

P2L2 Meeting Summary and Next Steps

June 20, 2018

San Francisco, CA

ASSOCIATION
of UNIVERSITY
PRESSES



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Dear P2L2 participants,

Thank you for your contributions, insights, and commitment to the P2L community of press and library directors with reporting relationships. We hope you found the meeting useful and look forward to our next convening. What follows are key takeaways from our day together. Presentations are posted on the [website](#).

We share this summary and next steps to help inform your work in your own institutions as well as to identify potential opportunities for inter-institutional collaborations. Beyond that we identified the priority we agreed for the Association of Research Libraries (ARL) and the Association of University Presses (AUPresses) to focus on over the next year. ARL and AUPresses also have identified other items from our discussions that we will investigate to see what if anything we can focus on over the next two to three years.

Many thanks for a very lively and informative event.

Best regards,

Mary Lee and Peter

Call to Action

We agreed that the most important priority right now is to ensure discoverability of open access (OA) publications.

To do that we will focus on metadata and related metadata taxonomy current practices (e.g., ONIX, MARC). Specifically we will investigate the metadata that would connect related digital objects and provide a means for usage data and discovery (e.g., search engine optimization). This will involve conversation among representatives of AUPresses, research libraries, and discovery platforms. We are committed to moving this forward over the next year. Please let us know if you are interested in working with us.

Other areas that AUPresses and ARL will discuss as we plan out our collaboration and engagement with you (and others as appropriate) include:

- Advocacy
 - Advocating on behalf of the P2L community
- Community building
 - Exploring the creation of a P2L bootcamp
- Developing practices
 - Establishing workflows, guidelines, and outreach to scholars to adopt best practices in digital scholarship to address questions of durable scholarship, discoverability
 - Capturing and highlighting case studies of joint library and press success models
- Informing/increasing awareness
 - Improving awareness of platforms (e.g., UPCommons, Library Publishing, MIT-Mellon funded project)
 - Collecting and supporting usage statistics
 - Increasing awareness of digital preservation (objects and metadata)
- Shaping
 - Articulating and communicating the impact of P2L and other

digital scholarship support services (academic computing) on university priorities and faculty research—This would involve mapping out our joint work in the context of the research life cycle and doing outreach as appropriate.

- Articulating the typology of publishing initiatives and what percentage libraries could put toward OA along this typology, including practices that address bad actors
- Exploring innovative ways to meet financial constraints by leveraging the skills and expertise of the P2L community
- Articulating and communicating the financial and other institutional implications of “big deals”

Overall Observations from the Summit

Peter’s observations on the summit were framed around the Good, the Bad, and the Ugly in terms of our ability to make a difference within a reasonable amount of time. We’ve captured them here.

Good

We can create the metadata workflow, standards, and practices that support OA publication. The goal is discoverability. This became our call to action.

Bad

We need to focus more on the economics of humanities publication including sustainability, not looking at the prices but the costs to produce them. For instance recent work by Ithaka S+R calculated that the cost of producing a monograph is \$27,000, 60% of which is dedicated to unique and essential editorial development/curation and discoverability activities—all highly valued by scholars and the academy writ large.

Ugly

We cannot port over STEM practices and metrics to humanities and social sciences (HSS) scholarship.

Lightning Round Presentations and Reactions

Cornell (Dean Smith), Washington (Nicole Mitchell), Abilene Christian (Jason Fikes), Cincinnati (Elizabeth Scarpelli), Michigan (Charles Watkinson), Akron (John Miller), and Arizona (Shan Sutton, Kathryn Conrad) talked about current press library collaborations. Please see their presentations on the [website](#). Their collaborations were on: Signale, Cornell Open, an OA pilot, a video project, LibIT, support for enhanced e-books, opportunities for a skeleton crew, and Open Arizona.

The table groups reacted to the lightning round focusing on library/press common opportunities, common challenges, and specific next steps. They are summarized here. Full notes received are at the end of the report.

Shared Opportunities

- Awareness
 - Keeping track of OA tools and platforms and the strengths and weaknesses of them
 - New forms of peer review
- Content Related
 - Archives and special collections and particularly backlist items relevant to today's world
 - Establishing a common metadata taxonomy to enable discoverability/discovery particularly for new genres/formats and putting pressure on information supply chain from both groups to use it
 - Preservation of the objects and the "connective tissue," e.g., metadata

- Creation/use of persistent identifiers
- Potential ROI with open educational resources (OER)—textbooks for student learning
- Community Building
 - A bootcamp, curriculum, and tools to build mutual understanding between librarians and publishing professionals working in university presses
 - Successfully positioning the topic of library and university press collaborations in ongoing conversations on job transformation of library liaison/subject librarian positions
 - Complementary skills and expertise throughout the research life cycle including understanding the benefits of those skills in the context of product vs. project success; productization; knowledge sharing
 - Clarification of what a publishing service is vs. a press vs. scholarly communication
- Outreach/Value to Key Stakeholders
 - Community/faculty outreach
 - Collaboration in making it clearer to the universities what the impact is of the “big deals” in terms of the mission of the university and how we might return funds back to the university vs. to the commercial entities
 - Case studies/models of success to share with key stakeholders
- Practices
 - New modes of scholarship and understanding how to work together to support them
 - Working together on open content (e.g., open textbooks) and understanding/advocating for funders to support open content in a sustainable way
 - Clarity on fair use and where to push intellectual property boundaries
 - Diversity, inclusion, and equity of content and culture
 - Working on different approaches to publishing given different levels of formality, e.g., library imprints vs. peer reviewed research vs. student-related publishing and dissemination

Shared Challenges

- Community Building
 - Vocabulary use and definition
 - Economic sustainability with open content and differing levels of commitment to open access
 - Different funding models for libraries (general university budget) and presses (cost-recovery) which contribute to organizational differences in terms of organizational culture
 - Identity and nuanced mix of economic value and public goods while sharing the mission to disseminate scholarly work to the world—can we find common ground on revenue generation vs. revenue-driven?
 - Perceived differences in commitment to own institution vs. disciplinary communities across the wider system
- Content Related
 - Digital preservation of hybrid content including between objects
 - Economics of creating enhanced e-books and digital projects starting with the front-end design and preservation
 - Economics of creating OER for student learning
- Outreach/Value to Key Stakeholders
 - More potential than realization so it is difficult to articulate benefit and impact of the P2L relationships
 - Challenges of legitimizing presses/libraries in the full life cycle of digital scholarship
- Practices
 - Moving from a sandbox to durable scholarship
 - Accessibility
 - Lack of a shared infrastructure

Presenter-Identified Next Steps

- Awareness
 - Increase access and discoverability of OA materials
- Community Building
 - Add library IT and digital scholarship skills into our thinking
- Content Related
 - Work on collections focused on indigenous and cultural knowledge
 - Preservation of enhanced e-books
- Outreach/Value to Key Stakeholders
 - Assess value and measures of success of the library/press relationship
 - Articulate the value of the university press “brand” and its impact
 - Collaboration on university impact of the “big deals” including new funding models (not subventions) to support joint press/library initiatives to provide access to and disseminate scholarship
- Practices
 - A multi-information type metrics platform, e.g., books, journals, and author tools
 - Select a half dozen projects with rich born-digital works to determine what is common/different and to create a preservation practice to avoid them being one-offs.
 - Acknowledge and exert pressure on bad actors

Project Updates

Mark Eddington presented on peer review transparency ([see the report here](#)), Peter Berkery on [TOME](#), and Chris Freeland on the [Open Library Arcadia Grant](#). Their slides are available on the [ARL website](#).

Several issues were identified requiring further engagement from the attendees.

On Peer Review Transparency

- What are ways for crediting the labor of peer review?
- How do we diversify the pool of reviewers?
- How do we get institutions to act on peer review transparency?
- What will it take to shift to open peer review?
- Could the Peer Review Transparency Initiative's trademark be assigned to AUPresses and used by others beyond university presses? (protect integrity not monopoly)

On TOME

- How do we increase the number of institutions making grants?
- How do we address promotion and tenure concerns, i.e., do HSS scholars care?

On Open Library Arcadia Grant

- We need to clarify the relationships among the various open monograph initiatives (e.g., this being backlist titles and TOME being new scholarship).
- How can we best leverage the authoring document on CDL that is being published this summer?

OA Sustainability

Charles Watkinson spoke to the attendees about the ability of P2Ls to contribute to OA sustainability. His presentation is available [here](#). He identified three opportunities for P2Ls to do so: discovery (being found and being identified), impact and engagement through use and stories, and pooled funding.

On Discovery

Watkinson recommended working together to ensure metadata is applied consistently with large content providers such as OCLC and large commercial aggregators such as EBSCO and ProQuest.

On Impact and Engagement

- We need a way to demonstrate the value/impact of OA materials. That is difficult now. Watkinson recommended finding easier ways to collect usage statistics and to encourage more consistent use of DOIs. This could mean working with JSTOR, HathiTrust, Internet Archive, Project MUSE, OAPEN, and others.
- We need to look at current impact measures and how to move toward inclusion of public good as an impact factor.
- We need to understand the impact of TOME on use and sales.

On Pooled Funding

- What would the funding model be for book publishing costs (BPC) if we look at pooled funding? What are potential governance and administrative functions that enable sustainability for libraries and presses?
- More broadly, what is the typology of publishing initiatives and what percentage might libraries put toward OA along this typology? How could ARL and AUPresses work on this, including undertaking ways to reduce bad actors?

An important development could inform next steps related to usage data:

- Whitepaper on Data Trust coming out in the fall on platforms to pool data. This is funded by a Mellon grant awarded to the Book Industry Study Group. The project site is [here](#).

The Influence of P2L on Provosts' View of Libraries and Presses

The panel discussed six questions related to the influence of P2L on how provosts viewed the press and library. The responses indicated that it is still early days to understand the impact and that the primary driver for, and expectation of, the closer relationships is one of economics.

Success models are needed. This would be important work to do over the next three to four years. There is a belief that there are many ways for libraries and presses to work together with and without a direct reporting line. (See the above lists of challenges, opportunities, and next steps.)

The opportunity to show benefit is immediately present with the increase in digital initiatives. These provide an avenue to look at integrating skills and competencies along the entire research life cycle. It is essential to focus on the research and learning/scholarly-making mission of the university both to its direct stakeholder groups and to the broader community.

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