

Emerging Models in Humanities Publishing: Institutional Implications

The Future of the Monograph in the Digital Era
Emory University

A Study of Direct Author Subvention for
Publishing Humanities Books at Two Institutions

Indiana University

University of Michigan

ARL Fall Forum | October 8, 2015

MODERATOR:

Carolyn Walters, Ruth Lilly
Dean of University Libraries,
Indiana University Bloomington



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Carolyn Walters

Overview and Introductions

Speakers:

Gary Dunham, Director of IU Press and Digital Publishing,
Indiana University Bloomington

Jason Baird Jackson, Associate Professor of Folklore
and Director of the Mathers Museum of World Cultures,
Indiana University Bloomington

Meredith Kahn, Women's Studies & Publishing Services
Librarian, University of Michigan

Lisa Macklin, Director of Scholarly Communications,
Emory University

Charles Watkinson, Associate University Librarian for
Publishing and Director of the University of Michigan
Press,
University of Michigan



Lisa Macklin

The Emory Report: An Overview

Overview of Emory's Report

Met for 6 months in 2014–2015

Working Group:

- *11 humanities faculty*
- *Co-Director, Emory Center for Digital Scholarship*
- *Director, Scholarly Communications Office*

Overview of Emory's Report

Two outside consultants:

- *John Sherer, Spangler Family Director of the UNC Press*
- *Patricia Fidler, Publisher, Art and Architecture, Yale UP*

Internal consultants:

- *ECDS, Academic Technology Services, Library*

Readings, discussions...and a recommendation for subvention funds

Lisa Macklin

What is the Eligible Work to be Funded?

What is the eligible work?

A continuum:

- 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 is the eligible work?

Quality of a Digital Monograph

- *Robust, peer-review*
- *Marketing*
- *Design*
- *Licensed for Reuse*
- *Sustainability and Preservation*
- *Printable*
- *Annotation*
- *Searchable*
- *Potential for Networking (Linking)*

Conclusions

- ***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***

Recommendation

University funded model

- *Co-funded College and Library*
- *Competitive process open to all College faculty*
- *Committee will review requests*
- *Quality of scholarship is paramount*
 - *Meet quality criteria outlined above*

Recognize part of an ecosystem, and changes by faculty authors and university presses essential



Jason Baird Jackson and Meredith Kahn

Who are the Eligible Faculty and Publishers?

Jason Baird Jackson

The Indiana/Michigan Study: An Overview





Jason Baird Jackson

Faculty Eligibility at Indiana and Michigan

Meredith Kahn

Publisher Eligibility at Indiana and Michigan



Emory Recommendation

*In addition to university presses, digital scholarship centers are eligible to receive subvention funds provided that the center could **demonstrate a rigorous peer review process**, and that scholars could articulate the value of their works as similar in scope and impact to monographs. We would also expect the digital scholarship center to **answer questions about the marketing and distribution of the scholarly work.***

IU/Michigan Recommendation

*We recommend that the non-profit publishers who are full members of the 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.***



Gary Dunham

How Much Does a Digital Monograph Cost?

Types of Costs to Transform Research into a Digital Monograph

Direct Costs:

- *Copyediting*
- *Proofing*
- *Typesetting*
- *Design (if out of house)*
- *Digital file conversion*

Types of Costs to Transform Research into a Digital Monograph

Staff Indirect Costs:

- *Acquisition Editor*
- *Acquisition Assistant*
- *Project Manager*
- *Production Assistant*
- *Designer*
- *Sales Director*
- *Sales Assistant*
- *Publicity Director*
- *Publicity Assistant*

Types of Costs to Transform Research into a Digital Monograph

Other Indirect Costs:

- *Conference travel and exhibit support*
- *Advertising*
- *Sales commissions/fees*
- *Facilities (space, computer support, etc.)*

Study of Digital Monograph Costs

- *Looked at “all in” costs of publishing*
 - *Fixed / variable costs*
 - *Direct / indirect costs*
- *Indiana University Press and the University of Michigan Press*
- *FY 2013 - 2014*
- *Labor costs for those working directly on monographs: % of time as % of annual salary / # of monographs worked on annually*
 - *Acquisitions editor making \$50,000 / year spends $\frac{3}{4}$ of time on acquiring monographs. \$37,500 annual monograph costs / 25 monographs acquired annually = \$1,500 labor costs per monograph*

Scott Smart, Clinical Professor of Finance, Kelley School of Business, Indiana University

Nicholas Fitzgerald, MBA 2015, Kelley School of Business, Indiana University

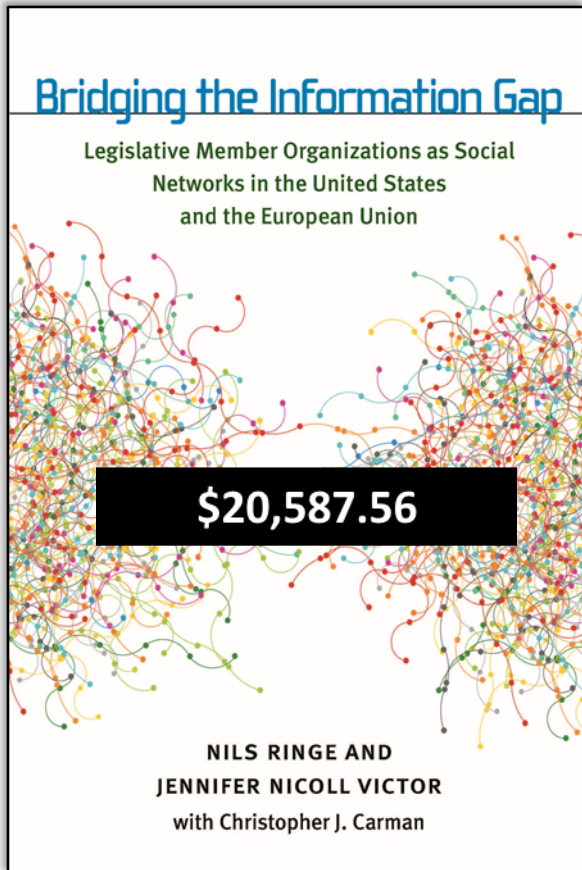
Findings

	Smart/Fitzgerald	Ithaka study
Indiana	\$26,714	\$22,259
Michigan	\$27,576	\$23,506



Charles Watkinson

Some Implications for Publishers



“We have relied on a number of research assistants throughout the process and thank them for their hard work.”

“This has been a very long journey, and I have been blessed with enormous love, care, and support throughout.”



Digital Rhetoric: Theory, Method, Practice

Douglas Eyman

Series: Digital Humanities

DOI: <http://dx.doi.org/10.3998/dh.13030181.0001.001>

Published: Ann Arbor, MI: University of Michigan Press, 2015.

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INFLUENZA ENCYCLOPEDIA

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THE AMERICAN INFLUENZA EPIDEMIC OF 1918-1919:

A DIGITAL ENCYCLOPEDIA

Welcome

"They are placed on the cots until every bed is full and yet others crowd in. The faces soon wear a bluish cast; a distressing cough brings up the blood stained sputum. In the morning the dead bodies are stacked about the morgue like cord wood."

—Victor Vaughan, *A Doctor's Memories*

An estimated 650,000 Americans lost their lives to the infamous and tragic 1918-1919 influenza epidemic, a small but significant fraction of the approximately 50 million deaths the disease caused worldwide. Countless more were left without parents, children, friends, and loved ones. Communities across the country did what they could to stem the rising tide of illness and death, closing their schools, churches, theaters, shops and saloons. Doctors, nurses, and volunteers gave their time – and, occasionally, their lives – to care for the ill.

These pages contain the stories of the places, the people, and the organizations that battled the American influenza epidemic of 1918-1919.

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The Reports

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>

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)

Indiana University: <http://hdl.handle.net/2022/20408>

University of Michigan:

<http://hdl.handle.net/2027.42/113671>



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Discussion

Next Steps



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