

ASSOCIATION
of UNIVERSITY
PRESSES



TOME @2: the view from UP'dom

Peter Berkery | May 2019



OVERVIEW

- Disclaimer
- Early Experiences
- Enduring Challenges
- Our Secret Weapon

AUPRESSES' REPRESENTATIVES:



- Barbara Kline Pope, Johns Hopkins University Press
- Mark Saunders, University of Virginia Press
- Erich van Rijn, University of California Press
- Charles Watkinson, University of Michigan Press

EARLY EXPERIENCES—PRESSES



- 61 Participating Presses
- Is there a business model?
 - Anecdotally, some presses report direct costs are covered
 - Mounting evidence that OA can lead to print sales
 - And overwhelming evidence that it leads to improved discoverability
 - Monographs were never really “low-use,” they were just “undiscoverable”
- Author Experience:

EARLY EXPERIENCES—AUTHORS



- Results are lumpy
- Some presses report considerable learning curve for authors (Open Access, Creative Commons, contract terms)
- While others encounter engaged interested authors
- Metrics as measuring ... Impact? Value?
 - If author sees in lieu of royalties, then value
 - Impact appears to be more important
 - ...but no agreed standards/practices for reporting out
 - What can/should be measured still W-I-P



ENDURING CHALLENGES

- Woefully Inadequate Number of Participating Institutions
- Perpetuating Inequities:
 - Unaffiliated Scholars
 - Scholars at Chronically Under-funded Institutions
 - Scholars from the Global South

OUR SECRET WEAPON:

