

# Open Textbook Network

**Welcome!**

**Open Textbook Publishing  
Winter Webinar Series 2019**

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# Publishing Resources & Member Support

- Publishing Cooperative
- Open Textbook Publishing Curriculum
- Library Publishing Coalition Strategic Affiliate
- Authoring and Modifying Guides
- Office Hours with Rebus Community
- Pressbooks Sandbox and Discount
- Adaptable OER Publishing Agreement

[z.umn.edu/otn-resources](https://z.umn.edu/otn-resources)



October 23, 2018

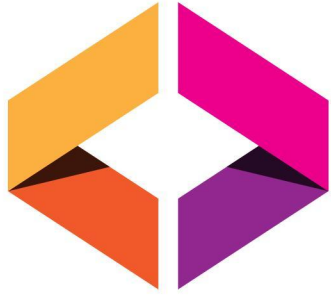
## Save the date: 2019 Library Publishing Forum preconference on publishing OERs

By [Melanie Schlosser](#)

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Mark your calendar – on Wednesday, May 8, 2019, join us in Vancouver, BC for [Opening the Classroom: Publishing Open Educational Resources](#), cosponsored by [BCCampus](#) and [Open Textbook Network](#). As the use of OERs continues to grow throughout the academy, this preconference will address the growing need for distinctive practices for developing, supporting, and hosting OERs as part of library publishing. The morning will consist of a hands-on textbook publishing workshop, and the afternoon will include panels and presentations. Visit the [event page](#) to learn more, and keep an eye out for more information!

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# Open Textbook Network

## How Should You Publish?

Kevin S. Hawkins

Assistant Dean for Scholarly Communication

University of North Texas Libraries

To review ...



# Should you publish?

- Identify campus stakeholders in publishing
- Create a robust business plan (see McCready & Molls 2018) aligning with strategic plan(s) and SMART goals
- Conduct a SWOT analysis

If you decide to offer a publishing service, *how* should you do it?

Today we'll focus on a few high-level decisions, saving details of implementation for the third webinar





# Starting small

Try out a new service quietly. This allows you to:

- Select number and type of first projects
- If needed, adjust the parameters and branding of your service before they become well known



## Starting small (2)

Or limit the initial scope of your service, perhaps starting with the areas of greatest demand.

*For example:* offering just online hosting and preservation initially

- Builds on existing experience of library
- Scholars sometimes think this is all they need but later want greater support, so you can grow together!

Hosting content



# Many options for hosting

There was a time when libraries set up their own websites for sharing digital content.

But in recent years we're more likely to use shared infrastructure, provided by a vendor or another institution, for content storage and/or the front end.

In other words, you shouldn't need to set up a new system for hosting textbooks at your institution.



# Some options

- Pressbooks
  - paid hosting and tech support (discount for OTN members!)
  - local hosting of open-source software (though minus a few proprietary themes)
- Rebus Community / Rebus Press
- OER Commons

*These have editing, cloning, and publishing interfaces all in one!*



# Publishing—not just to the Web!

You'll need a tool that can both:

- publish to the Web in a format that's easy to navigate and access on different devices (not just a big PDF file)
- create a portable format (PDF and/or ebook) for offline use.
  - *This is required for inclusion in the Open Textbook Library!*
  - *Not currently available from OER Commons*



# Things to look for in a hosting platform

To review:

- Integrated editing and publishing to allow authors to make changes instantly
- Web (HTML) interface and also portable formats (PDF and/or ebook files)

But also:

- Open source software, with community of active developers and users
- Ability for your institution or an outside organization to keep the system running (avoiding outages and upgrading software)
- Integration with your learning management system (?)





# Going beyond hosting

A fuller set of publishing services:

- Editing (from light proofreading to developmental editing)
- Assistance in clearing permissions
- Typesetting (especially for complicated layouts)
- Indexing
- Cover design



# Do in house or outsource?

- Library may already have staff qualified to do some of this work.
- Student employment opportunities: skills for liberal arts students!

By outsourcing, you can hire:

- as needed depending on demand
- professionals who are already experienced in this work

In either case, you're managing people and probably liaising between them and your authors.



# OTN's Publishing Cooperative

The Publishing Cooperative is meant to offer support for institutions that want to publish open textbooks but also a way to leverage a shared vendor workflow for editing and design.



# Who owns the copyright and can choose how to license it?

In the open movement, we like to let authors keep their copyright. But do they really own it in the first place at your institution? If you decide to provide stipends to faculty to incentivize creation, the institution might own the copyright in resulting works, and your tech transfer office might get to decide if and how the work is distributed.



## Choice of license

As you know, the open textbook community believes in making textbooks not just free to read but also openly licensed. This is a requirement for inclusion in the Open Textbook Library!



# How does open textbook publishing fit with other campus-based publishing?

- Library publishing
  - Use same staff or vendors for editing and design?
  - Beware of diluting brands!
- A university press
  - Interested in collaboration to demonstrate that they give back to and serve the campus?
  - Deep experience with editing, design, marketing, and distribution to the book supply chain



# Print distribution

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## Printed in advance (a "print run")

## Print on demand ("POD")

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Copies are stored in a distribution center, ready to be shipped to bookstores and directly to customers

No inventory is held on hand.

Bookstores can order copies of the book to keep on hand and return unsold copies.

In most cases, bookstores will only order a copy if a customer requests the title and agrees to pay for it. (However, some POD providers allow you to make books returnable if you absorb the cost of returned books or agree to accept them yourself.)

The more copies you print, the lower the cost per unit, allowing you more profit per sale.

Except at the smallest quantities, individual copies cost more to produce than as part of a print run, leaving less profit per sale.





# Conflict-of-interest policy?

Your institution might have a policy governing faculty assigning textbooks that they authored in their classes (and earning royalties from sales). Investigate this if you want to give authors royalties on sales of print copies!

There are bibliographic, workflow, and supply-chain issues with updating a published book for sale, so you'll want to have a conversation up front with authors about revisions and develop a *maintenance plan* for the book.



# Maintenance plans

- Will the authors be able to update content on their own? How often will they commit to doing so? Do you have the right to commission someone else to revise the content if they don't want to or are unable to?
- How often will various formats be updated from the source? Who gets to decide whether the changes will be labeled as a new edition?
- How often will new versions be pushed to sales channels?

*More during tomorrow's OTN/Rebus Community Office Hours!*



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Questions?

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