2021 Stakeholders Meeting
October 28

TOME Partners

TOME is a joint initiative of the Association of American Universities (AAU), Association of Research Libraries (ARL), and Association of University Presses (AUPresses). Through TOME, AAU, ARL, and AUPresses are working together to ensure a robust system of scholarly communication in the humanities and social sciences.
2021 Stakeholders Meeting
October 28

Welcome!

Meredith Asbury, AAU
Peter Berkery, AUPresses
Judy Ruttenberg, ARL
How TOME Works

• Participating institutions provide baseline grants of $15k
• Grants are paid directly to publishers
• Publishers release a digital, openly licensed edition (and a print edition)

TOME increases the presence of HSS scholarship on the web and opens up knowledge to a truly global readership
Participating Institutions

1. Emory University
2. Indiana University, Bloomington
3. Michigan State University
4. New York University
5. The Ohio State University
6. Penn State University
7. University of California, Davis
8. UCLA
9. University of Cincinnati
10. University of Minnesota
11. University of Michigan
12. Virginia Tech
13. Duke University
14. University at Buffalo, SUNY
15. Cornell University
16. Rice University
17. University of Colorado
18. University of Tennessee
19. University of Maryland
20. Johns Hopkins University

Added in Years 1&2

Added in Years 3 & 4
Participating University Presses

1. University of Akron Press
2. University of Alabama Press
3. University of Alberta Press
4. Amherst College Press
5. University of Arkansas Press
6. Baylor University Press
7. University of British Columbia Press
8. University of Calgary Press
10. Cambridge University Press
12. University of Cincinnati Press
13. University Press of Colorado
14. Concordia University Press
15. Cornell University Press
17. University Press of Florida
18. Fordham University Press
19. George Mason University Press
20. Georgetown University Press
21. University of Georgia Press
22. University of Hawai‘i Press*
23. University of Illinois Press
24. Indiana University Press
25. Johns Hopkins University Press
26. University Press of Kansas
27. University Press of Kentucky
28. Liverpool University Press
29. LSU Press
30. Manchester University Press
31. University of Massachusetts Press
32. MIT Press
33. Medieval Institute Publications
34. University of Michigan Press
35. Michigan State University Press
36. University of Minnesota Press
37. University Press of Mississippi
38. University of Missouri Press
39. University of Nebraska Press
40. University of New Mexico Press
41. New York University Press
42. University of North Carolina Press
43. University of North Texas Press
44. Northwestern University Press
45. Ohio University Press
46. The Ohio State University Press
47. University of Oklahoma Press
48. Oregon State University Press
49. University of Ottawa Press
50. Oxford University Press
51. Penn State University Press
52. Purdue University Press
53. Rutgers University Press
54. Southern Illinois University Press
55. SUNY Press
56. Syracuse University Press
57. Temple University Press
58. Texas A&M University Press
59. University of Toronto Press
60. Vanderbilt University Press
61. University of Virginia Press
63. Wayne State University Press
64. Wesleyan University Press
65. Wilfrid Laurier University Press
66. University of Wisconsin Press

23 of 66 Presses have published (or contracted for) TOME books.
TOME
Thus Far

102 OA books
111 authors/editors
$1.5 million in funding
TOME Books

Fields

LITERATURE (17)
HISTORY (13)
POLITICAL SCIENCE (11)
MEDIA STUDIES (10)
ANTHROPOLOGY (9)
PERFORMANCE STUDIES (6)
ART/ART HISTORY (5)
ASIAN STUDIES (6)
PHILOSOPHY (5)
AFRICAN AMERICAN STUDIES (5)
LATIN AMERICAN STUDIES (2)
ARCHITECTURE (2)
LAW (2)
RELIGIOUS STUDIES (2)
RHETORIC (2)

MIDDLE EAST STUDIES, MUSIC, STS, PSYCHOLOGY, EDUCATION (1)
Roundtable
Assessing the Open Access Book Landscape in 2021
Where Do We Go From Here?

2021 TOME Stakeholders Meeting
Who We Are

Moderator: Peter Potter (ARL Visiting Program Officer for TOME & Publishing Director, Virginia Tech)

Panelists:

Christina Drummond (Educopia Program Officer, OAeBU)

Emily Farrell (Library Partnerships & Sales Lead, MIT Press)

Celeste Feather (Content & Scholarly Communications Director, LYRASIS)

Jeff Pooley (Professor of Media & Communication, Muhlenberg College; Director, mediastudies.press)

Wendy Queen (Director, Project MUSE)

Niels Stern (Director, OAPEN)

Ronald Snijder (Deputy Director, OAPEN)

Charles Watkinson (Director, University of Michigan Press; Associate University Librarian, Publishing, University of Michigan Library)

Wrap-Up: Peter Berkery (Executive Director, AUPresses)
Plan for the Afternoon

1:15 – 1:45  Funding Models: Publisher Perspectives
1:45 – 1:50  BREAK
1:50 – 2:45  Infrastructure: How Do We Make This Work?
2:45 – 3:00  Wrap-Up

2021 TOME Stakeholders Meeting
Funding Models
Publisher Perspectives

Emily Farrell
Direct to Open (MIT Press)

Charles Watkinson
Fund to Mission (University of Michigan Press)

Jeff Pooley
mediastudies.press
Recommended Reading

https://www.oabooks-toolkit.org/

Funding Models

- Per-Book Fee (BPC)
- Freemium
- Institutional Subsidy
- Library Membership
- Library Consortium
- Crowdfunding
Recommended Reading

October 27, 2021 by Lucy Barnes

Open Access Book Programs: Answering Libraries’ Questions

By Sharla Lair (Senior Strategist of Open Access and Scholarly Communication Initiatives, LYRASIS)

OA Book Business Models

One-Time Spend

- Libraries pay the full cost of publishing an OA book out of library funds. On the ground, this looks like a one-time spend from the library, and unless a library commits to making this commitment on an annual basis, it can be treated as such.

- Example business models: Publication Fees, also referred to as Book Processing Charges (BPCs) or Subvention Grants

- Example program: TOME

Ongoing Spend

- Because books are much more costly to publish, most emerging OA books programs presented to libraries fit under this category. Libraries pay an ongoing fee, usually tiered based on the type, size, and geographic location of an institution. Libraries can participate annually or with multi-year commitments.

- Example business models: Membership, Subscribe to Open, Collective Funding, Diamond OA

- Example OA program: Opening the Future
What is D2O?

Press seeks partner libraries → Libraries become a participating organization → Libraries collectively open access to new titles

Wider participation results in lower member fees per institution → Collection costs distributed equitably → Participating libraries gain access to the archive

ARCADIA A CHARITABLE FUND OF LISBET RAUSING & PETER BALDWIN
What is D2O?

Collective
Library centered
Comprehensive
Incentivized
Guaranteed access

https://direct.mit.edu/books/pages/direct-to-open
Through its ebook collection, U-M Press partners with libraries to support faculty public engagement, catalyze academic innovation, and advance more equitable access to information.

https://ebc.press.umich.edu/
University presses are humanities infrastructure...

... so they should be funded as such.

https://www.insidehighered.com/views/2021/02/22/institutions-and-funders-must-recognize-contributions-university-presses-humanities (Charles Watkinson and Melissa Pitts)
Core principle: “It can’t just be libraries…”

University of Michigan Press is transitioning to “Fund to Mission” (2021–2023). Three main goals:

1. **Publish 80 great new OA monographs** a year:
   - open source (fulcrum.org), open standards, transparency

2. **Recruit sustaining $400,000 a year** each from:
   - U-M Provost “challenge grant” becomes continuing
   - “Purchases” by libraries who like “value” and “values”
   - Parent institutions of authors and other funders (but no author ever has to pay to publish)

3. **Deliver tangible benefits** to supporters:
   - **Provost**—FtM boosts parent institution’s reputation and supports humanities infrastructure
   - **Libraries**—FtM advances equitable access to newest titles while delivering own institution’s patrons
     > 2,000 books in a restricted access archive
   - **Authors’ funders**—FtM demonstrates global reach and impact beyond the academy for author research

https://www.publishing.umich.edu/features/fund-to-mission
The challenge of born-OA funding

The mission-aligned funding exchange (MAFE)
1. Open Access Community Investment Program

2. Open Book Collective
Recommended Reading

Collective Funding to Reclaim Scholarly Publishing

Bringing funding back to the community by focusing on mission alignment

by Jefferson Pooley

https://commonplace.knowledgefutures.org/pub/erpw9udj/release/3
Roundtable
Assessing the Open Access Book Landscape in 2021
Where Do We Go From Here?
Questions?

2021 TOME Stakeholders Meeting
Infrastructure
How Do We Make This Work?

Celeste Feather
LYRASIS

Wendy Queen
Project MUSE

Christina Drummond
Open Access eBook Usage Data Trust

Niels Stern & Ronald Snijder
OAPEN
Libraries:
- Are overwhelmed by many OA programs/models
- Need comprehensive outreach about OA
- Are seeking vetted, affordable, meaningful opportunities to engage

LYRASIS:
- Supports OA programs, open infrastructure services, and open-source software at national scale
- Respects the diversity of OA models needed to support the diversity of scholarship
- Focuses on programs that create opportunities for all institutions to engage
- Seeks transformation through a variety of models
- Provides infrastructure that builds bridges between publishers and libraries, including outreach, education, consulting, advising, administrative, and fiscal support
LYRASIS supports:

- University of Michigan’s *Fund to Mission*
- SCOAP3 for Books (high energy physics backlist from multiple publishers)
- *Opening the Future* model with Central European University Press and Liverpool University Press
- punctum books library membership program
- Knowledge Unlatched ebook collections
- OAPEN/DOAB membership program

OA Monograph Infrastructure: from Little i to Big I

- Orchestration
- Accessibility
- Preservation
- Content
- Experimentation
- Discoverability
- Analytics
- EJI

Interoperability
Developing a Pilot Data Trust for Open Access Ebook Usage

Building an international data trust to improve the measurement and analysis of Open Access (OA) books

  http://dx.doi.org/10.17613/By4-N628
  https://doi.org/10.5281/zenodo.4681724
- OA eBook Usage Data Analytics and Reporting Use Cases by Stakeholder (2021)
  https://doi.org/10.5281/zenodo.5572840

UNDERTAND DATA ISSUES & ECOSYSTEM
- Advisory Board
- Technical Advisory Group
- Working Groups
- Stakeholder Groups
- Engaging Stakeholder Networks to Support Global OA Monograph Usage Analytics (2020)
  https://doi.org/10.5281/zenodo.5567085

FOSTER COMMUNITY
- Usage Data Aggregation Technical Requirements
- Academic Observatory Github
- Five publisher dashboard pilots
- OAPEN pilot
- Community feedback

OPEN-SOURCE PLATFORM R&D
- Legal Analysis (2021)
- Data Trust Environmental Scan (2021)
- Initial Data Analytics Reporting Business Model Canvas (2021)
- Initial Data Exchange Network Business Model Canvas (2021)

INFORM ROADMAP

OA USAGE DATA TRUST COLLABORATIVE
- Launch Secretariat as Sponsored Program
- Develop Trust and Accountability Measures
- Develop Data Stewardship Processes and Agreements
- Develop and Pilot International Data Space for OA Usage Data

SMALL TO MEDIUM PUBLISHERS OA EBOOK USAGE DATA DASHBOARD DEMONSTRATION PROJECT
- Establish Governance
- Refine Technical MVP Sustainability Model
- Launch and Scale Service through Regional Partners

2022-2025
Mission

- to increase the discoverability of open access books
- to build trust around open access books

Services

- OAPEN Library—premium services for publishers, funders, and libraries
- Directory of Open Access Books (DOAB)—basic indexing service
- OAPEN OA Books Toolkit—public information resource

OAPEN foundation

Infrastructure services enabling open access to scholarly books
Background

- 2007: Six European university presses get together to increase dissemination of OA books = OAPEN project
- 2010: OAPEN Foundation established = Open to all academic presses (peer reviewed books)
- 2012: OAPEN creates Directory of Open Access Books
- 2020: OAPEN launches OA Books Toolkit
- 2021: OAPEN hosts 18,000+ OA books and chapters from over 300 international publishers with up to 1M downloads per month (COUNTER 5)
How do we make this work?

• Sustain robust and efficient OPEN infrastructures for books and other open science objects
  • Enabling community control and engagement through dialogue
  • Mission-driven rather than profit seeking
• Develop a smooth and interoperable network of infrastructures enabling research output to flow seamlessly in a structured manner between scholars and society at large - the open science vision
• Business model should be based on collaborative community funding
Roundtable
Assessing the Open Access Book Landscape in 2021
Where Do We Go From Here?

Questions?

2021 TOME Stakeholders Meeting