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Open access monographs in the library supply chain
Graham Stone

» Changing publishing ecologies report

  › Supporting community building

  › Integration with the library supply chain

  › Assistance with increasing number of tools and platforms

  › A call for funders and government agencies to support these initiatives

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» Adema, J., & Stone, G. (2017). Changing publishing ecologies: a landscape study of new university presses and academic-led publishing

» Watkinson, C., Welzenbach, R., Hellman, E., Gatti, R., & Sonnenberg, K. (2017). Mapping the Free Ebook Supply Chain: Final Report to the Andrew W. Mellon Foundation

» Ferwerda, E., Pinter, F., & Stern, N. (2017). A landscape study on open access and monographs

» Neylon, C., Montgomery, L., Ozaygen, A., Saunders, N., & Pinter, F. (2018). The visibility of open access monographs in a European context

» Stone, G., & Marques, M. (2018). Knowledge Exchange survey on open access monographs

» The timeline to achieve Open Access for monographs and books may be longer than 1 January 2020

» cOAlition S will, at a later stage, issue guidance on Open Access monographs and book chapters.

» Key studies have shown a positive impact on the usage and discovery of open access books

› OAPEN-NL project (Ferwerda, Snijder, & Adema, 2013)

› Open Book Publishers, an exclusively open access monograph publisher, have tracked downloads of their titles and found significant usage from countries that generally do not have good access to the scholarly literature (Gatti, 2013)

› Books published by UCL Press and authored by UCL academics are the most-read open access ebooks on JSTOR (UCL Press, 2018)

» However…

» OA for monographs does not mean the demise of print

› Monographs need to be discoverable via library catalogues as well as discovery services

» Evidence shows that print is still hugely important to AHSS scholars

› OAPEN-UK researcher survey

› OA monographs event for learned societies and subject associations held in association with the Arts and Humanities Alliance (AHA)

» New University Presses and Scholar-Led publishers (and open access presses in general) have difficulty accessing the library supply chain

› The channels that library acquisition departments use to buy print & e-books

» As part of the *changing publishing ecologies* interviews, Rupert Gatti noted it would be helpful to have a service that:

> › "looks at how to bring academic content into the catalogues and the digital learning environments of the universities and to allow universities to also relate back to the publisher, so that there is a flow of information going back both ways"

» The *mapping the free ebook supply chain* report found that:

> › Workflows designed to lock down, not open up books
>
> › Amount of OA content still small
>
> › Unresolved questions about sustainability and lack of awareness

"OA publishers have difficulty accessing the channels that library acquisition departments use to buy print and e-book content"

» To allow the experts to share their experiences and knowledge in order to get a better understanding of the supply chain and to gain insight into the problem statement

› New University Presses and Academic-Led Publishers

› Book suppliers and distributors

› Metadata suppliers

› Libraries

› Other OA monograph publishing experts

» Stakeholders were asked to give a brief outline of the problem statement from their perspective as part of the publishing workflow/library supply chain

» Other experts at the table then shared their knowledge to understand and develop these issues in relation to the problem statement and to consider what learning needs to take place to address the problem statement

» Highlighted that the problem statement was not just an OA problem, but an issue that all small presses face

» Understanding metadata required for these supply chains, such as ONIX, MARC, KBART, multiple ISBNs, can be intimidating for small presses

» Suggested that suppliers do not always see the benefits of 'free' and that NUPs have paid and unpaid channels

» Presses have difficulty registering OA in non-OA systems - no option for £0

» NUPs do not care how their books are read, whether it is free or paid, just whether it is read at all. The priority is readers, not sales

» What is needed are practical workflows and durable solutions with an avoidance of duplication in metadata creation. This can only come from shared knowledge within the supply chain

» ALPs also find dissemination difficult

» Echo view of the NUPs in that there was need for a process to generate metadata required at different stages in the supply chain

› Lack of consistency in metadata also noted by Mellon funded *mapping the free ebook supply chain* and EU funded *OPERAS-D* projects

» Perceived that discovery of content in digital learning environments could perpetuate assumptions that OA content was not peer reviewed and of lower quality

» Clarified differences between ONIX, MARC etc.

» ONIX feeds preferred, but smaller presses do not have this expertise in house

» Bibliographic suppliers do not charge for creation of metadata, but this then becomes licensed content

› A red line for the presses who want open metadata

» Data sent to suppliers is only as good as the publisher provides

› If there is no reference to OA and an appropriate Creative Commons licence, then there will be misinformation between the different parties in the supply chain

» The library view confirmed the complexity of the library purchasing landscape

» In the UK, if an OA publisher is not listed by a supplier in the national framework agreement then their content is invisible

» Many suppliers and publishers are not listing the fact that a print version of a monograph is also available free via OA

» Libraries should be making as much OA content available as they possibly can

» Does not always fit with library's collection management and development policy

» Supports the ALP comments about open being less formal than purchased content

» Two practical areas

› The library supply chain

› Metadata

» Two aspirational areas

› Cultural change in the acquisition process

› New forms of content

» Important to be able to map the library supply chain for OA monographs so that all parties reach equal understanding of each other's processes and workflows

› To include some reprioritisation in order to accommodate OA monograph supply

› OA monograph publishers need to understand who the audience is for the different types of metadata

› Useful to map the discovery workflow in addition to the library supply chain to understand any commonalities

› Overlap with *mapping the free ebook supply chain* report to the Andrew W. Mellon Foundation

» Need to agree a minimum metadata requirement, which could then be used in all metadata in the library supply chain, such as ONIX, MARC, KBART etc.

› Must include ISBN, chapter level identifiers and abstracts

› Is there potential to scale this model internationally?

› Any minimum standard would have to ensure that there was a way to enable library acquisitions teams to see that there is an OA version of the monograph in addition to any print copy via the supplier

» There is a need to create metadata with open licences

› In the UK this *could* be done by the National Bibliographic Knowledgebase and sent to suppliers etc.

Cultural change in the acquisition process

» A major issue for library acquisition teams is how to recognise zero cost for OA while the print version is available

» Suggested that a position paper is created outlining a way forward at a strategic level

 › To encourage buy-in from Library Directors

 › Ensure that OA for monographs features in the library's Collection Management and Development Policy

 › Measure the impact (for libraries) of OA monographs, e.g. COUNTER stats from OAPEN etc.

» Important to flag up that the recommendations are centred around the printed monograph or 'print under glass' version

» Experimental content often doesn't 'fit'

» Could OA and fixing the library supply chain help as a trigger?

» The library supply chain

› Scholar-led

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ScholarLed

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Projects

\# **Project 1: Discovery and Dissemination**   🎤 Annotate

Project Leads: Rupert Gatti (Open Book Publishers/ScholarLed/Trinity College, Cambridge), Vincent W.J. van Gerven Oei (punctum books/UCSB Library).

Confirmed Parners: ScholarLed, DOAB/OAPEN, UCSB Library, NBK/Jisc Collections.

Summary: This project will develop technical protocols and infrastructure for a shared print and digital catalogue to support wider discovery and dissemination of open access books. As such, it responds to the Jisc report "Changing Publishing Ecologies: A Landscape Study of New University Presses and Academic-Led Presses", which identified the needs of both academic-led and new university presses with respect to publishing workflows. Guided by the perspective of new and emerging not-for-profit OA presses that have not yet been sufficiently integrated into existing discovery systems, knowledge bases, and supply routes, the aim of this project is to develop methods and systems to better integrate the catalogues of OA presses into curated research records and distribution systems. The implementation of "best practices" workflows for OA book publishers will allow their catalogues to be better integrated into the scholarly record (discoverability, reach, persistence), which in turn will increase the impact of the work of OA book authors (impact). The project will build an Open Discovery System (ODS) for OA monographs, as well as a shared "best practices" digital catalogue, which will increase discovery and awareness of OA content, better integrate OA books into institutional library, digital learning and repository systems, and in consequence provide an important foundation from which new business models for OA books publishing can be developed (see Project 2).

Proposed Deliverables:

1. To create an Open Discovery System for enhancing the discovery and dissemination of Open Access monographs in multiple formats and internationally -- specifically designed to meet the needs of ALPs and NUPs.
2. To implement ODS infrastructure amongst the open access publishing partners.
3. To have designed processes to enable broad and open adoption of the infrastructure by publishers not directly engaged in the project, and the development of plans for an ongoing sustainable structure.

» The library supply chain

› Scholar-led

» Metadata

› Technical infrastructure workshop at Knowledge Exchange workshop led by Pierre Mounier (OpenEdition/OPERAS-D)

› Hoping to produce a roadmap as a result

» Cultural change in the acquisition process

› Jisc are working with University of Sussex on a position paper and possible workshops during 2019

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