



 **UCLPRESS**

Institution as  
e-textbook  
publisher

 **UCLPRESS**

# Current textbook landscape

- Current textbook market flawed
- Monopoly by a few large commercial publishers, frequent new editions, high prices
- Students are deterred from buying important course books
- Textbook prices are reported to have risen by more than 800% in the last three decades
- Introduction of – and increase in - student fees
- Squeezed library budgets

# The challenge for HEIs

- Funding for publishing costs – with or without a university press
  - Publishing skills
  - Author incentive
  - Dissemination and marketing
  - Resource required to run such a venture at any scale



# Institutional OA textbook models in the US

- Open Stax, Rice University



‘OpenStax is amazing. Access to these high-quality textbooks is game-changing for our students.’

*Prof. Wendy Riggs, College of the Redwoods*

- SUNY Open Textbooks, State University of New York Libraries



‘The mission of Open SUNY Textbooks is to provide an academic-friendly publishing model and infrastructure which supports faculty adoption, remixing, and creation of open educational resources (OER) and courses. We are dedicated to improving student learning outcomes and addressing the affordability of course materials.’

- Open Textbook Network



[‘According to the College Board](#), undergraduates spend an average of \$1200 on textbooks annually. Faced with these costs, the academic impact is seen in classrooms across the country - many students choose to not buy a required text, take fewer courses, and some even drop or fail a course completely.’



# UCL Press

- First fully Open Access University Press in UK
- Launched 2015
- Publish monographs, edited collections, textbooks and journals
- Based within UCL Library Services
- Publishing department run by publishing professionals
- Sells print copies and ebooks as well as OA
- Funded by UCL/Institutional support

# UCL Press mission

- Offer UCL academics a genuine OA publishing alternative
- Taking publishing back into the university system
- Desire to challenge the prevailing scholarly publishing model
- Current research doesn't reach the full potential audience, especially for AHSS monographs
- Benefits to the institution if its research is read far and wide
- Strong OA ethos at UCL in publishing policies and support for OA (APC fund)
- Support institutional strategy

# Textbooks

- UCL Press committed to expanding its textbook publishing programme
- Recently released a textbooks call for proposals with financial incentive of £1500
- Challenging area – authors earn royalties from commercial publisher and already have established relationships
- Textbooks do not count for the REF



# UCL 2034: a new 20-year strategy for UCL



## Student strategy

- UCL committed to giving students the best support, facilities and opportunities
- Invest in high-quality learning resources for students

‘Our students will be inspired by interaction with our world-class library... We will continue to innovate in education, introduce new teaching methodologies and offer new programmes’



# Library strategy



The Mission of UCL Library Services is to: Provide an information infrastructure to enable UCL's research and education to be world class

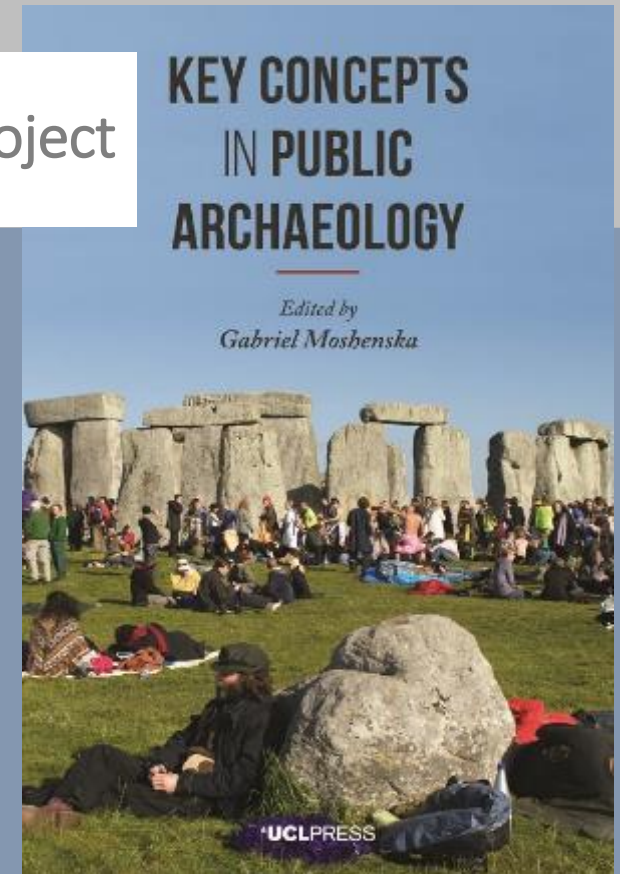
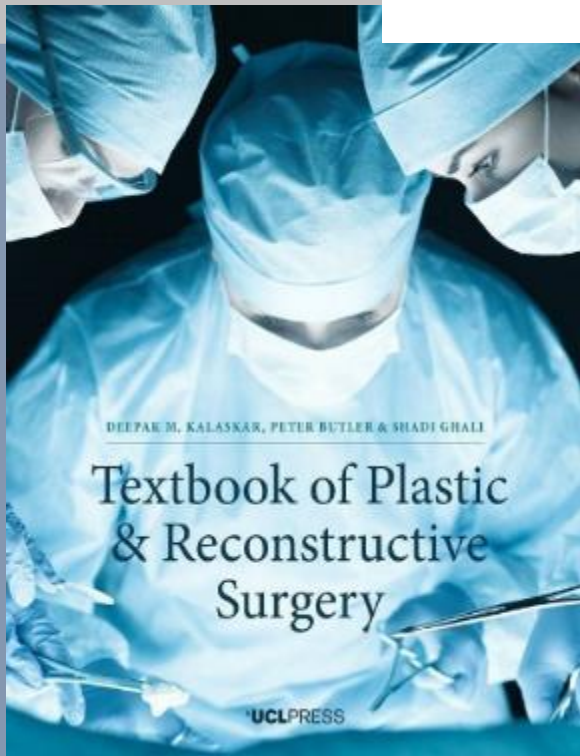
- Raise UCL's global profile by further extending support for open scholarship
- Advocate for resource for the creation of an Open Educational Resource (OER) repository as part of the UCL Education Strategy

# Our first textbooks

funded by



Institution as e-textbook publisher project



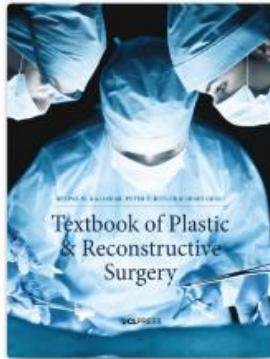
# Textbook of Plastic and Reconstructive Surgery

- Written by experts from London's renowned Royal Free hospital
- Written for the MSc in Burns, Plastic and Reconstructive surgery and the MSc in Surgical Sciences at UCL (c.20-30 students per year)
- Published in August 2016 in Open Access PDF, hardback, paperback, epub, mobi, html and app format





Welcome to the UCL Press app



Tap above to open latest edition

UCL Press is the publisher for University College London. It is the first fully open access university press in the UK, and publishes scholarly monographs, textbooks and journals across a wide range of subjects.

This app features UCL Press's enhanced e-textbooks.



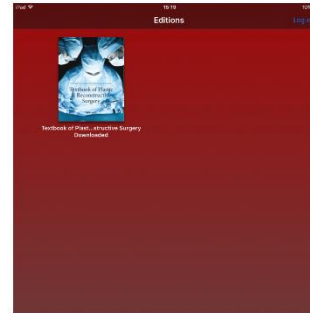
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18 TEXTBOOK OF PLASTIC AND RECONSTRUCTIVE SURGERY

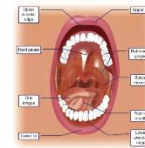


Figure 6.1. Anatomy of the oral cavity.

### 3. EPIDEMIOLOGY

#### 3.1. Incidence

Oral and maxillofacial cancer risk increases with age (Wanikulakorn et al., 2010), with most cases occurring between the 60th and 70th years of life, probably because of the length of exposure to the risk factors for carcinogenesis (Bosman et al., 2010). The annual incidence of OSCC in the UK is approximately 10,000 cases per year, with the incidence of patients developing cancer increasing (Wanikulakorn et al., 2010). Epidemiological studies in the field of maxillofacial cancer have been carried out in several countries, including the UK (Bosman et al., 2010).

PRINCIPLES OF RECONSTRUCTIVE SURGERY 19



Figure 6.2. Techniques for closure.

### 7.2. Other closure techniques

#### 7.2.1. Skin staples

The use of skin staples (metal) and staples (metal) is a common method of closing wounds. They are often used for closing wounds on the scalp, face, and neck, and are also used for closing wounds on the trunk and limbs.

#### 7.2.2. Skin tapes

Skin tapes are used for approximating wound edges. However, they do not close the skin edges and sometimes require further closure to close the wound edges and prevent tension. They are commonly used in the hand and wrist, and are also used for closing wounds on the trunk and limbs.

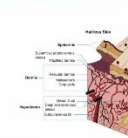


Figure 6.3. The skin with its layers and appendages.

- Anatomical skin
- Functional skin
- Structural skin
- Psychological skin

### 3. WOUND HEALING

Wound healing is a complex process involving many factors, including the type of wound, the location of the wound, the patient's age, and the patient's overall health. The process of wound healing involves the formation of a blood clot, the migration of inflammatory cells, and the formation of new tissue.

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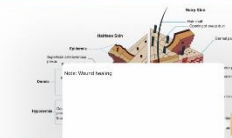


Figure 6.4. The skin with its layers and appendages.

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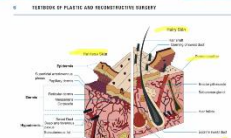


Figure 6.5. The skin with its layers and appendages.

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### 5.1. Polydactyly

The duplication may be pre-axial (radial), i.e. thumb duplication, central (affecting index, middle or ring fingers) or post axial (ulnar). The little finger is most commonly affected (ulnar polydactyly; inheritance is autosomal dominant) and most prevalent among Afro-Caribbean populations. Ulnar polydactyly is classified into three groups (Stelling, 1963):

- Type 1 – soft tissue mass without bone and often a small pedicle
- Type 2 – complete digit with all tissues
- Type 3 – complete ray including metacarpal



**Figure 10.9.** Bilateral type 3 unit polystyrene.

# Key Concepts in Public Archaeology

- Provides an overview of the central themes in public archaeology
- Aimed at both undergraduate and MA students (UCL MA core course unit student numbers c.10-25 per year, and undergrad compulsory course unit c.60-90 per year)
- First batch of chapters online-first on browser-based platform (February'17), which features a host of scholarly functionalities
- Full print edition and Open Access PDF and app to be released in September 2017



# Key Concepts in Public Archaeology

Edited by Gabriel Moshenska

## 1. Introduction: public archaeology as practice and scholarship where archaeology meets the world

Edited by Gabriel Moshenska

Public archaeology is all the New Territories, lying around the periphery of direct research into the remains of material culture ... All of them are about the problems which arise when archaeology moves into the real world of economic conflicts and political struggle. In other words, they are about ethics.

(Ascherson 2000: 2)

any area of archaeological activity that interacted or had the potential to interact with the public – the vast majority of whom, for a variety of reasons, know little about archaeology as an academic subject.

(Schadla-Hall 1999: 147)

it studies the processes and outcomes whereby the discipline of archaeology becomes part of a wider public culture, where contestation and dissonance are inevitable. In being about ethics and identity, therefore, public archaeology is inevitably about negotiation and conflict over meaning.

(Merriman 2004: 5)

Next Section 

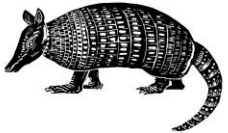


# Technology



Yudu – market leaders in the production of digital books. The app is available on Android and iOS. Functionality includes:

- Suite of scholarly tools such as highlighting, note-taking, search, bookmark
- Animation and enhanced artwork



**armadillo systems**

Monograph platform, browser-based html platform. Functionality includes:

- Highlight function
- Note-taking
- Bookmark pages
- Sharing
- Export and cite

Both the app and monograph platform can be updated, revised and added to over time



# Project costs

Digital  
development

App Creation

Copyediting

Indexing

Design

Proofreading

Art redraws

Marketing

Typesetting

# How do UCL Press textbooks compare with commercial alternatives?

- There are no directly competing products for *Key Concepts in Public Archaeology*, although several existing books are similar. However they tend to be based on specific case studies rather than offering thematic overviews. They are also more dense and higher in price
- *Textbook of Plastic and Reconstructive Surgery* is unique in the breadth of subjects it covers and its introductory nature to many different specialties
- There are a number of competing titles but all very expensive and some considered by students as too advanced when they are starting out

# Licensing



## *Textbook of Plastic and Reconstructive Surgery*

Terms of CC BY NC ND:

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# Licensing

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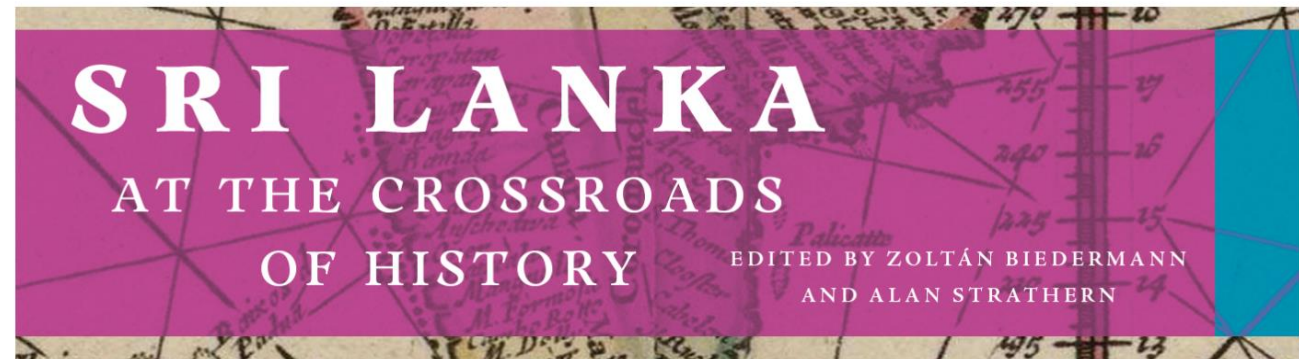
- **Attribution** — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
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# Marketing



- Twitter
- UCL Press website
- List-servs
- UCL Press catalogue - mailed to libraries and used at events

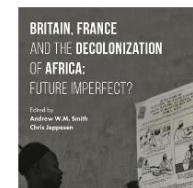


## New releases



### Visualising Facebook

An anthropological examination of images on Facebook and Trinidad which argues that phenomena such as selfies



### Britain, France and the Decolonization of Africa

Looking at decolonization in the conditional tense, this volume teases out the complex and uncertain ends



### The Web as History

This interdisciplinary volume explores what we have learnt from the we have learnt from the Web so far.

- Promoted by the authors and their departments, internally and at conferences
- Sold on Amazon and promoted to other retailers
- Autumn 2017 marketing plans:
  - Marketing to relevant courses at other institutions and in other countries
  - Advertising

# Download figures



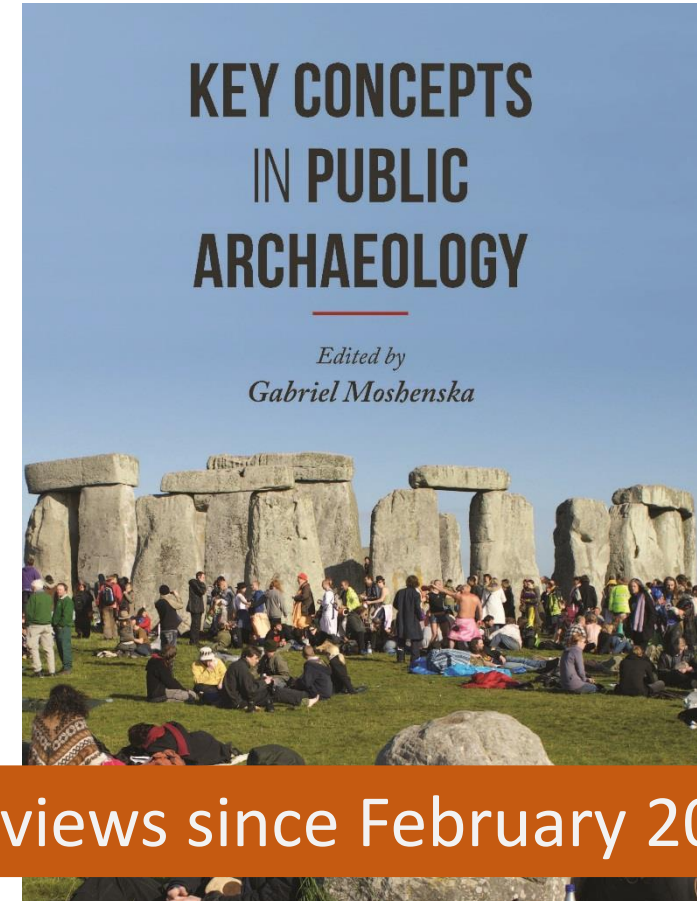
Since August 2016

11,852 downloads

128 countries

Sold on Amazon and in bookshops

97 print copies  
sold



10,892 page views since February 2017

9,303 of those have been unique visitors



# OA dissemination



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UCL Discovery



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World Reader

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OAPEN

Website

Non-Commercial Aggregators:  
WorldCat, BASE, Europeana

 **UCLPRESS**

# Thank you!

Any questions?

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