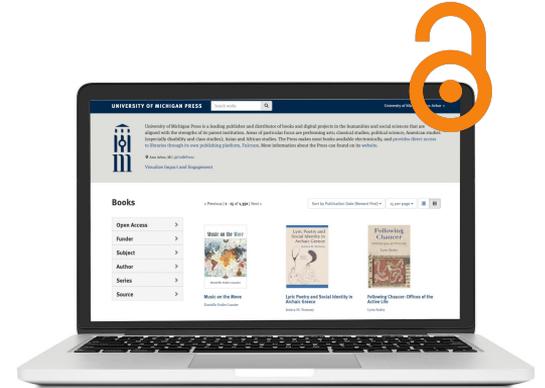


“Fund to Mission” Open Access Monograph Model at the University of Michigan Progress Report

Kristen Twardowski, Director, Sales, Marketing, and Outreach, U-M Press
Charles Watkinson, Director, U-M Press, Associate University Librarian
Emma Vecellio, Library Relations Manager, U-M Press

Overview

- UMP Fund to Mission in context
- How does UMP Fund to Mission work?
- Updates on UMP Fund to Mission's progress
- Some unanswered questions



Access slides and links at bit.ly/UMP-CNIf21 (link is case-sensitive)

UMP Fund to Mission in Context

Charles Watkinson

watkin@umich.edu

Pronouns: he/him/his



2020 - The great “free-to-read” experiment



2019



2020

<https://www.publishing.umich.edu/stories-of-impact/free-to-read>

2021 - Make “free-to-read” permanent?

Parent Institution(s) Owners



Authors and their Funders



Library Collections Budgets



Sales of Print Books?
Freemium versions?
Crowdsourcing?

Fund to Mission = a hybrid funding model

Parent Institution(s) Owners



Fund to MISSION

Authors and their Funders



Library Collections Budgets



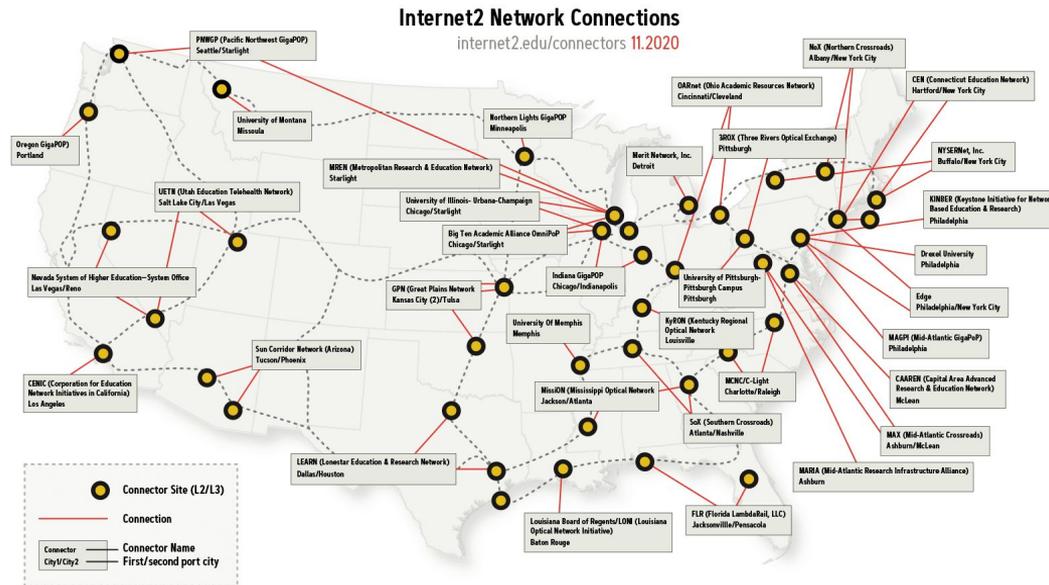
Sales of Print Books?
Freemium versions?
Crowdsourcing?

Fund to Mission value propositions

1. U-M Provost: “When you invest in Fund to Mission, you are supporting multi-institutional infrastructure for the humanities.”
2. Libraries: “When you invest in Fund to Mission, you support BOTH open access content AND an open source ecosystem.”
3. Authors: “It’s the same great book, but supercharged. Embrace the affordances that open access offers your scholarship.”



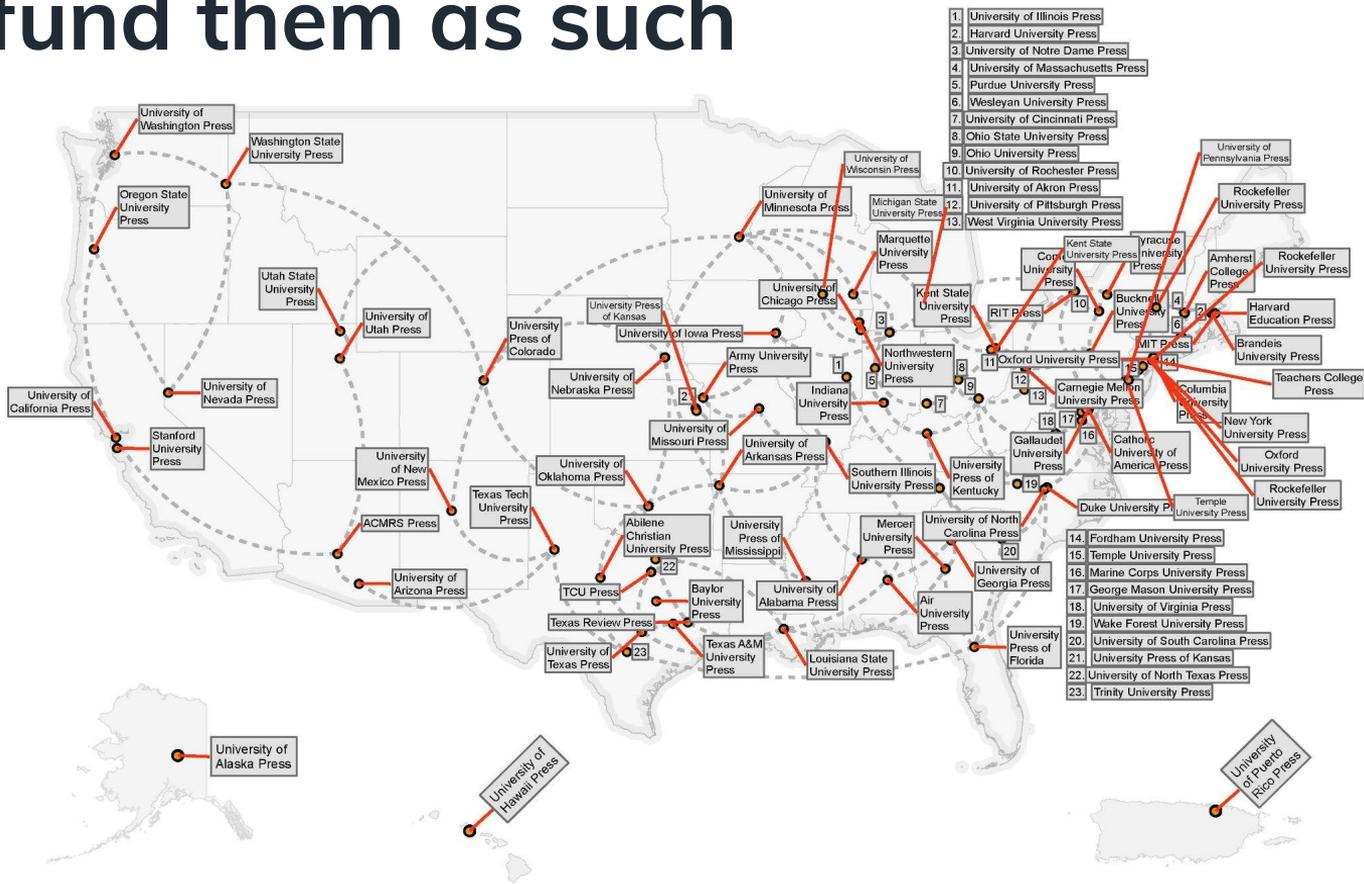
1. UPs are humanities infrastructure, embedded in the research process . . .



“Re-envisioning Humanities Infrastructure,” Melissa Pitts and Charles Watkinson
<https://www.insidehighered.com/views/2021/02/22/institutions-and-funders-must-recognize-contributions-university-presses-humanities>



... so fund them as such



2. Purchasing quality OA content . . .

The screenshot displays the University of Michigan Press Ebook Collection interface. At the top left is the logo and text "UNIVERSITY OF MICHIGAN PRESS EBOOK COLLECTION". To the right is a search bar with the text "Search and discover books" and a magnifying glass icon. Below the search bar are links for "BROWSE BOOKS" and "HELP".

The main content area is titled "Search and Browse Books". It includes a navigation bar with "« Previous | 1 - 15 of 266 | Next »", a "Sort by Date Added (Newest First)" dropdown, and a "15 per page" dropdown. On the left is a filter sidebar with the following sections:

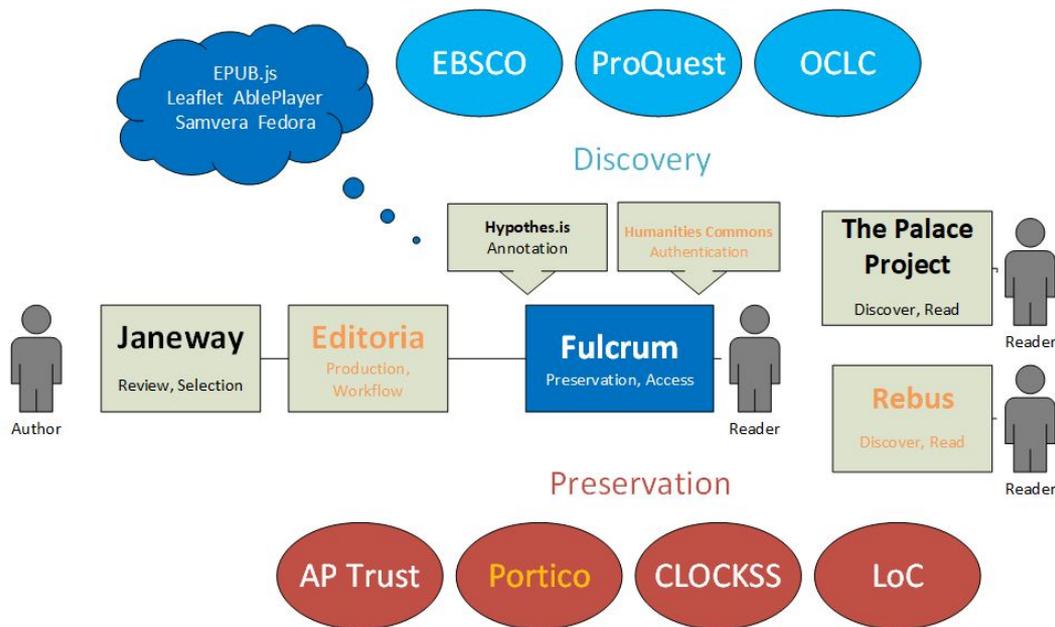
- Access**:
 - All content
 - Only content I can access
 - Only open access content
- Funder**: >
- Subject**: >
- Author**: >
- Series**: >
- Source**: >

The search results display three book covers:

- Being Human during COVID**: Edited by Kristin Ann Hass, 2021. The cover is red with white and black circles and the text "Being HUMAN DURING COVID".
- Listening to the Lomax Archive: The Sonic Rhetorics of African American Folksong in the 1930s**: By Jonathan W. Stone, 2021. The cover features a photograph of a man sitting on a bench.
- Liberalism and Transformation: The Global Politics of Violence and Intervention**: By Dillon Stone Tatum, 2021. The cover features a white bird perched on a branch with a flame.

<https://ebc.press.umich.edu/>

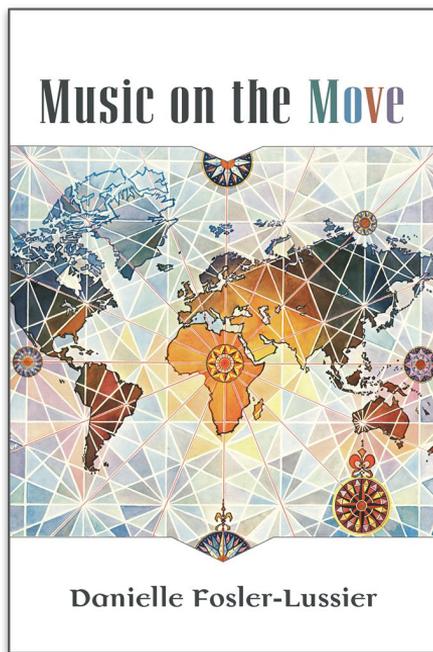
... can also support an open ecosystem



<https://www.fulcrum.org/>

The screenshot shows the Fulcrum website homepage. The header includes the Fulcrum logo and a hamburger menu. The main content area features the text "Infrastructure and services for mission-driven publishers" and a description: "Fulcrum is a community-based, open source publishing platform that helps publishers present the full richness of their authors' research outputs in a durable, discoverable, accessible and flexible form." A prominent "GET UPDATES" button is visible. The footer contains four icons representing "Flexible", "Durable", "Discoverable", and "Accessible".

3. Think beyond the book: inclusive learning,



“The absolute best thing about this book is the seamless incorporation of the many musical examples.”

“The text is beautifully written and presented in engaging and readable prose.”

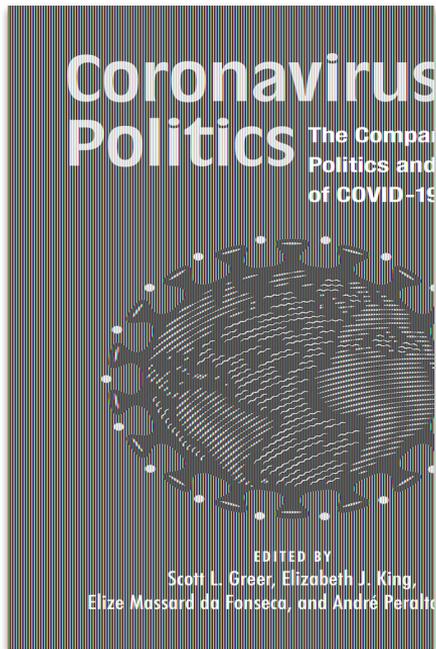
“It would make a wonderful companion text to many different types of music topics courses.”

AMS

**American Musicological Association
2021 Teaching Award, for an
exceptional pedagogical resource**

- Audio resources
- Video resources
- Interactive Maps
- Commenting and highlighting
- Global Certified Accessible

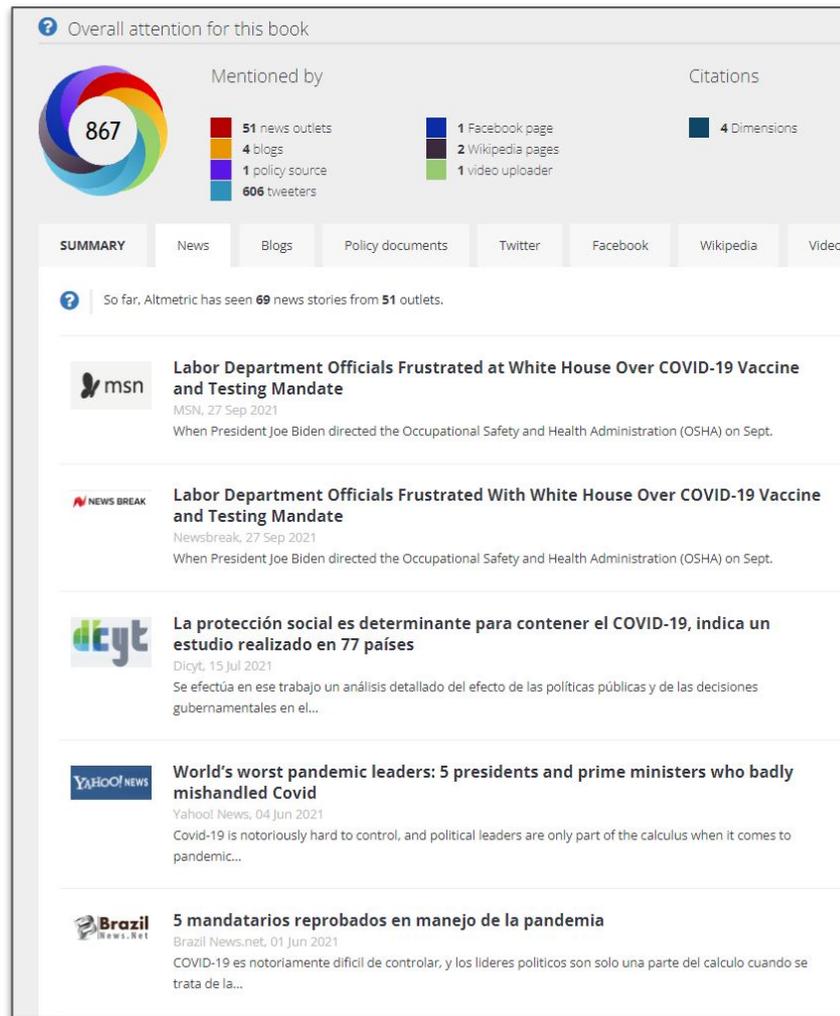
public engagement,



“I am a PhD student from South Africa. Normally these types of books are very expensive and not accessible. We need more research to be done from Africa for Africa.”

“Thank you for sharing. Sharing is an indigenous value, one might even say a law we follow as indigenous people”

<https://doi.org/10.3998/mpub.11927713>



and academic Innovation



Best eProduct 2021
Association of American
Publishers PROSE Awards



Home / i used to love to dream / i used to love to dream: Music & Home (short film)

Previous

Play I'll record it when we do it, yeah.

1:29 / 29:01 Speed: 1x Paused

Share

A.D. Carson, collaborators (Marcus "Truth" Fitzgerald, Vintage, and Mike Moxham), and family members (mother, Kathleen Fuller, and brother, Kris Carson) discuss ideas of home and music and the creation of the album, *i used to love to dream*. Filmed by Miguel "MiG" Martinez, Eric Oren, Katterina Fitzgerald, Kris Carson, Vintage, Basile Koechlin, Jason Bennett, and Mike Moxham. Edited by Miguel "MiG" Martinez.

ready (featuring truth) [beat by truth | 85 bpm]

Transcript
Auto scroll:

we don't need toms.
at the lab in virginia.
all we need: drums, couple basses
& a sample. finish it in ample.
heavy in our hearts, make
difficult to handle.

0:21 Speed: 1x Paused

ACADEMIC INNOVATION

Trusting the Process: Rethinking Peer Review for Innovative Scholarship

In August 2020, the University of Michigan Press published *i used to love to dream* by A.D. Carson, the first ever peer-reviewed hip-hop mixtape/essay published by a university press. The open access mixtape/essay performs hip-hop scholarship using sampled and live instrumentation, repurposed music, film, and news clips, and original rap lyrics. In January 2021 the publication was recognized as Best eProduct of the year by the Association of American Publishers PROSE Awards.

<https://doi.org/10.3998/mpub.11738372>

How does Fund to Mission work?

Kristen Twardowski

ktwardow@umich.edu

Pronouns: she/her/hers



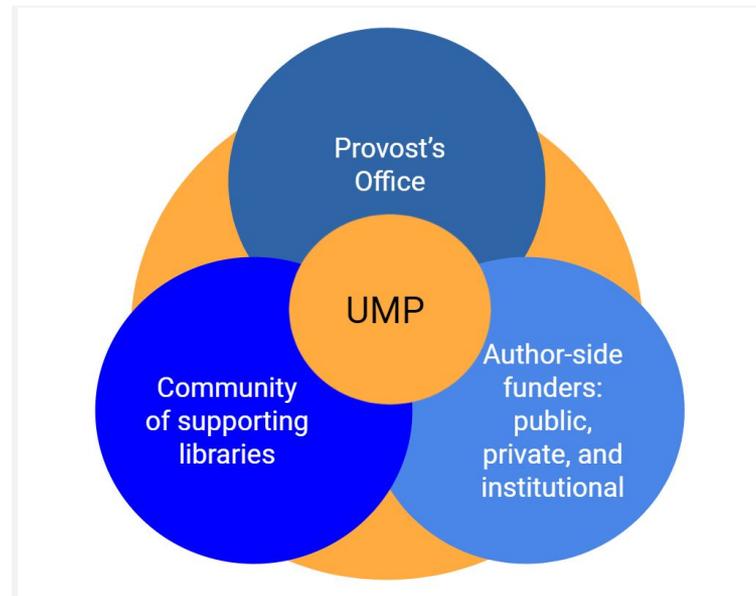
The basics

- The program is called “Fund to Mission” because it is designed to allow a university press to achieve its mission-related goals of maximizing access to quality information while sustaining its operations.
- We aim to convert at least 75% of U-M Press monographs (for research and teaching) to OA by the end of 2023, **without any author ever having to pay.**
- We will achieve stable funding for this monograph program (at least 80 OA books/year) from three support sources (1) the community of supporting libraries; (2) author-side funding (where possible); (3) the U-M Provost’s office.
 - Why these three sources . . . ?



Who benefits from UMP, contributes . . .

- Provost benefits from Michigan's increased reach & reputation, and contribution to infrastructure
- Supporting libraries increase access to high-quality books both for their patrons and readers globally
- Funders expand the impact of the authors whose research they support



Benefits for supporting libraries

- Support the availability of an OA ebook for at least half (40) of UMP scholarly monographs in 2022 (and more in succeeding years if we reach our goal);
- Receive perpetual access to the remaining restricted frontlist titles and term access to the backlist (~1,600 titles and growing), which will otherwise remain closed to non-purchasers;
- Support authors' ability to publish innovative, digital scholarship leveraging the next-generation, open-source [Fulcrum platform](#)



Funding options

Any purchase a library makes today supports our transition to open access.

Investment Options:

- 2022 Frontlist (~40 restricted access titles)
- Transitional Collection (2021-2023 Frontlists)
- Backlist Bundle (2012-2020 Complete Collections)

Details:

- Transparent pricing ([available here](#)) and license terms set in collaboration with LYRASIS



Transitional Collection (2021-2023)

Tier	Carnegie Classification	CRKN Bands	Jisc Bands	Total 3-yr Price
5	15	Bands 12, 13	Bands 1 and 2	\$17,877
4	16-18	Bands 11, 10	Bands 3 and 4	\$13,407
3	19-21	Bands 9, 8	Bands 5A and 5B	\$8,937
2	22-23	Bands 7, 6, 5	Bands 6 and 7	\$4,470
1	1-14	Bands 4, 3, 2, 1	Bands 8, 9, and 10	\$2,145

Tiered pricing based on institutional size. Flat pricing through 2023 if libraries commit now.
Total 3-yr price is for the complete 3-year period (i.e., divide by 3 to get annual price).

Where the money goes . . .

Commercial publisher

- Shareholder dividends
- Proprietary software
- Volume incentives for editors
- Sales people
- New ways to make money

University of Michigan Press

- Reinvestment in publishing
- Open source community
- Focus on editorial quality
- LYRISIS non-profit outreach
- No author-fee open access



Update on Fund to Mission Progress

Charles and Kristen



Parent Institution

“A million dollars a year to sustain a press may seem like a lot of money to a big research university. A million dollars a year to support the publication of faculty work in the humanities is a drop in the bucket relative to the total expenditure on humanities faculty in that same university.”

—Paul N. Courant, Edward M. Gramlich Distinguished University Professor of Economics and Public Policy, University of Michigan

Source: “What Might Be in Store for Universities’ Presses,” Paul N. Courant. *The Journal of Electronic Publishing*, Vol. 13 Issue 2: Reimagining the University Press, Fall 2010. <https://doi.org/10.3998/3336451.0013.206>

- U-M Press receives ca. 20% of its annual budget from the U-M Provost’s Office, \$600,000.
- For FY 2022, we requested an additional \$400,000 in base support for Fund to Mission.
- We received \$400,000 one-time support and an invitation to resubmit for FY 2023.

“We appreciated the thoughtfulness of the business plan provided, which included a move toward open access. However, initial discussions with academic leadership suggest there is a need for additional development to realize a long-term, sustainable strategic solution that aligns with the priorities of schools and colleges. We encourage discussions with key deans in this area as you develop a long term sustainable strategy.”

- Currently meeting 1:1 with Deans of U-M Schools and Colleges to explain the program and solicit words of support; going very well so far.

Source: Business Case to U-M Provost
(https://bit.ly/FtM_2021)

Libraries

“Accountability” website and dashboard



Fund to Mission

The University of Michigan Press Ebook Collection is transitioning to an open access monograph model termed Fund to Mission.

[Learn More](#)



Our Books

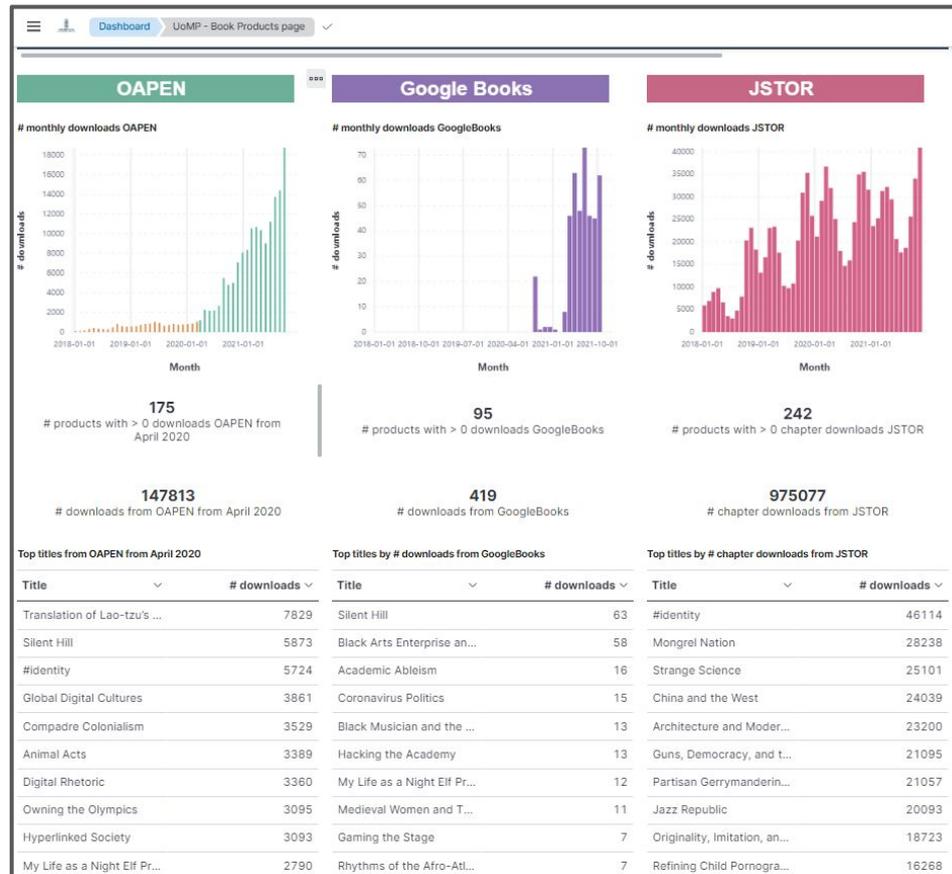
The University of Michigan Press Ebook Collection contains thousands of the finest humanities and social sciences monographs.

[Explore List](#)

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.

[Explore the Collection](#)

<https://ebc.press.umich.edu/>



Support for the 2021 collection

Tier	Number of Institutions	Funding Committed
1	1	\$679
2	3	\$4,248
3	15	\$42,026
4	8	\$29,297
5	42	\$242,872
Grand Total	69	\$319,122

Library Supporters so far

Tier 5

Columbia University
Duke University
Harvard University
Indiana University (BTAA)
Iowa State University
Johns Hopkins University
Michigan State University (BTAA)
Montana State University
Northwestern University (BTAA)
New York University
The Ohio State University (BTAA)
Pennsylvania State University (BTAA)
Princeton University
Purdue University (BTAA)
Rutgers University (BTAA)
Stanford University
Syracuse University
University of Alberta
University of Arizona
University of British Columbia
University of California Berkeley (CDL)
University of California Davis (CDL)
University of California Irvine (CDL)
UCLA (CDL)

University of California Merced (CDL)
University of California Riverside (CDL)
University of California San Diego (CDL)
University of California San Francisco (CDL)
University of California Santa Barbara (CDL)
University of California Santa Cruz (CDL)
University of Chicago (BTAA)
University of Florida
University of Illinois (BTAA)
University of Iowa (BTAA)
University of Kansas
University of Maryland (BTAA)
University of Minnesota (BTAA)
University of Nebraska (BTAA)
UNC Chapel Hill
University of Oregon
University of Pennsylvania
University of Toronto
University of Washington
University of Wisconsin (BTAA)
Yale University

Tier 4

Duquesne University
Rowan University
Simon Fraser University
UNC Greensboro

University of Ottawa
University of Rhode Island
University of San Francisco
University of Wyoming
Loyola University Chicago

Tier 3

Bates College
Bowdoin College
Brock University
Buena Vista University
The Claremont Colleges
Colby College
Denison University
Drake University
Grinnell College
Kenyon College
Lafayette College
Luther College
Saint Ambrose University
Swarthmore College
Vassar College

Tier 1 and 2

College of Coastal Georgia
Georgia Gwinnett College
Trent University
Broward College

What happens to that money?

- Using the 2022 collection goals as an example:
 - Will publish at least 80 titles
 - With a goal of 50% of these 80 titles being open access and 50% restricted access
 - Goal of \$250,000 net from libraries going to the 2022 transitional collection
 - Which means, we actually need around \$400,000 gross funding to reach it

What happens to that money?

Fund to Mission Gross Revenue	\$400,000
LYRASIS Commission (15%)	\$60,000
Fulcrum Platform Fee (15%)	\$60,000
Subtotal	\$280,000
Amount to OA Fund	\$140,000
Subtotal OA Titles	\$140,000
Amount to Restricted Titles	\$140,000
Royalties paid (~5%)	\$7,000
Subtotal Restricted Titles	\$133,000
Fund to Mission Net Revenue	\$273,000

What happens to that money?

Cost of Monograph Program	\$1,650,000
Annual Provost Funding	\$600,000
Additional Provost Funding	\$400,000
Title Subventions	\$270,000
<i>Library Investments</i>	<i>\$273,000</i>
Other Revenue	\$107,000
Total Revenue	\$1,650,000

Authors

Disciplinary Variation

In 2020 “SACUA appointed a sub-committee to look at the financial deficits of the University of Michigan Press, and their plan to pivot from a commercial publishing model to one of open access. STEM and some social science publishing are already open access, but less so for the humanities.”

The Senate Advisory Committee on University Affairs (SACUA) is the executive arm of the University (Faculty Senate and the Senate Assembly).

“This move to open access publishing of journals and now monographs, follows a longstanding model in the UK, the EU, and is now proliferating globally. The financial deficits (which will most likely continue with open access) will parallel the increase of the impact of The Press’ (broader and deeper penetration of Press materials into diverse communities of learners, readers, and scholars).”

SACUA Library Ad Hoc Subcommittee Final Report 5/25/2021 <https://facultysenate.umich.edu/resources/>

Table 4.

Studies included in the meta-synthesis: Main findings.

Author (Year)	Disciplines and Percentages
Piwowar <i>et al.</i> (2018) ³	All disciplines: 36.1% (2009 – 2015) Biomedical Research: 58.5% Mathematics: 52.7% Clinical Medicine: 47.8% Health: 41.8% Earth and Space: 40.4% Biology: 32.7% Physics: 31.6% Psychology: 29.7% Social Sciences: 25.1% Professional Fields: 20.6% Engineering and Technology: 17.4% Chemistry: 15.5%
	All disciplines: 7.4% (2009 – 2015) Biomedical Research: 15.3% Health: 11.7% Mathematics: 11.2% Clinical Medicine: 10.3% Biology: 7.3% Earth and Space: 5.6% Psychology: 4.7% Engineering and Technology: 4.2% Physics: 3.1% Humanities: 3.0% Chemistry: 2.8% Arts: 2.4% Professional Fields: 1.4% Social Sciences: 1.3%

3 “Figures for the humanities and the arts were not included due to underrepresentation of these disciplines in terms of WoS and DOI coverage”

Source: Severin, Anna et al. “Discipline-specific open access publishing practices and barriers to change: an evidence-based review.” *F1000Research* vol. 7 1925. 11 Dec. 2018, doi:10.12688/f1000research.17328.2

Disciplinary Variation

“Women seemed to be less likely to have published in OA journal or self-archived research articles... In the survey conducted for this paper, men were more likely to have senior jobs in both Sciences and Humanities discipline areas. Since men have higher job status and more research experience, they would be more likely to have experience of funding applications and thus have learned about OA policy and experienced OA publishing.”

In terms of publication forms, academics in Humanities and Social Sciences are more likely to publish monographs and there is a lack of availability of OA journals and repositories in Humanities compared to hard science disciplines...Publishing an open access monograph is very costly and requires a sustainable business model.”

Zhu, Y. Who support open access publishing? Gender, discipline, seniority and other factors associated with academics' OA practice. *Scientometrics* 111, 557–579 (2017). <https://doi.org/10.1007/s11192-017-2316-z>

Author Enthusiasm

“I knew that an open access edition would reach a wider audience, and this changed how I framed the first part of the book, which discusses epistemology, statistics, and visualization in a way that speaks to researchers that may not be familiar with theater scholarship.”

- Miguel Escobar Varela, *Theatre as Data*

“Many scholarly books are not for profit. So when approached with the idea of making my monograph open access, I was happy to make the book free for the public. I’m honored to see many people finding my book useful, interesting, and enlightening.”

- Yuanfei Wang, *Writing Pirates*

<https://ebc.press.umich.edu/stories/2021-10-03-breaking-down-the-paywall/>

Author Enthusiasm

“This is incredible news! I’m so excited. Thank you so much for finding this support for the book within the press. I’m totally floored.

I had a real interest in copyright and creative commons structures when I was an undergrad... All of that material has been coming back to me the last few months in relation to my new book project, and it’s really, really exciting to know that open access ended up working out.

I had kind of written it out of my mind because I knew I couldn’t draw together the funding you initially mentioned, but this is wonderful news. Thank you thank you.”

“I am absolutely elated by this news. Can you let me know if there are specific people I can thank for helping this to come through? Really a dream come true.”

Source: Anonymized author email responses to the news that their titles are able to be made open without author-payment, thanks to the Fund to Mission program

More information

- University of Michigan Press Ebook Collection
(<https://ebc.press.umich.edu/>)
- Fund to Mission Open Access Monograph Model
(<https://www.publishing.umich.edu/features/fund-to-mission>)

With thanks to Emma Vecellio and Sharla Lair for their contributions to this presentation.



Some unanswered questions

- What will happen to Library support after the three-year Transition? Especially, will support move from venture capital to continuation funds?
- How can we make it easier for smaller institutions to support Fund to Mission? What role might consortia play in coordinating their support?
- Will support for a North American UP remain focused on North America? Or can we gain support from outside North America?
- Can Fund to Mission scale to other university presses? Or will the model be restricted to University of Michigan?
- Will we ever reach an 100% open access frontlist? Or will there be some disciplines that never embrace open access ebooks?
- What will happen to print sales once books are transparently open access? Is there a “magic price” for print version of open access books?