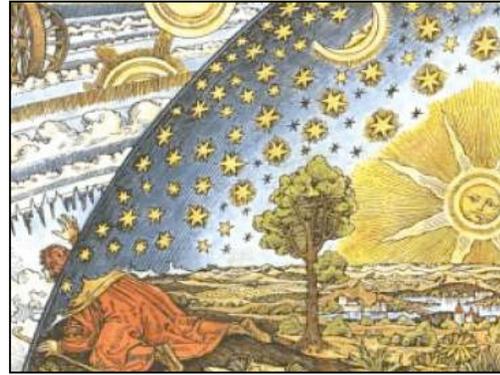


HEB Portal



CNI, December 14, 2009

Eileen Gardiner

Ron Musto

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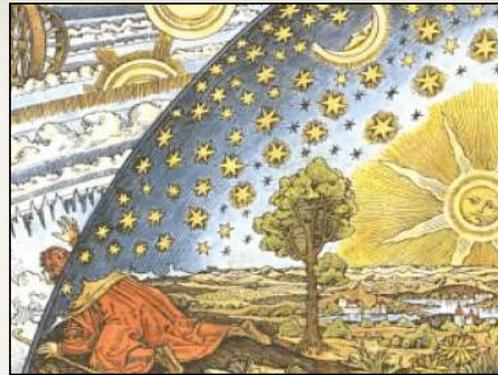
A Plan for Universal Press Participation

CNI, December 14, 2009

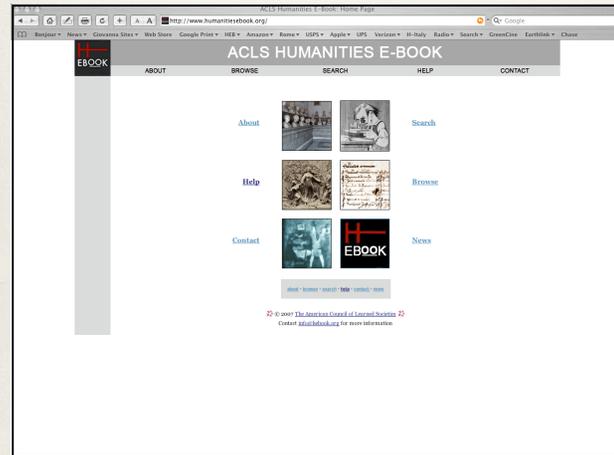
Eileen Gardiner

Ron Musto

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ACLS Humanities E-Book



ACLS Humanities E-Book



*“One of the best — if not the best —
electronically accessible sites in the
humanities”*

Reviews in History (September 18, 2009)
Institute of Historical Research (London)
<http://www.history.ac.uk/reviews/paper/herringm2.html>

ACLS Humanities E-Book

Summary



-
- ✦ ACLS Humanities E-Book (HEB) is an online collection of over 2,800 books of high quality in the humanities, accessible through institutional and individual subscription.
 - ✦ Launched in September 2002 with a grant from The Andrew W. Mellon Foundation.
 - ✦ It became self-sufficient in April 2005 and is a not-for-profit scholarly publishing venture.
 - ✦ In June 2007, the History E-Book Project completed its transition to ACLS Humanities E-Book.
 - ✦ HEB's collection now covers most Humanities areas.

ACLS Humanities E-Book Goals



- ✦ Encourage scholarly publishers to develop programs in electronic publishing.
- ✦ Explore the intellectual possibilities of new technologies.
- ✦ Create a not-for-profit space in e-publishing.
- ✦ Encourage the acceptance of e-books for hiring, promotion, tenure and review.
- ✦ Encourage libraries to add quality lists in the Humanities to their electronic resources.

ACLS Humanities E-Book Partners



- ✦ 20 Scholarly Societies in the Humanities
(which recommend books in their respective subject areas).
- ✦ Nearly 100 contributing publishers
(which license selected books to HEB for digital publication).
- ✦ Scholarly Publishing Office and Digital Library Production Service
at the University of Michigan
(which provide the technological resources for HEB's e-books).
- ✦ Over 625 libraries and 41 consortia
(which subscribe to the HEB digital collection).

ACLS Humanities E-Book Collection Size and Growth



- * 2,200 titles currently online.
- * 500 titles added annually.
- * 576 titles are being added in January.
- * 2 different formats: page image/OCR and XML encoded.
- * 3 different views: page image, PDF, full text.
- * Publications now include monographs, reference works, collected essays, documentary and literary collections.

ACLS Humanities E-Book Collection Criteria



- ✦ Quality and usefulness for teaching and research.
- ✦ Works that remain vital to scholars and advanced students.
- ✦ Works that are frequently cited in the literature,
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- ✦ Form part of a scholarly network of titles.

ACLS Humanities E-Book Titles



- ✦ Titles from fields across the Humanities.
- ✦ Both in- and out-of-print.
- ✦ 87 percent in copyright and in print.
- ✦ Publication dates range from 1820s to 2009.
- ✦ Over 350 HEB titles are now available in various Print-on-Demand formats.

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MIDDLE EAST
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- ✦ Price range: from \$450 (small college, etc.) to \$3,125 (large research university, etc.).
- ✦ Three-year price guarantee.
- ✦ Discounts are available for consortia.
- ✦ Individual subscriptions are available through 70 ACLS Learned Societies (\$35/year).

HEB Portal: Why?



- ✦ tipping point
- ✦ crisis in scholarly publishing:
 - “There is no question that the current distribution system for book-length academic scholarship is broken.”
 - Alex Holzman, President, AAUP, *valedictory address on Friday, June 19, 2009*.
<http://www.aaupnet.org/programs/annualmeeting/2009/holzman.html>
- ✦ print/digital replication: publishing and library budgets
- ✦ Google
- ✦ move to aggregation
- ✦ 3-5 year window of opportunity

HEB Portal: What?



- ✦ broaden and scale HEB's current role
- ✦ expanded partnership
- ✦ critical mass of titles
- ✦ common platform, multi-publisher
- ✦ single distribution portal

HEB Portal: What?



- * publishers' *complete*, new annual lists
- * scholarly materials: monographs, collected essays, key reference works, digital archives, documentary and literary collections, series
- * either page-image/OCR (tif to gif, with PDF, text views) or XML
- * full-text, unlimited simultaneous access
- * app. 5,000 titles/year
- * "publishers" include: university and commercial presses, institutional aggregators, learned societies, disciplinary or area-study groups

HEB Portal: What?



- ✦ in addition to full frontlist offerings from each publisher:
- ✦ joint list offerings to cover specific fields, disciplines, publisher lists
- ✦ aggregate smaller lists each year
(ideal for smaller publishers, lists, disciplines)
- ✦ publishers have asked ACLS and librarians to help determine lists
- ✦ backlist added annually as publishers and libraries decide
- ✦ would replace HEB core collection within 3-5 years

HEB Portal: What?



- * aimed at core scholarly community:
academic and research libraries
- * *not* intended as solution for trade sales, handhelds,
e-book readers
- * digital-first collection:
print as POD, derived from digital files

HEB Portal: How?



- * one-time purchase (not subscription)
- * perpetual access
- * archival rights
- * combination of new (frontlist) and already published (backlist) titles
- * open-access options

HEB Portal: How?



- ✦ publisher annual lists purchased as separate options
(click a box to order)
- ✦ standardized price/discount schedules for library, multi-campus systems, or consortia
- ✦ libraries pay publishers through HEB Portal
- ✦ HEB Portal: single point of sale
- ✦ billing and access automatic from click and confirmation

HEB Portal: When?



- ✦ digital-ready now
- ✦ including acquisitions, digitization, hosting and distribution
- ✦ launching discussions with libraries 2010
- ✦ to offer titles from 2011/2012 publisher frontlists

Why HEB?



- ✦ ACLS: a recognized, fair and neutral broker
- ✦ HEB's 10 years of experience, service and highest quality
- ✦ digital-ready
- ✦ established business model, workflow, distribution and archiving, metadata, review process, links to broader scholarship
- ✦ already offering distinct publisher lists:
cross-searchable and distinct identity within HEB
- ✦ commitment to collaboration
- ✦ subscriber base and loyalty

Why HEB?



- ✦ 100 university and commercial presses already under contract
- ✦ a trusted partnership based on quality, goodwill and return
- ✦ presses, editors, series and titles of highest quality
- ✦ peer review at university presses
- ✦ not-for-profit partnership
- ✦ commitment to the mission of scholarly communication

Why HEB?



*When the values go up, up, up
And the prices go down, down, down.*

http://en.wikipedia.org/wiki/Robert_Hall_Clothes

Why HEB?



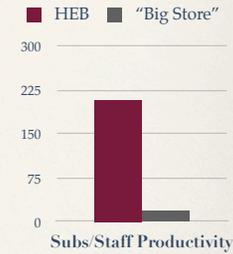
- ✦ Low Overhead means Low Prices
- ✦ HEB maintains its value
- ✦ HEB remains self-sustaining
- ✦ HEB stays trim and efficient*
- ✦ HEB scales to fit mission, not vice-versa

* Clayton M. Christensen, *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. The management of innovation and change series. Boston, MA: Harvard Business School Press, 1997; and Malcomb Gladwell, "How David Beats Goliath: When Underdogs Break the Rules." *Annals of Innovation*. *The New Yorker*, May 11, 2009. http://www.newyorker.com/reporting/2009/05/11/090511fa_fact_gladwell#ixzz0ZJhohE0I.

Why HEB?



- * HEB's 625 subscriptions/FTE 3
= 208/staff-person
- * vs. "The Big Store": c.2500 subscriptions/FTE 130
= 19/staff-person
- * costs savings reflected in purchase prices
- * aggregated digitization reduces publishers' costs
and libraries' purchase prices
- * efficiency and flexibility guarantee sustainability
- * focus guarantees commitment to mission
- * commitment guarantees focus



Key Questions



1. Are libraries ready to go Digital-*First*?

Key Questions



2. Are libraries ready to go Digital *Purchase*?

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