Institution as e-textbook publisher
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’
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 Jisc: 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.

DEEPAK M. KALASKAR, PETER BUTLER & SHADI GHALI

Textbook of Plastic & Reconstructive Surgery
5. Duplication

5.1. Polydactyly

Polydactyly is the congenital formation of an extra digit(s) on a foot. Alongside polydactyly, it is the common congenital hand abnormality.

The duplication may be present already in the fetus; deformed, normal looking, viable or not. It is not associated with other abnormalities. The hands are most commonly affected, while polydactyly is less common even among Native American populations. Unilaterally, it is classified into three groups (Blitzer, 1948):

- Type 1 – with tissue mass without tendons and a small pedicle
- Type 2 – complete digit with all tissues
- Type 3 – exostosis including metacarpals

Figure 10.5 Bimanual type of polydactyly.
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
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.

(Anawatin 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.

(Glaister 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.

(Henman 2004: 5)
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

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
- Indexing
- Design
- Copyediting
- Marketing
- Art redraws
- Proofreading
- 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

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Marketing

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

- 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

Non-Commercial Aggregators:
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OAPEN
Website
Thank you!

Any questions?

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