

FINDINGS FROM A SUITE OF OPEN ACCESS MONOGRAPH STUDIES:

WHAT WILL IT COST AND HOW WILL IT WORK?

CNI Fall Membership Meeting 2015

Washington, DC

December 15, 2015

PANELISTS

Nancy Maron, *BlueSky to BluePrint*



Charles Watkinson, *University of Michigan Libraries /
University of Michigan Press*



Lisa Macklin, *Emory University*

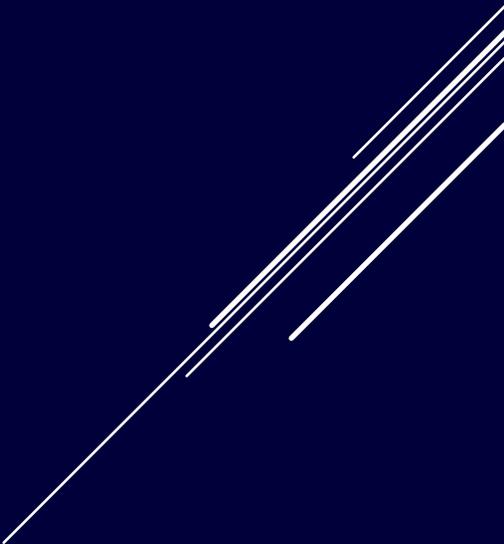


Carolyn Walters, *Indiana University Libraries*



THE MONOGRAPH ON THE COUCH

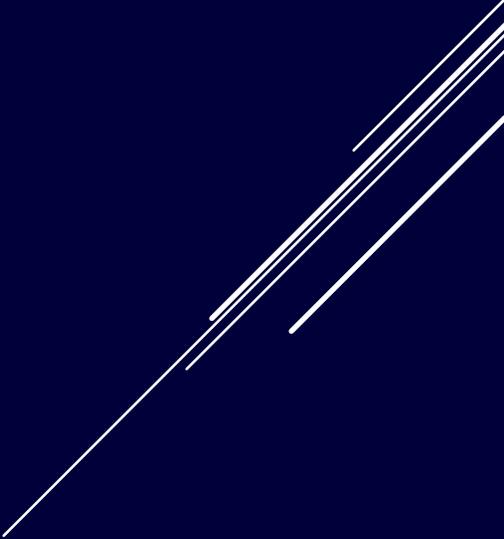
Today...

- difficult sales environment
 - modest circulation
 - pressure from federal mandates to make publicly funded research freely available
 - evidence from STEM journals that author-side payments can work
 - opportunity for greater impact?
- 

COULD A SUPPLY-SIDE MODEL TRANSLATE TO BOOKS?

Several initiatives already in progress.

Growing interest in a system-wide plan to subsidize Open Access scholarly monographs:

- Author pays?
 - Funder pays?
 - University pays?
- 

FIRST...

What would the cost per book actually be?

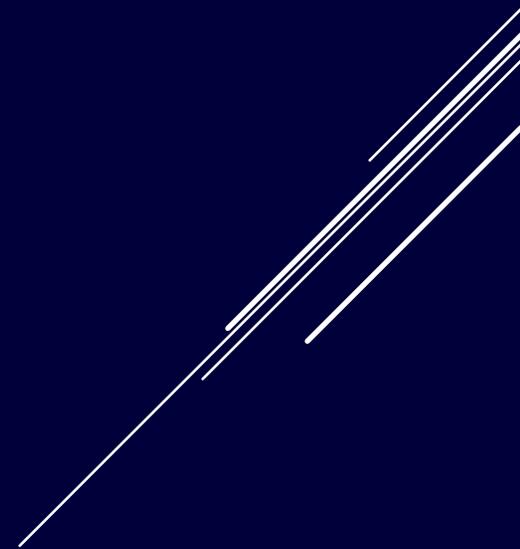
Who would determine how the funding was distributed and how?

How might faculty respond to this?

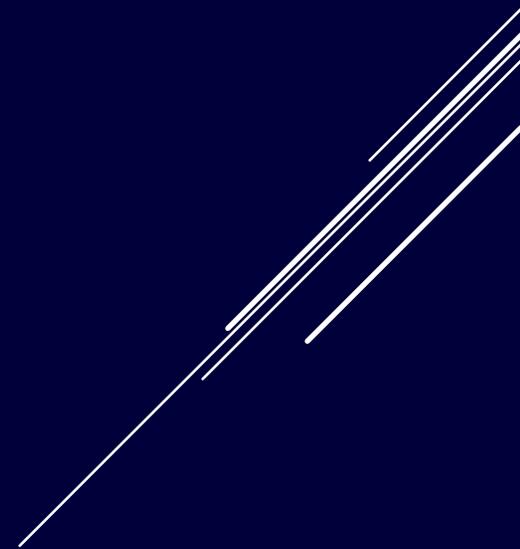
How might administrators?

- Carolyn Walters et al. *A Study of Direct Author Subvention for Publishing Humanities Books at Two Universities: A Report to the Andrew W. Mellon Foundation by Indiana University & University of Michigan* (Sept 15, 2015)
<http://hdl.handle.net/2027.42/113671> (UM Deep Blue) or
<http://hdl.handle.net/2022/20408> (IU ScholarWorks)
- Michael Elliott et al. *The Future of the Monograph in the Digital Era: A Report to the Andrew W. Mellon Foundation by Emory University* (July 1, 2015)
<https://pid.emory.edu/ark:/25593/q4fd0>
- Nancy Maron et al. *The Costs of Publishing Monographs: An Ithaka S&R Study supported by the Andrew W. Mellon Foundation* **report forthcoming Jan 2016**

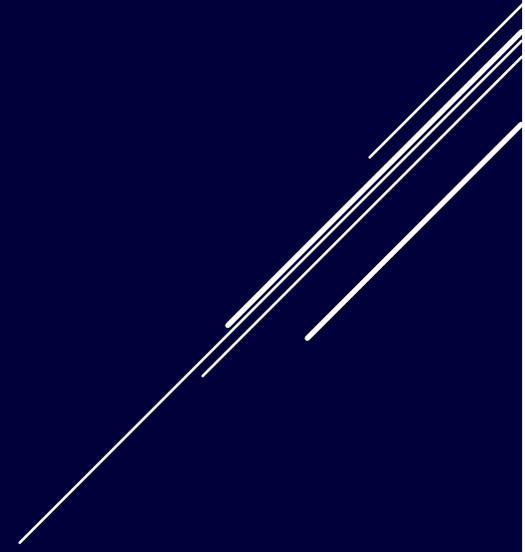
WHAT DOES IT COST TO
PUBLISH A MONOGRAPH?



WHAT DOES IT COST TO
PUBLISH A HIGH-QUALITY DIGITAL
MONOGRAPH?



WHAT DOES IT COST TO
PUBLISH **AND DISSEMINATE**
A HIGH-QUALITY DIGITAL MONOGRAPH?



METHODOLOGY

- Bottom-up (versus top-down)
 - 20 Presses, 20 titles each
 - Presses select range of monographs
 - Not just meetings with business managers; staff consultations to develop time allocations
- 

BASIC COST

Cost type	Category	Average cost per title		BASIC
Staff time	Acquisitions Activities	\$5,891		
	Manuscript Editorial Activities	\$2,250		
	Production Activities	\$764	\$15,565	
	Design Activities	\$2,561		
	Marketing Activities	\$4,098		
Staff OH	Staff Time, overhead	\$4,694	\$4,694	\$23,391
Direct costs	Acquisitions	\$400		
	Manuscript Editorial	\$1,130		
	Production	\$83	\$3,132	
	Design	\$1,417		
	Marketing	\$102		

Average Cost per title, University of Michigan Press, FY2014

BASIC COST

Cost type	Category	Average cost per title
Staff time	Acquisitions Activities	\$5,891
	Manuscript Editorial Activities	\$2,250
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Direct costs	Acquisitions	\$400
	Manuscript Editorial	\$1,130
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	Marketing	\$102

		STAFF TIME	DIRECT	N KIND	TOTAL
Acquisitions	Author Comm. & Support	\$1,568	\$0	\$0	\$1,568
	Conferences and Campus Visits	\$758	\$0	\$0	\$758
	Developing/Editing Projects	\$925	\$0	\$0	\$925
	Publication Meetings	\$1,235	\$0	\$0	\$1,235
	Peer Review Process	\$1,180	\$0	\$0	\$1,180
	Peer Review Honoraria	\$0	\$400	\$0	\$400
	Miscellaneous	\$225	\$0	\$0	\$225
	Series Editor	\$0	\$0	\$0	\$0
		\$5,891	\$400	\$0	\$6,291

Average Cost per title, University of Michigan Press, FY2014

FULL COST

Cost type	Category	Average cost per title		BASIC	FULL COST
Staff time	Acquisitions Activities	\$5,891		\$23,391	\$26,022
	Manuscript Editorial Activities	\$2,250			
	Production Activities	\$764	\$15,565		
	Design Activities	\$2,561			
	Marketing Activities	\$4,098			
Staff OH	Staff Time, overhead	\$4,694	\$4,694		
Direct costs	Acquisitions	\$400			
	Manuscript Editorial	\$1,130			
	Production	\$83	\$3,132		
	Design	\$1,417			
	Marketing	\$102			
Press-Level Overhead	G+A and Departmental Overheads	\$2,631	\$2,631		

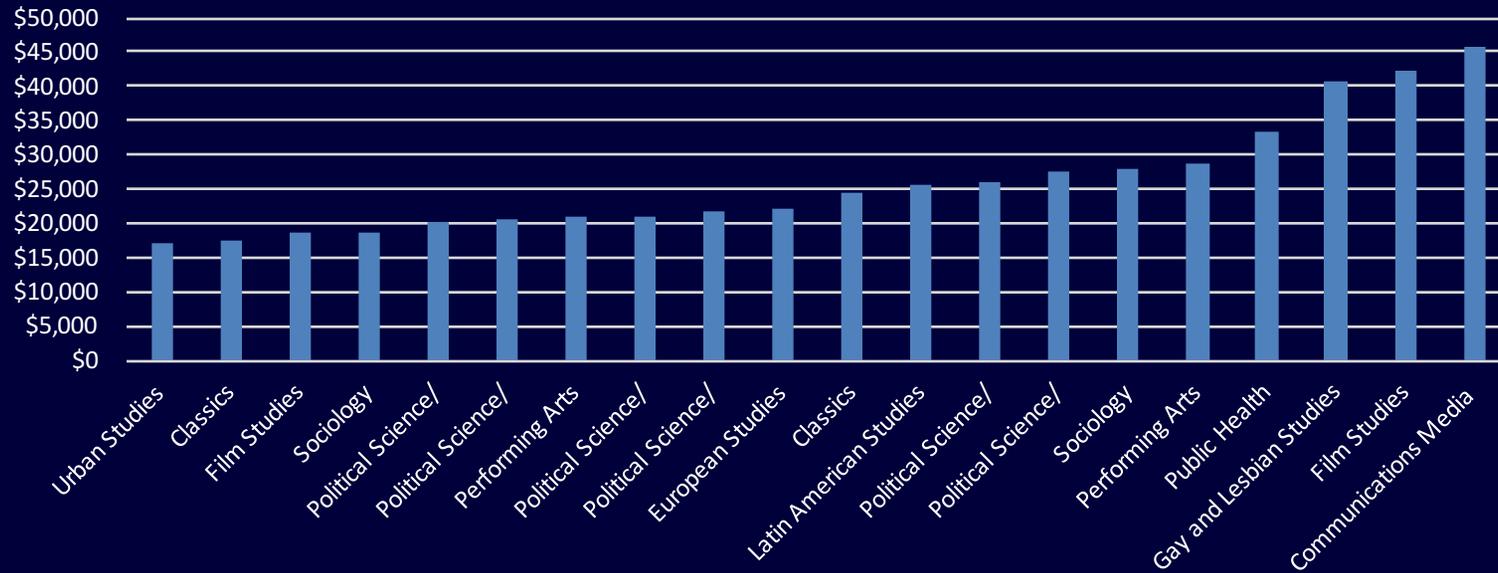
Average Cost per title, University of Michigan Press, FY2014

FULL COST PLUS

Cost type	Category	Average cost per title		BASIC	FULL COST	FULL COST PLUS
Staff time	Acquisitions Activities	\$5,891		\$23,391	\$26,022	\$28,637
	Manuscript Editorial Activities	\$2,250				
	Production Activities	\$764	\$15,565			
	Design Activities	\$2,561				
	Marketing Activities	\$4,098				
Staff OH	Staff Time, overhead	\$4,694	\$4,694			
Direct costs	Acquisitions	\$400		\$23,391	\$26,022	\$28,637
	Manuscript Editorial	\$1,130				
	Production	\$83	\$3,132			
	Design	\$1,417				
	Marketing	\$102				
Press-Level Overhead	G+A and Departmental Overheads	\$2,631	\$2,631			
In-kind	Press & Department level	\$1,523	\$2,614			
	Title-level	\$1,091				

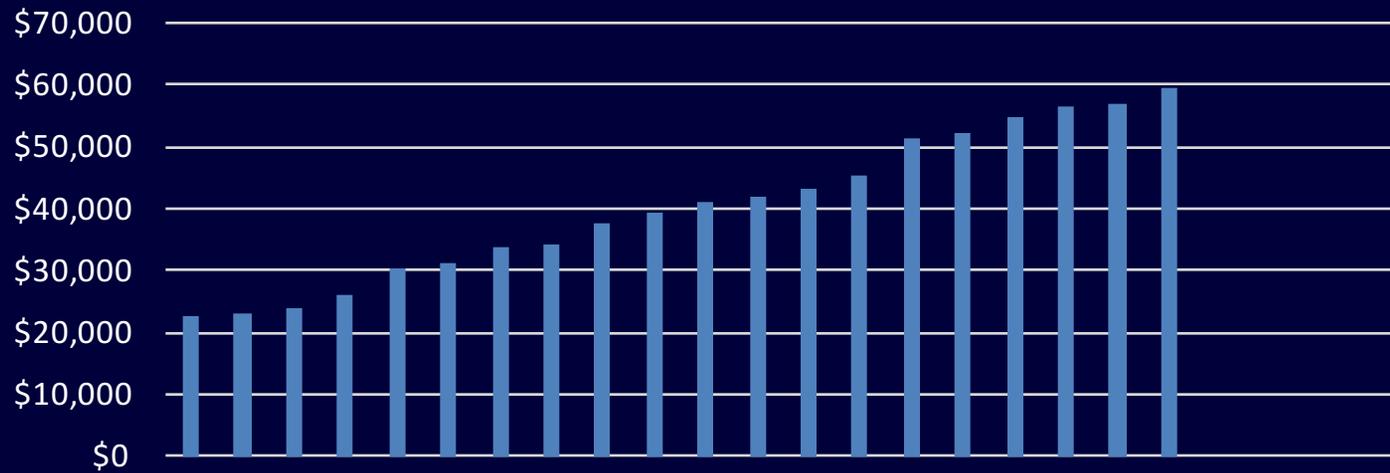
Average Cost per title, University of Michigan Press, FY2014

University of Michigan Press -- Cost per Title



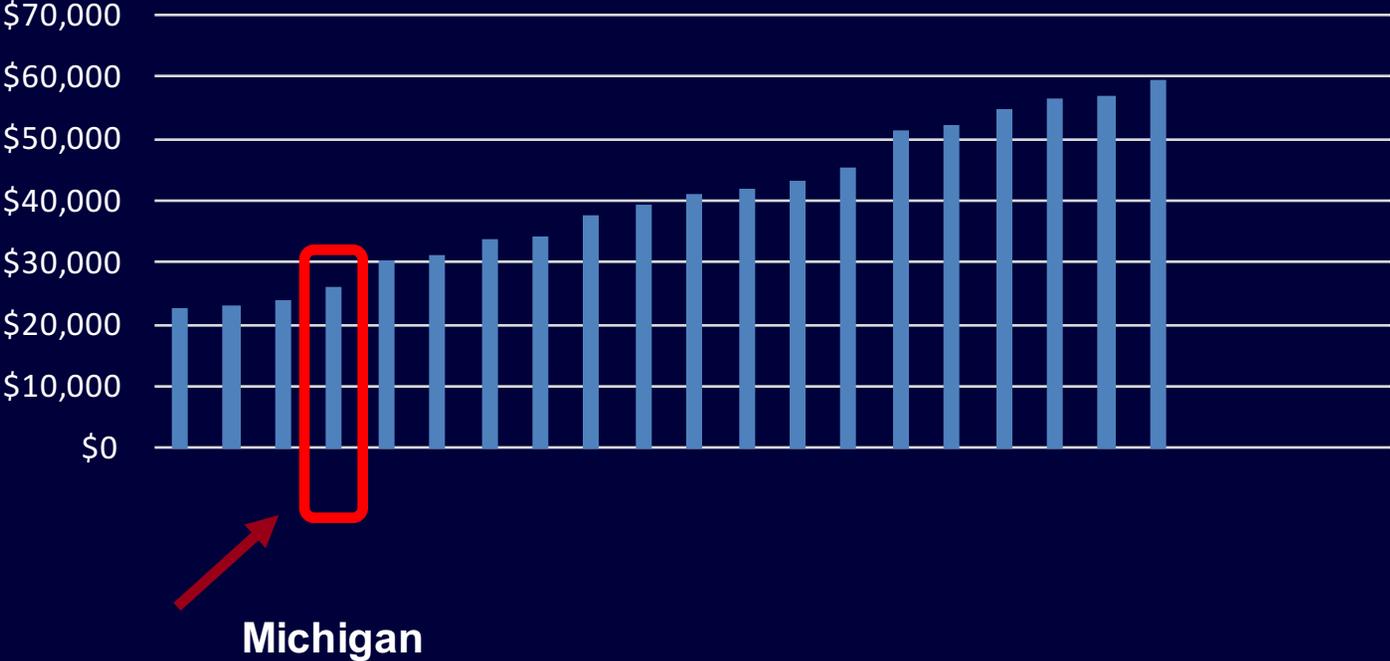
Wide range of costs within one press

Average Cost Per Title



Average "full cost" per title (per press)

Average Cost Per Title



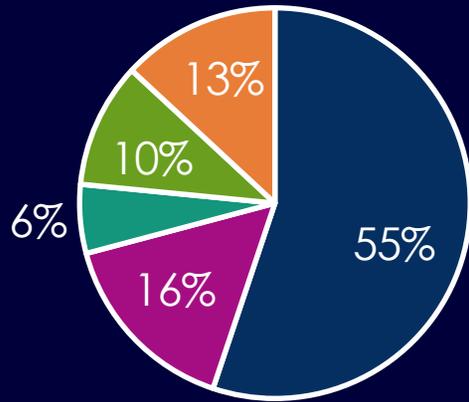
Average "full cost" per title (per press)

COST DEFINITIONS

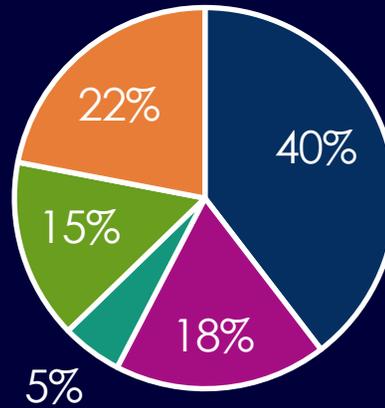
Group	Staff Time	Staff Overhead
1	\$14,798	\$3,310
2	\$20,903	\$6,139
3	\$16,908	\$4,078
4	\$23,471	\$4,753

Average cost per book (press averages, by AAUP Group)

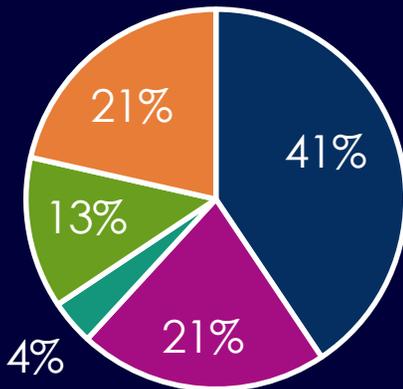
GROUP 1



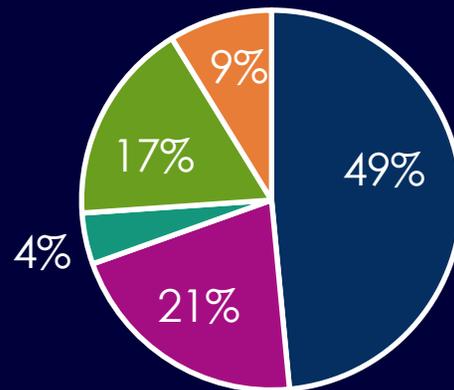
GROUP 2



GROUP 3



GROUP 4



Group	Staff Time	Staff Overhead
1	\$14,798	\$3,310
2	\$20,903	\$6,139
3	\$16,908	\$4,078
4	\$23,471	\$4,753



COST DEFINITIONS

Group	Staff Time	Staff Overhead	Direct Costs
1	\$14,798	\$3,310	\$4,450
2	\$20,903	\$6,139	\$5,669
3	\$16,908	\$4,078	\$5,214
4	\$23,471	\$4,753	\$6,462

COST DEFINITIONS

Group	Staff Time	Staff Overhead	Direct Costs	Press-Level Overhead
1	\$14,798	\$3,310	\$4,450	\$9,958
2	\$20,903	\$6,139	\$5,669	\$12,551
3	\$16,908	\$4,078	\$5,214	\$7,898
4	\$23,471	\$4,753	\$6,462	\$14,469

COST DEFINITIONS

Group	Staff Time	Staff Overhead	Direct Costs	Press-Level Overhead	In-Kind	BASIC	FULL COST	FULL COST PLUS
1	\$14,798	\$3,310	\$4,450	\$9,958	\$2,370	\$22,559	\$32,517	\$34,887
2	\$20,903	\$6,139	\$5,669	\$12,551	\$843	\$32,710	\$45,261	\$46,104
3	\$16,908	\$4,078	\$5,214	\$7,898	\$1,075	\$26,200	\$34,098	\$35,172
4	\$23,471	\$4,753	\$6,462	\$14,469	\$1,370	\$34,686	\$49,155	\$50,525

COST DEFINITIONS

Group	Staff Time	Staff Overhead	Direct Costs	Press-Level Overhead	In-Kind	BASIC	FULL COST	FULL COST PLUS
1	\$14,798	\$3,310	\$4,450	\$9,958	\$2,370	\$22,559	\$32,517	\$34,887
2	\$20,903	\$6,139	\$5,669	\$12,551	\$843	\$32,710	\$45,261	\$46,104
3	\$16,908	\$4,078	\$5,214	\$7,898	\$1,075	\$26,200	\$34,098	\$35,172
4	\$23,471	\$4,753	\$6,462	\$14,469	\$1,370	\$34,686	\$49,155	\$50,525

BASIC \$28,747
 FULL COST \$39,892
 FULL COST PLUS \$41,227
 Average cost per title (n=382)

FINDINGS

- Acquisitions is a major expense, both due to time spent and level of staff in those roles
 - Even with outsourcing, many staff play a role in quality assurance
 - Each department cited not just technical aspects of complexity in driving cost, but degree of author support needed
- 

WHAT DOES THIS MEAN FOR A PRICING MODEL?

- Cost is not the same as price
 - Presses will want to use this data to guide their own process
 - Establishing pricing will bring in estimates of potential revenue and other subsidy as well
- 

COST DEFINITIONS → PRICING?

BASIC

Staff time
Staff overhead (time)
Direct costs

FULL COST

Staff time
Staff overhead (time)
Direct costs
Departmental
Overheads
General and Admin

FULL COST PLUS

Staff time
Staff overhead (time)
Direct costs
Departmental
Overheads
General and Admin
In-kind

COST DEFINITIONS → PRICING?

BASIC

Staff time
Staff overhead (time)
Direct costs

- + Admin
- +Some press-level overhead
- +Indexing (in-kind)?
- + OA hosting charges?

FULL COST

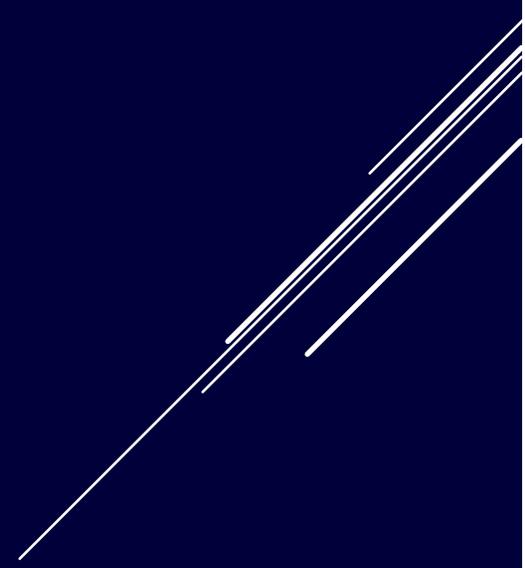
Staff time
Staff overhead (time)
Direct costs
Departmental Overheads
General and Admin

FULL COST PLUS

Staff time
Staff overhead (time)
Direct costs
Departmental Overheads
General and Admin
In-kind

IMPLICATIONS FOR PRESSES

Charles Watkinson



WHICH PRESSES WOULD BE ELIGIBLE?

“We recommend that the non-profit publishers who are full members of AAUP qualify to receive subvention support through this program. Individual campuses may want to discuss the eligibility of other publishers. Any qualified publisher should be demonstrably committed to a rigorous peer review process and be required to supply comprehensive expenditure information for the monographs supported by this program.”

- The question of commercial presses. What about OUP/CUP? The risks of developing a system unduly influenced by price.
- Managing a whitelist – central or by institution?
- A system for managing exceptions essential.

OBLIGATIONS FOR ELIGIBLE PRESSES?

“We recommend that monographs published with subvention support through this program be made freely available, with full metadata and a Creative Commons license, in one or more trusted digital repositories. We also recommend that the publisher be permitted to monetize derivative electronic and print-on-demand editions of the monograph.”

- Which repositories / platforms will be considered acceptable? Will there be multiple platform charges to the publisher?
- What metadata will need to be prepared? And how supplied?
- Is there flexibility about the form of Creative Commons license?

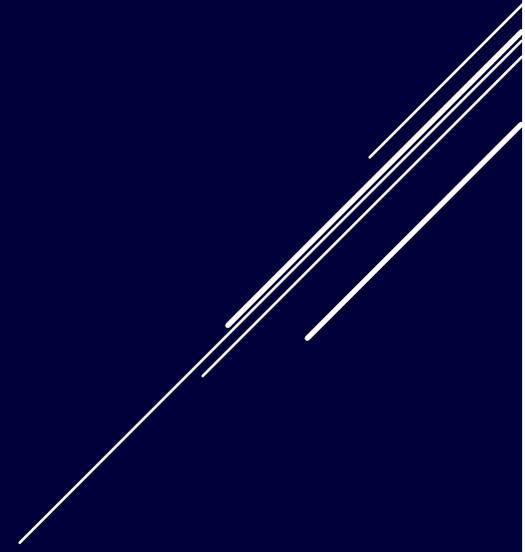
LEVEL AND TIMING OF THE PAYMENT?

“Publishers receiving campus subventions will be required to provide detailed accounting information on the costs required produce, promote, and distribute the openly accessible version of the work.”

- Should “Basic,” “Full Cost,” or “Full Cost Plus” be considered acceptable? Depends on publisher’s expectation of take-up of the program and continued revenue from other sources.
- How do we avoid disenfranchising authors from institutions not able or willing to participate?
- When in the process should costs be billed? Should these be estimated or actual costs? The problem of authors from multiple institutions.

IMPLICATIONS FOR AUTHORS

Lisa Macklin



HUMANISTS AS AUTHORS

- Place a high premium on long-form scholarship
- Seek to ensure high quality of scholarship
- Concerned about discoverability and preservation
- Recommend any subvention program be open to all faculty

WHAT IS LONG-FORM SCHOLARSHIP?

A continuum, and increased variegation in publishing:

1. Print monographs
2. Long-form scholarship published digitally with a strong resemblance to print
3. Long-form scholarship published digitally that is substantially enhanced by the digital format
4. Digitally published, long-form scholarship that is not suitable for print publication

WHAT ARE INDICATORS OF HIGH QUALITY?

Quality of a Digital Monograph

- Robust Peer-Review
- Marketing
- Design
- Licensed for Reuse
- Sustainability and Preservation
- Printable
- Annotation
- Searchable
- Potential for Networking (Linking)

DISCOVERABILITY AND PRESERVATION

- Endorse open access publication
- Recognized value of marketing by presses
- Concern for permanence and long-term access
 - Role for the library

SUBVENTIONS OPEN TO ALL FACULTY

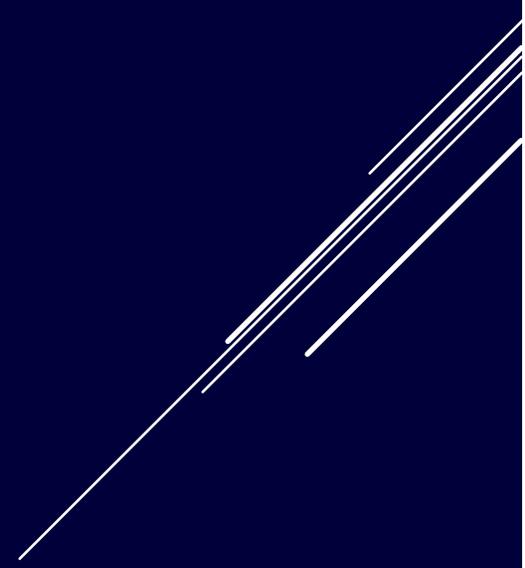
- Should support a diverse range of faculty including scholarly field and rank
- Humanities Council memo adopted November 2013 affirmed the importance of evaluating digital scholarship in P&T

MAKING THE TRANSITION

- High premium on long-form scholarship
- Endorse university funding for digital publication
- In a period of increased variegation in humanities publication
- Endorse open access publication
- Funding should be open to faculty of all ranks
- Seek to ensure high quality of scholarship
- Concerns about preservation & discoverability
- Uncertain about costs
- Any program will require socialization

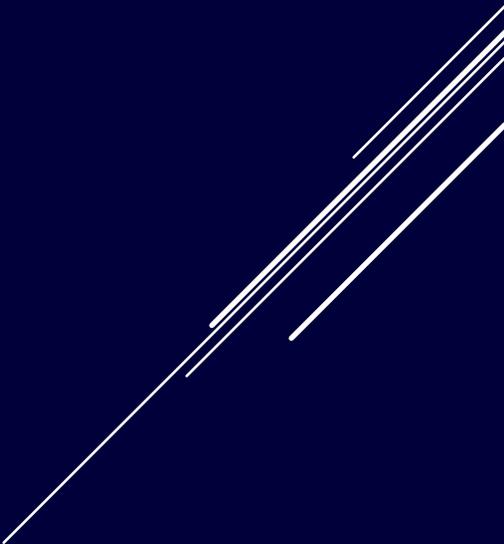
IMPLICATIONS FOR SENIOR ADMINISTRATORS AND LIBRARIES

Carolyn Walters

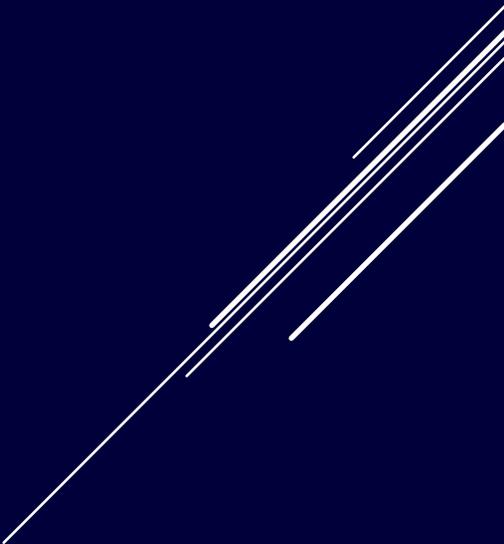


SENIOR ADMINISTRATORS

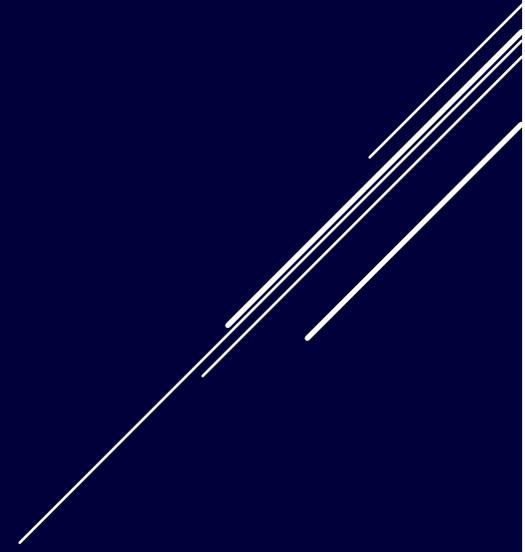
- ▶ **What are the benefits of a subvention program?**
 - ▶ Transparency in accounting/cost of monograph
 - ▶ Commitment to support work of humanists
 - ▶ Support for publishing program provided by those who participate/benefit

 - ▶ **What are the costs?**
 - ▶ Implementation
 - ▶ Funding
- 

LIBRARIES

- ▶ **Value/benefit added by libraries**
 - ▶ Access/Discoverability
 - ▶ Preservation
 - ▶ Advisors/collaborators/partners
 - ▶ **Costs**
 - ▶ Existing budget used to support costs
 - ▶ Reduction in budget to support subvention
- 

Questions?



THANK YOU

