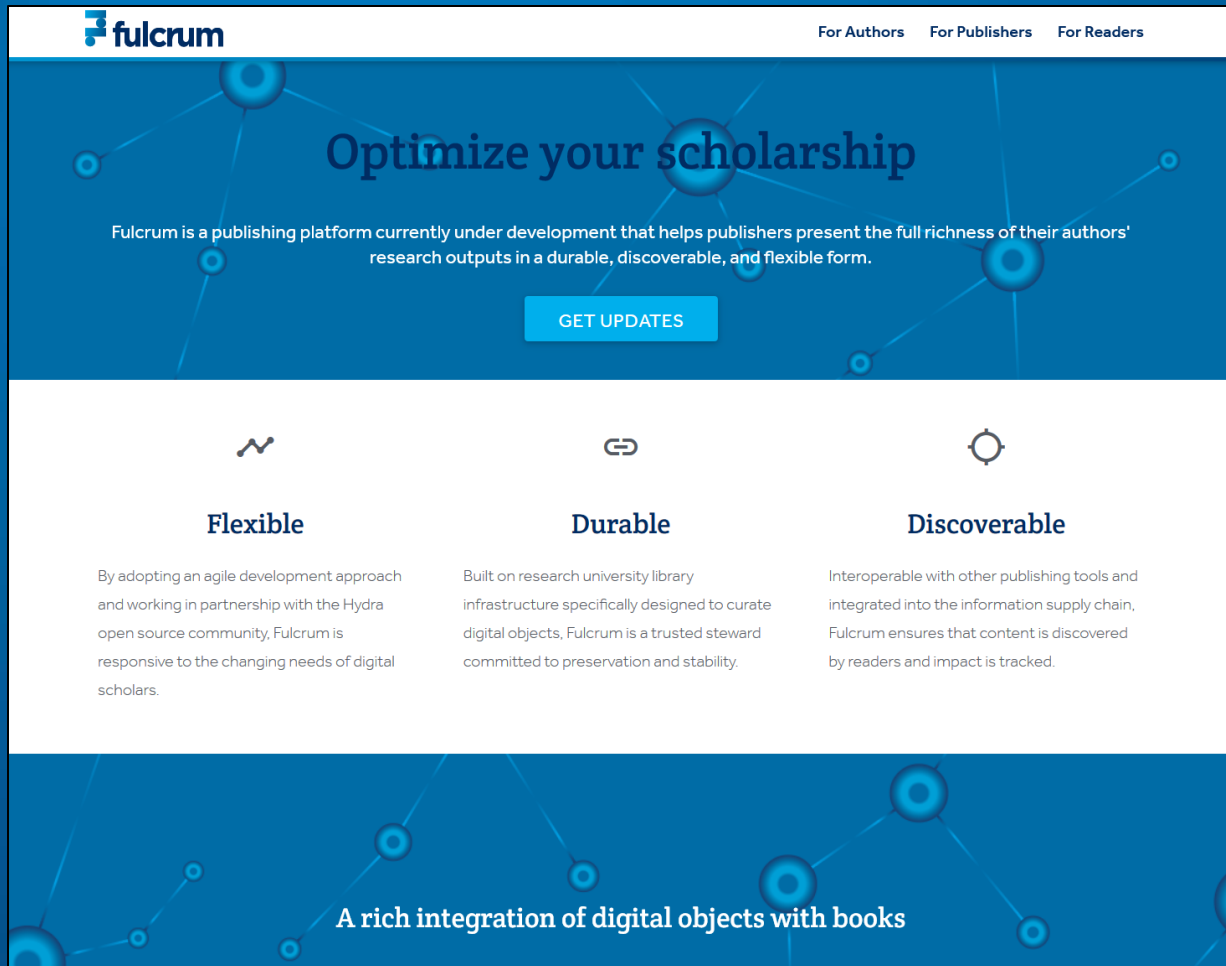
The town of Gabii is shaped like the flattened skeleton of a fish, a long curved spine with ribs splayed out, running off either side. It sits on the southern slopes of a low conical mound with a crater at its center; a bit of landscape whose topography was defined by a long-dormant volcano. The town's main east-west thoroughfare, the Via Gabina, traces the contour of the slopes of the crater, not far from the base of the mound, linking Rome to Praeneste. Between this road and the rim of the crater that defines the northern limit of the town, a series of terraces rise up. South of the road, the town continues across more level terrain.

Once upon a time in this town, there was a house. In fact, there were a number of houses, but this story is about a particular house: the Tincu House. This house was built two terraces north of the main road and one block east of a particularly important side street that runs down the slope from the crater's rim to join up with the Via Gabina. The location of this house, tucked just off this crossroad, gives shape to its story.

Digital changes everything

- Platform and workflows
 - fulcrum.org
- Intellectual property relationships
 - modelpublishingcontract.org
- Content discovery
 - “Mapping the Free Ebook Supply Chain”

1. Platform and workflows


A screenshot of the Fulcrum website. The header features the Fulcrum logo on the left and navigation links 'For Authors', 'For Publishers', and 'For Readers' on the right. The main section has a blue background with a network diagram of nodes and lines. The headline 'Optimize your scholarship' is centered. Below it, a paragraph describes Fulcrum as a publishing platform under development. A 'GET UPDATES' button is centered below the paragraph. The lower section has a white background and is divided into three columns, each with an icon, a title, and a description. The first column is titled 'Flexible' and features a wavy line icon. The second is titled 'Durable' and features a chain link icon. The third is titled 'Discoverable' and features a target icon. The footer has a blue background with a network diagram and the text 'A rich integration of digital objects with books'.

fulcrum For Authors For Publishers For Readers

Optimize your scholarship


Fulcrum is a publishing platform currently under development that helps publishers present the full richness of their authors' research outputs in a durable, discoverable, and flexible form.

[GET UPDATES](#)




Flexible

By adopting an agile development approach and working in partnership with the Hydra open source community, Fulcrum is responsive to the changing needs of digital scholars.



Durable

Built on research university library infrastructure specifically designed to curate digital objects, Fulcrum is a trusted steward committed to preservation and stability.



Discoverable

Interoperable with other publishing tools and integrated into the information supply chain, Fulcrum ensures that content is discovered by readers and impact is tracked.

A rich integration of digital objects with books

2. Intellectual property relationships

Model Publishing Contract for Digital Scholarship

Generously supported by the Andrew W. Mellon Foundation

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PUBLISHING AGREEMENT

- 1) **Parties.** This publishing agreement (“Agreement”), dated [_____] (“Effective Date”), is between [_____] organized under the State of [_____] with offices at [_____] (“Publisher”) and [_____] residing at [_____] (“Author”).
- 2) **Purpose of Agreement.** Author is creating a digital scholarly work, described in Schedule A (the “Work”), which the Publisher wants to publish. This Agreement establishes the collaborative relationship between Author and Publisher to publish the Work. Formats and methods of distribution of the Work will be agreed upon by Author and Publisher, including distribution (open access and/or paid access), the use of technology, and flexible licensing to enable new means of engagement with the content.

This Agreement incorporates a series of schedules, which may be completed at various stages of the publication process and may be amended from time to time by the parties:

- a) *Schedule A: The “Work.”*
- b) *Schedule B: Distribution and Re-Use of the Work.*
- c) *Schedule C: Funding and Stakeholders.*
- d) *Schedule D: Publication Schedule.*
- e) *Schedule E: Royalties and Revenue Sharing.*
- f) *Schedule F: Contributors to be Credited or Acknowledged.*
- g) *Schedule G: Content Not Original to Author.*
- h) *Schedule H: Marketing Efforts of Author and Publisher.*

3. Content discovery . . .



FOR LIBRARIANS FOR PUBLISHERS FOR INDIVIDUALS SEARCH

Open Access eBooks on JSTOR


We are pleased to announce a new program to make Open Access monographs available on the JSTOR platform. An initial set of titles is available from four outstanding publishers: University of California Press, University of Michigan Press, UCL Press, and Cornell University Press. We expect to add several hundred more Open Access titles over the next year. Please see below for a title list and links to the ebooks, or [download a title list here](#). The titles are also cross-searchable with other content on JSTOR.org.

The ebooks, which reflect JSTOR's high standards for quality content, are freely available for anyone in the world to use. Each ebook carries one of six Creative Commons licenses determined by the publisher. The titles are easy to use, with no DRM restrictions and no limits on chapter PDF downloads or printing. Users will not need to register or log in to JSTOR. Librarians can receive free MARC records and activate the titles in discovery services; [more information for librarians is available here](#).

This initiative furthers JSTOR's mission to expand access to knowledge and education while lowering costs, and joins other efforts to maximize access including the [Early Journal Content](#) program, the [Register and Read](#) program, and the [African Access Initiative](#). We look forward to sharing what we learn with the scholarly community.

Title	Author	Year	Publisher	Discipline
Alienation Effects: Performance and Self-Management in Yugoslavia, 1945-91	Branislav Jakovljević	2016	University of Michigan Press	Performing Arts

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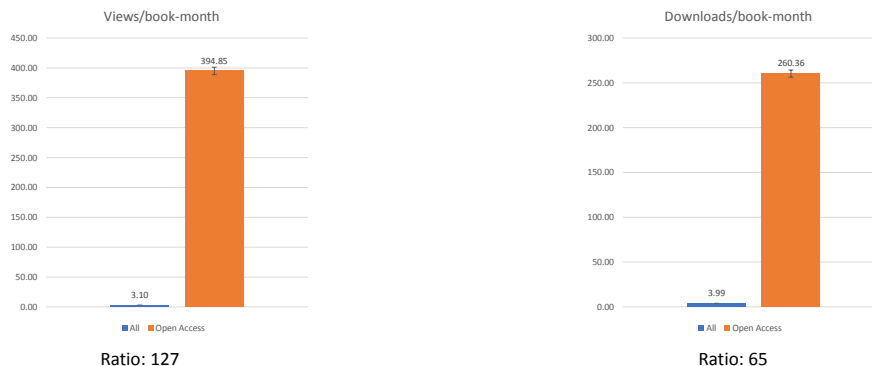
Alienation Effects
 Authors: Jakovljević, Branislav
 ISBN: 9780472073146 Year: 2016 Pages: 370 Language: English
 Publisher: University of Michigan Press
 Subject: Languages and Literatures
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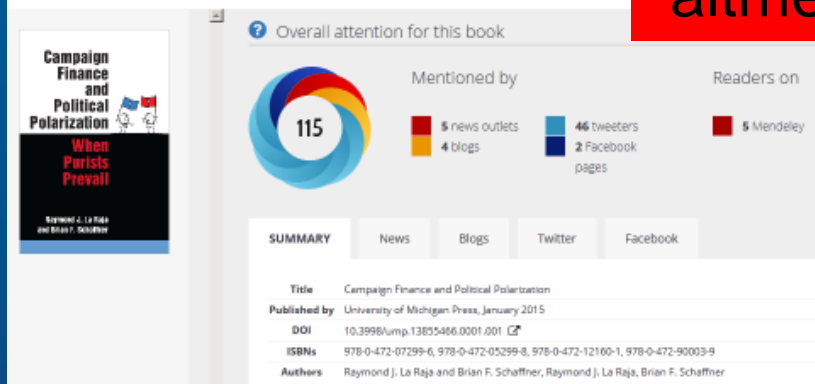
Data from JSTOR Oct. 01 2016 – Dec. 31, 2016

The screenshot shows a survey titled 'Open Access Ebooks (Part 1)' from unglue.it and the University of Michigan Press. It includes an introduction, a privacy policy, and three numbered questions about how the user found the book, how they got the copy, and why they are interested. A red box labeled 'stories' is overlaid on the right side of the form.

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."

Let's stay in touch . . .



Thank You

Charles Watkinson

watkinc@umich.edu

