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

LIBRARY

Associate University Librarian

Publishing

- University of Michigan Press
- Michigan Publishing Services
- Deep Blue Institutional Repository

Michigan Publishing Commitments

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.

M LIBRARY

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

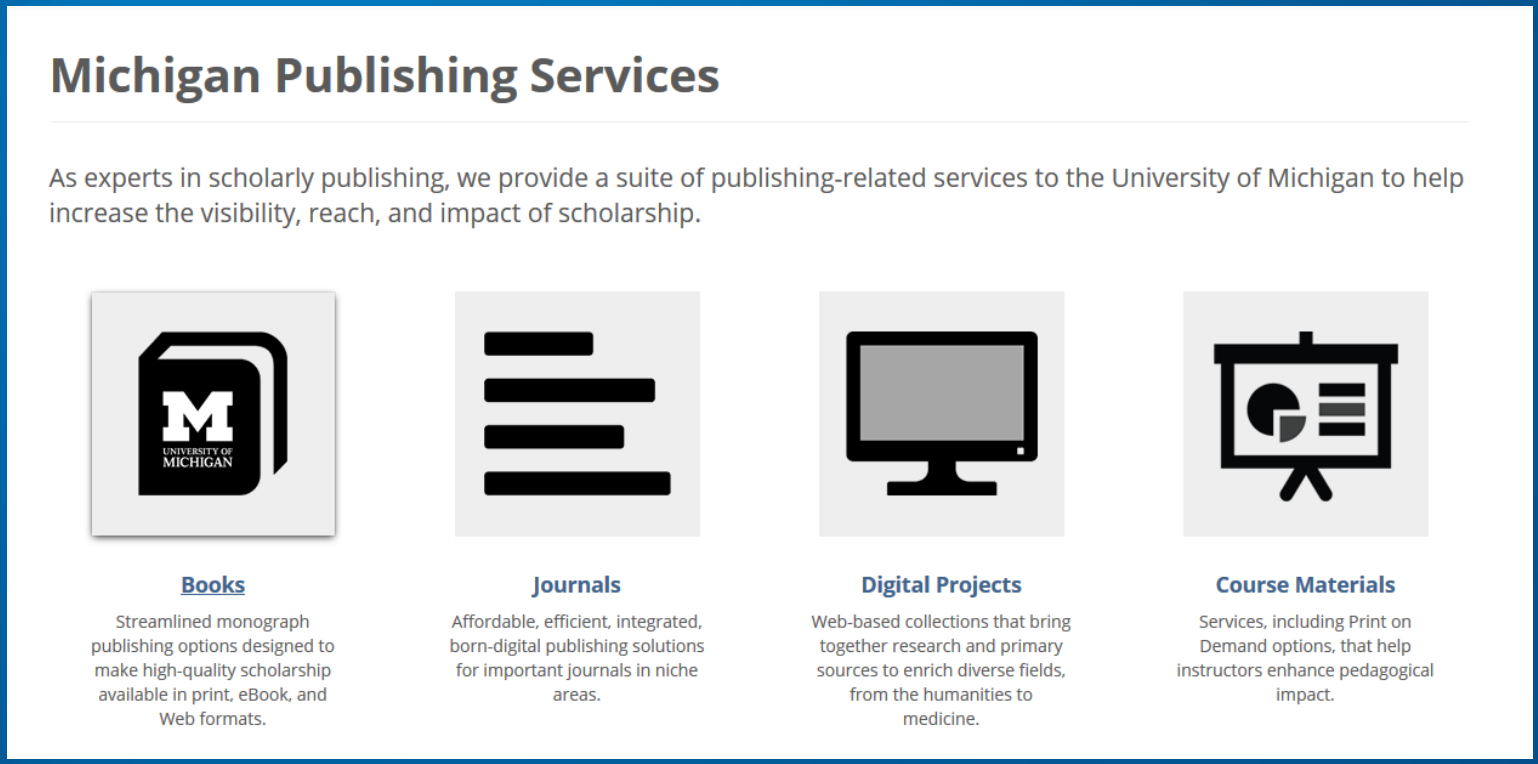
Asian Studies

Regional Studies

English Language Teaching

LIBRARY

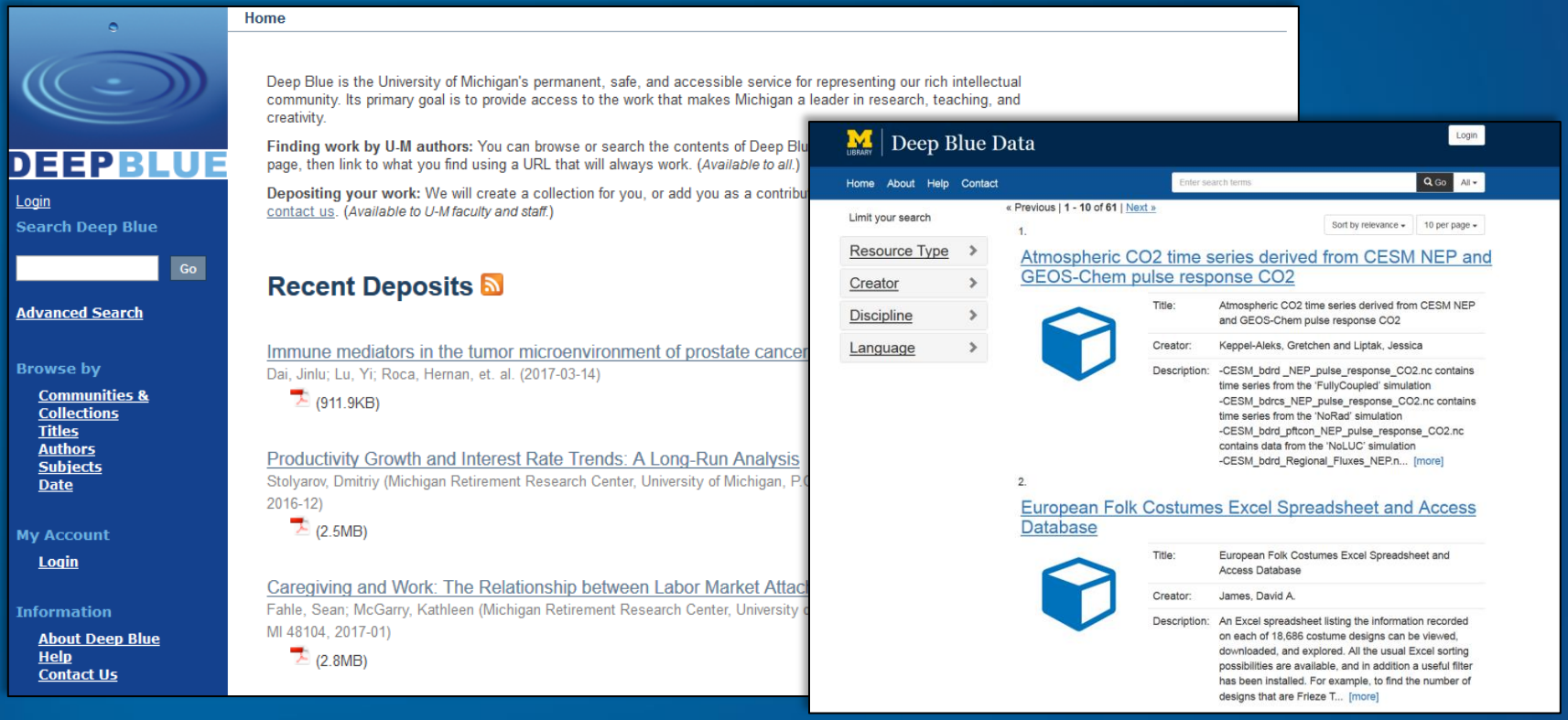
Michigan Publishing Services



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

M LIBRARY

Deep Blue (Institutional Repository)



- 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

LIBRARY

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

LIBRARY

. . .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.

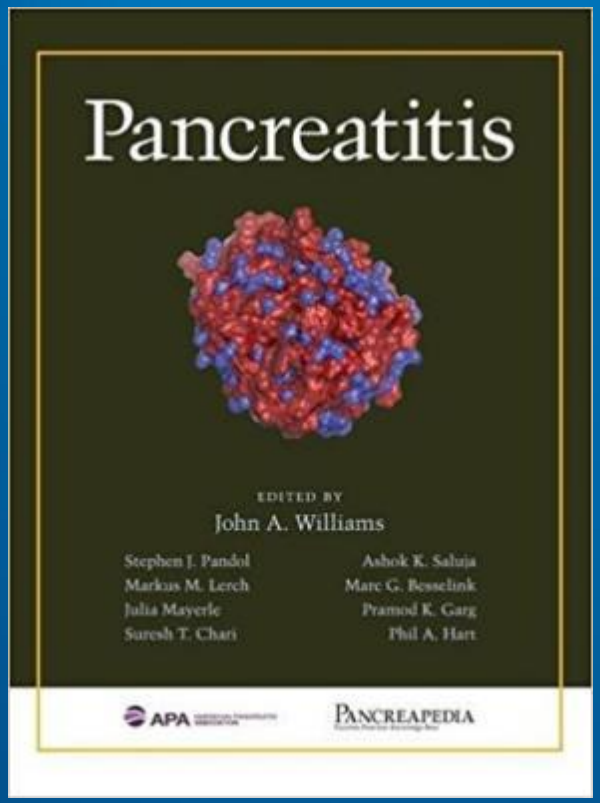
Why are libraries becoming publishers?

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

PDF Print Share+ 88

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

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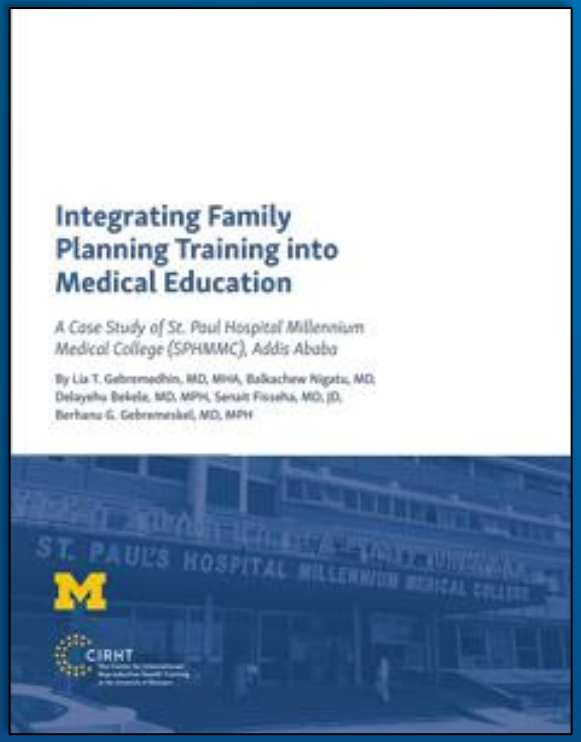
Abstract

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*

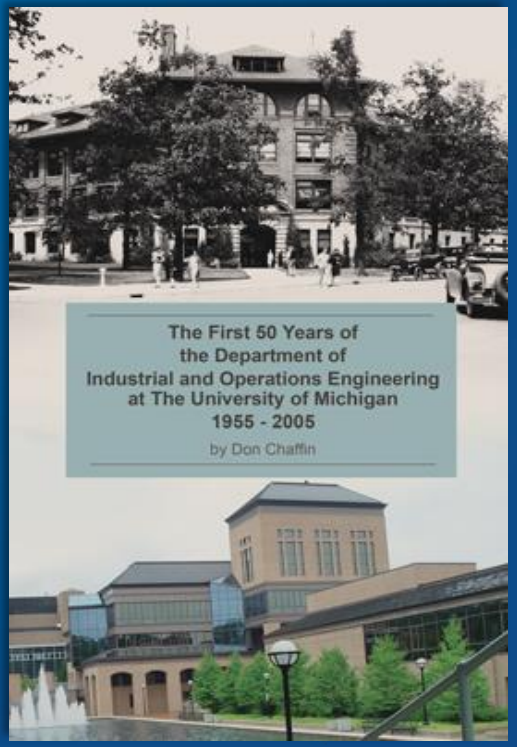
2. To meet unmet publishing needs

Tech reports, white papers, etc.

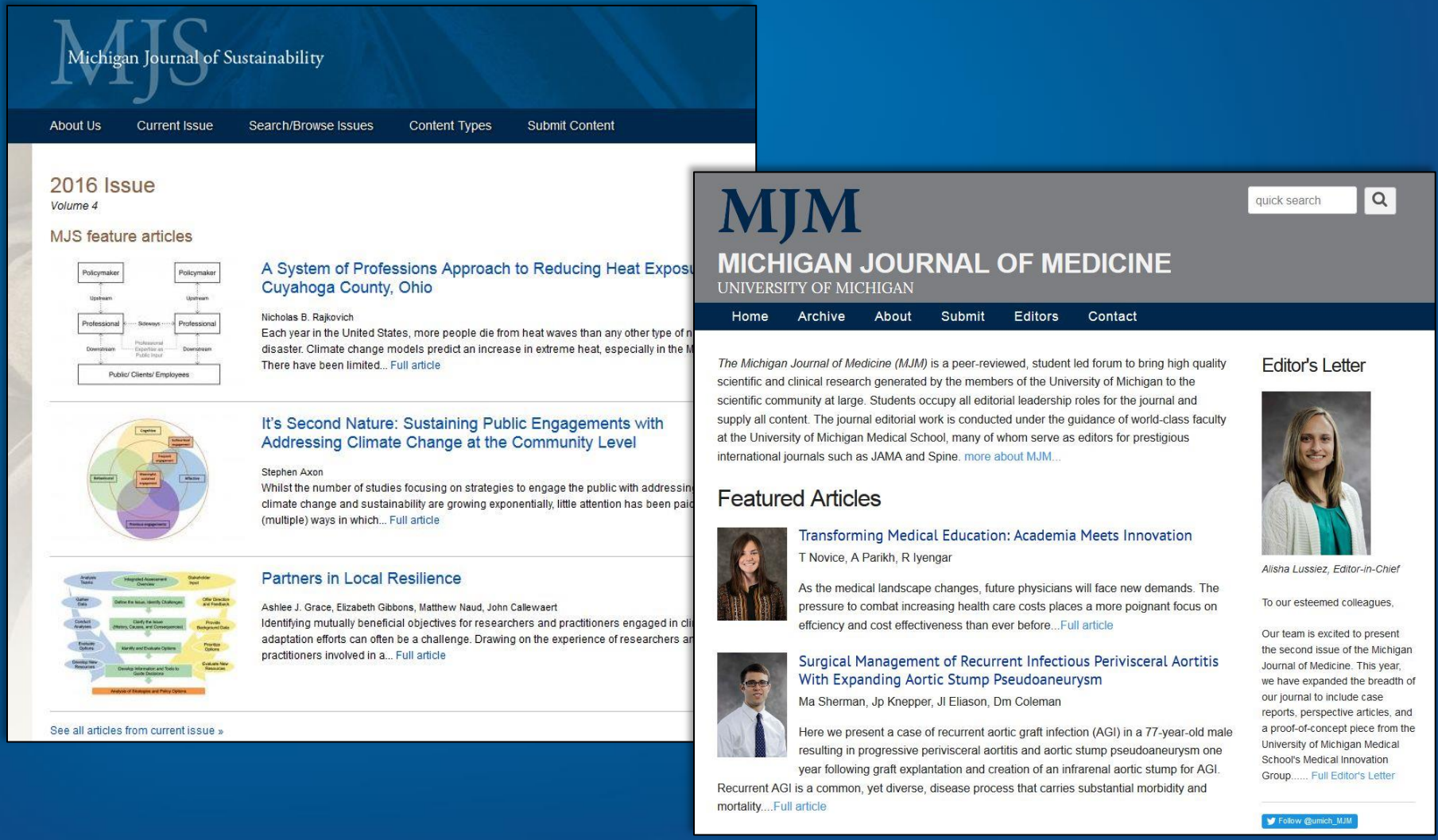


Workshop proceeedings

Institutional histories



3. To educate the next author generation



Supporting Digital Scholarship

An emerging opportunity for institutional publishers

LIBRARY

The Monograph of the Future (Mellon)

1. Fully interactive and searchable online with primary sources and other works.
2. Portable across reader applications.
3. Capable of supporting metrics of use that respect user privacy.
4. Maintained and preserved in its digital form.
5. Economically sustainable.
6. High quality as judged by peers.
7. Able to support a user's annotations independently of any particular reader technology.
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/

LIBRARY

Authors want to present rich media

UNIVERSITY OF MICHIGAN PRESS

Type keywords in here

BETA

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

Next

Written, directed, and performed by Jess Dobkin [excerpt from the full performance]. Everything I've Got *is included in the anthology,* Animal Acts: Performing Species Now, *edited by Una Chaudhuri and Holly Hughes and published by University of Michigan Press. Performances staged at the University of Michigan's Duderstadt Media Center, March 21-23, 2013.*

Transcript

WEBVTT

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

Everything I've Got [excerpt]

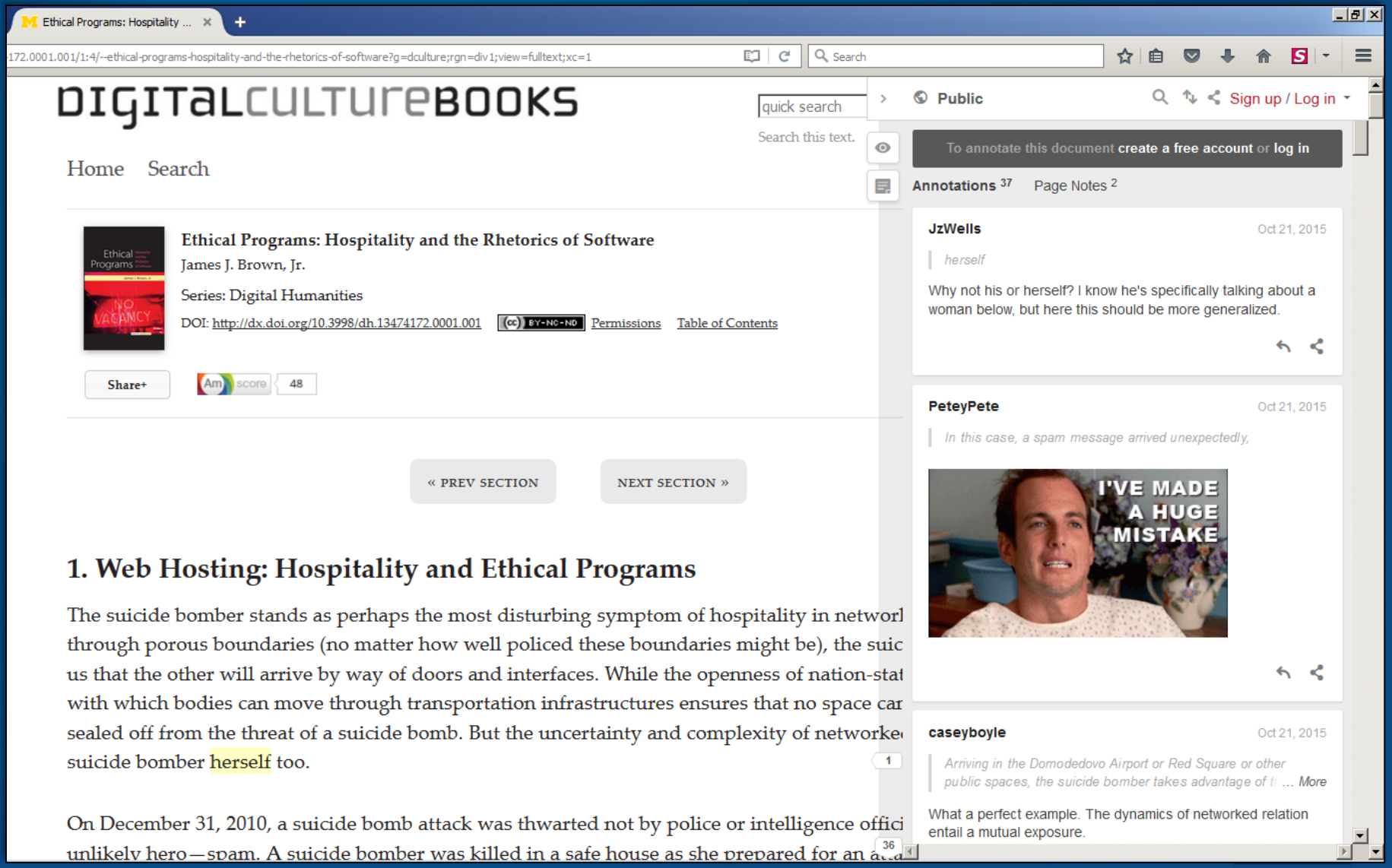
From *Animal Acts: Performing Species Today* by Una Chaudhuri and Holly Hughes

Info | Permissions | Stats | Technical Info

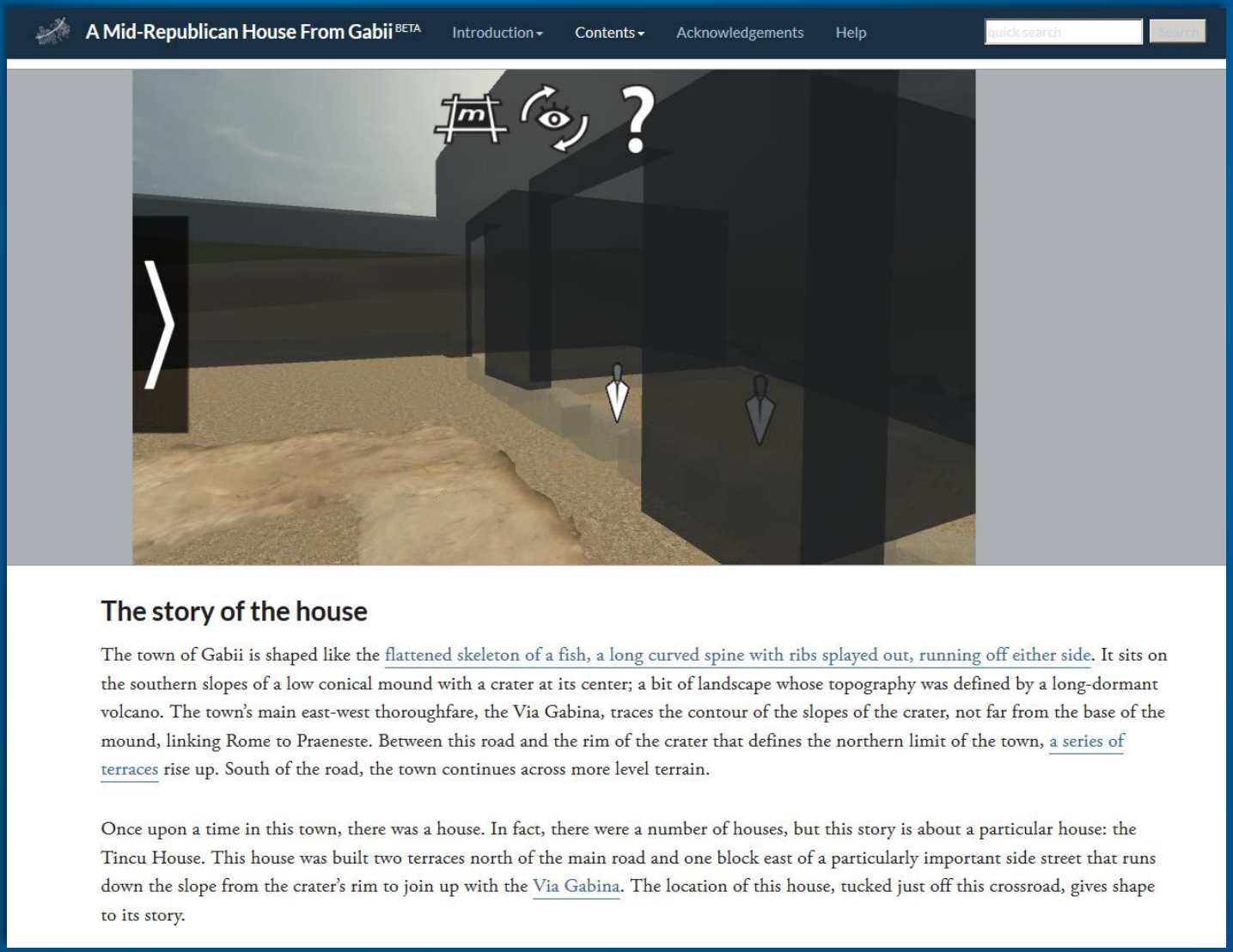
Creator	Dobkin, Jess
Subjects	Literary Studies Theatre and Performance Cultural Studies
Date	March 23, 2013
Related Section	Excerpt from *Everything I've Got* by Jess Dobkin, *Commentary by Jill Dolan: The Great Refusal and the Greater Hope*
Keywords	animals, feminist performance, monologues, animals in contemporary art, post human, solo performance, queer performance
Content Type	Performance
Language	English
Citable Link	https://doi.org/10.3998/fulcrum.4q77fr32b

Share

Authors want interaction with readers



Authors want to move beyond the confines of the book



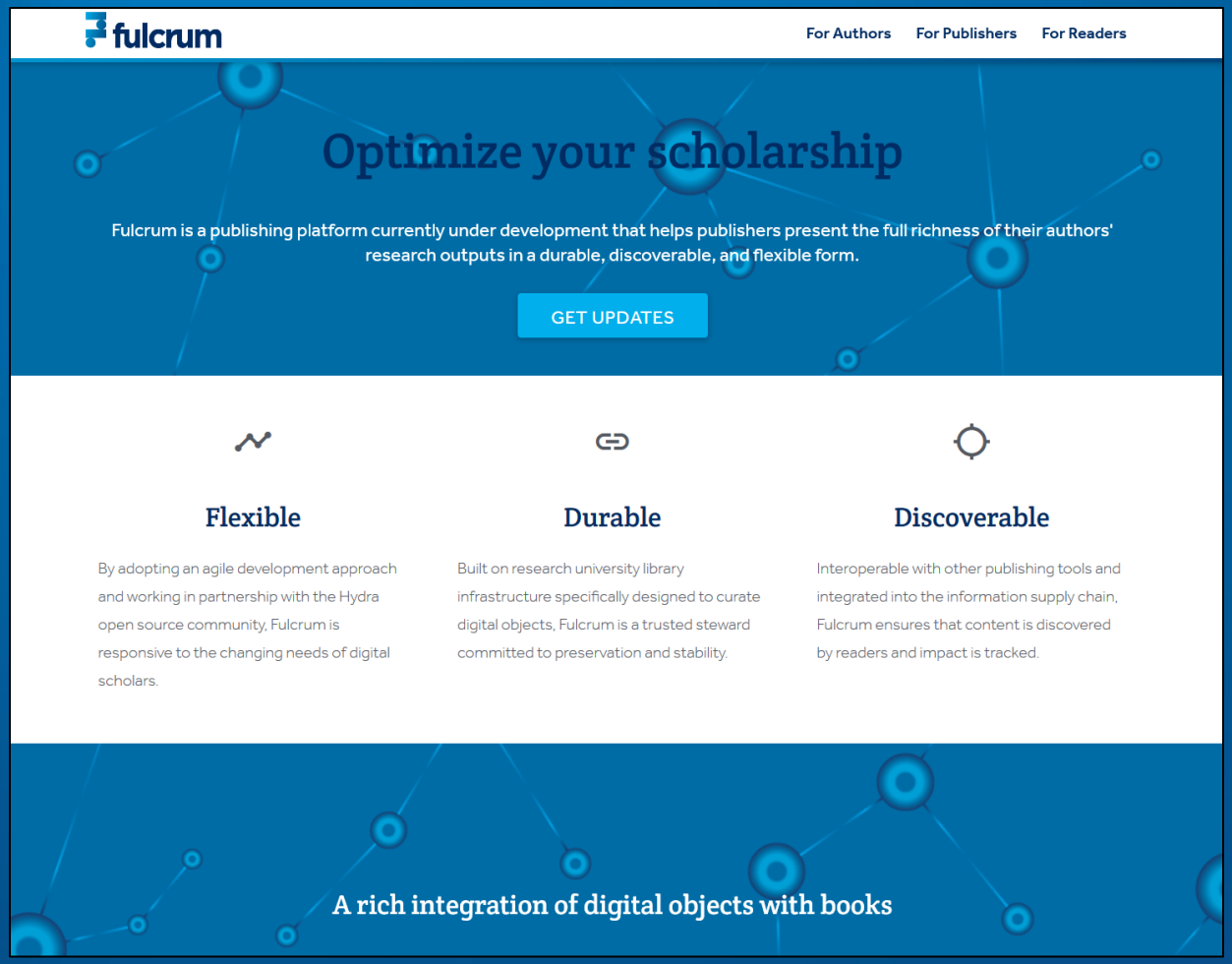
LIBRARY

Digital changes everything

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

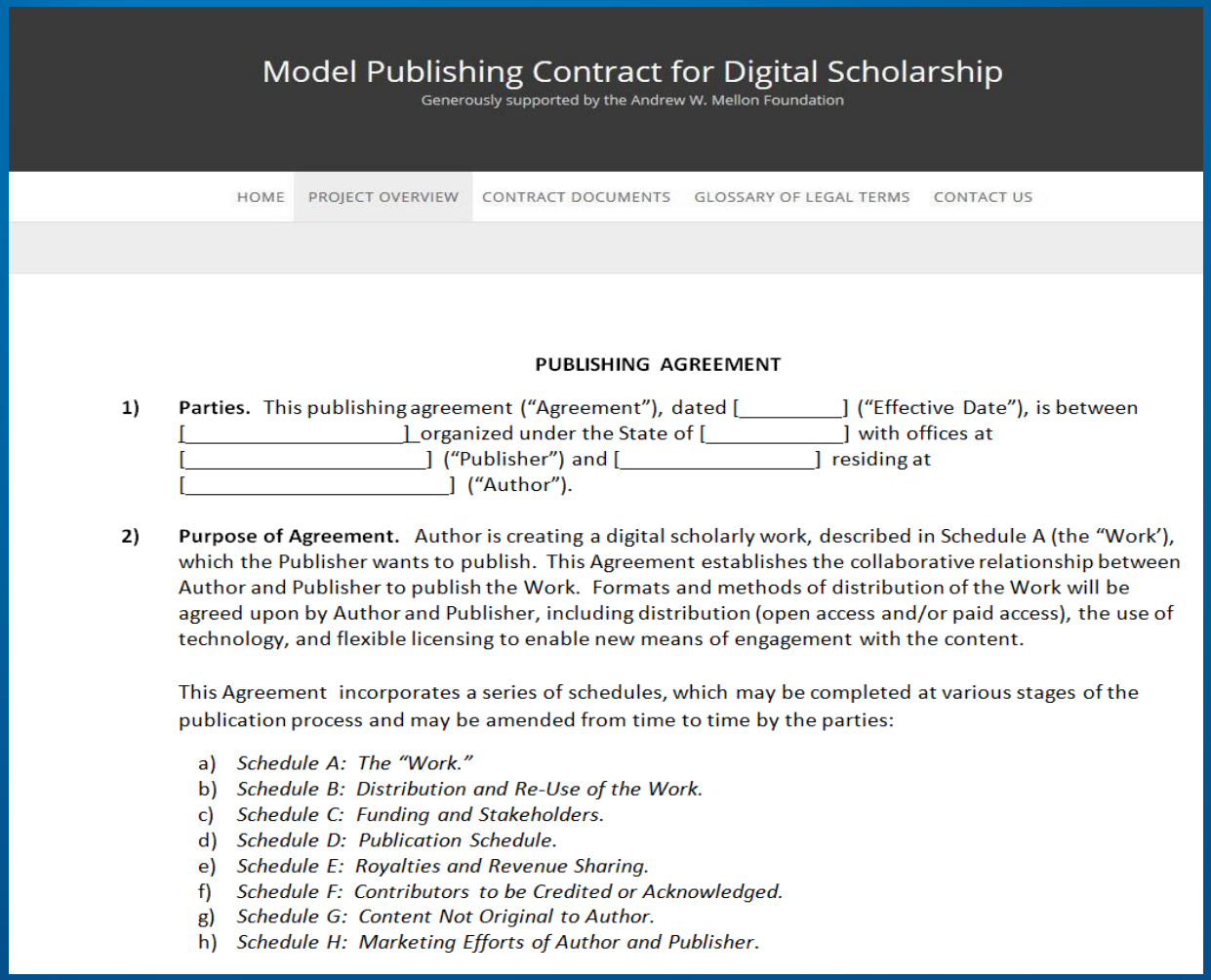
LIBRARY

1. Platform and workflows



LIBRARY

2. Intellectual property relationships



Model Publishing Contract for Digital Scholarship

Generously supported by the Andrew W. Mellon Foundation

HOME | PROJECT OVERVIEW | CONTRACT DOCUMENTS | GLOSSARY OF LEGAL TERMS | CONTACT US

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.

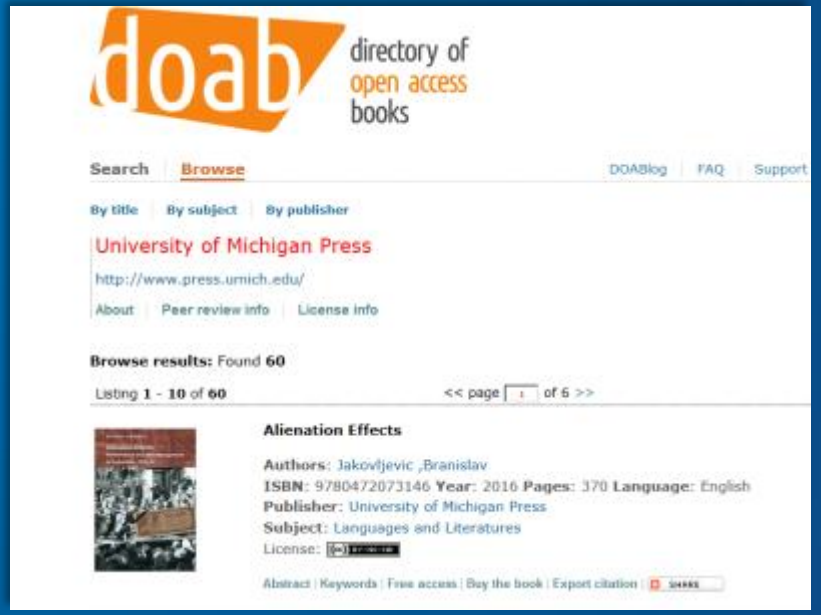
This Agreement incorporates a series of schedules, which may be completed at various stages of the publication process and may be amended from time to time by the parties:

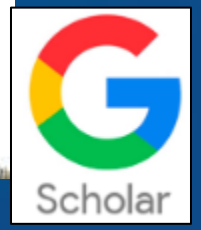
a) *Schedule A: The "Work."*
b) *Schedule B: Distribution and Re-Use of the Work.*
c) *Schedule C: Funding and Stakeholders.*
d) *Schedule D: Publication Schedule.*
e) *Schedule E: Royalties and Revenue Sharing.*
f) *Schedule F: Contributors to be Credited or Acknowledged.*
g) *Schedule G: Content Not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

M LIBRARY

3. Content discovery . . .

vs.





. . . and evidence of use

Downloads / views

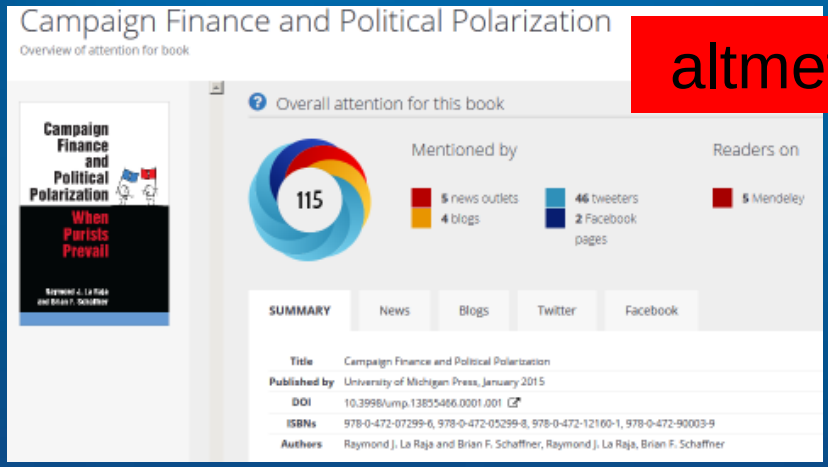
Ratio: 127

Ratio: 65

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

stories

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 . . .

LIBRARY

Thank You

Charles Watkinson
watkinc@umich.edu

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