

Report on the pilot phase of the UNT Libraries Scholarly Publishing Services

Kevin Hawkins (Director of Library Publishing)

June 17, 2015

Context for the establishment of UNT Libraries Scholarly Publishing Services

I was hired in May 2014 to “lead the development and operation of a prospective innovative program for collaborative publishing” that would be “led by and based in the UNT libraries to support the creation, dissemination, and curation of scholarly, creative, and/or educational works, especially those that represent innovative yet sustainable new approaches to scholarship.” Conversations with the dean of libraries allowed me to determine that a publishing program at the UNT Libraries needed to:

- not compete with or be confused with the UNT Press
- provide a venue for:
 - works of scholarship
 - works that highlight the Libraries collections

Based on my experience in library publishing and exploration of similar programs at other institutions (especially that at Wake Forest University), I envisioned a two-prong publishing program for the UNT Libraries:

- an imprint for works of scholarship
- a line of publications fully subsidized by the Libraries and aimed at a popular audience

I chose to advertise these separately to create consistent brands for each.

There were a few major parameters to be decided about the scholarly imprint:

1. **Eligibility to publish:** A major question to be decided about the scholarly imprint was what sorts of works it would include. Given that UNT already has a university press, I believed it didn’t make sense to establish a service that included managing peer review, which, if done right, inevitably leads to disciplinary specialization by the publisher. Instead, I wanted to create a service that, like other library services, would be available to the entire campus community. To distinguish the imprint from a vanity press, I required that at least one author or editor be affiliated with UNT. Beyond that, any work of scholarship, broadly defined, would be eligible.
2. **Cost to read:** The Libraries had already established a service for hosting open-access journals and organized annual symposia on open access, so it was clear that making works free to read was the preferred model for

publishing. This meant that the costs for publishing needed to be recovered through some method besides charging readers for access (or at least besides charging for access to at least one version of the publication, following the “freemium” model). I chose to use the term “free to read online” rather than “open access” in describing the service, and I decided that I would urge but not require authors to license their works under a Creative Commons license. I decided not to suggest “ShareAlike” licenses due to the limits they impose on reuse of works of scholarship.

3. **Cost to publish:** The Libraries’ journal hosting service charges both a one-time setup fee and an annual maintenance fee, so it was clear that the Libraries’ leadership is accepting of charging user fees for services. I felt that charging fees was more sustainable than seeking external funding to cover the costs of publishing, though I wanted to allow authors to use publishing subventions from any source, and I wanted to seek out sources of subventions that I might advertise to authors. I also liked the idea of making the real costs of open-access publishing transparent to authors in order to promote change in the system of scholarly communication.

To work out the finer points of the operation of this program, I drew on my prior experience but also asked for feedback from peers at other institutions:

- by email (on the Scholarly Publishing Services website, which lays out the parameters of the services, and on specific questions in defining the publishing service)
- by Twitter (on choosing a name for the scholarly imprint and techniques for reaching prospective authors)

In the summer of 2014, I chose the name “Eagle Editions” for the scholarly imprint, and in September 2014, the dean of libraries approved a work plan for the remainder of the one-year pilot year, including a budget for start-up costs (see “Use of start-up funds” below). It took me until December 2014 to finish establishing the menu of services, so I decided to wait till January 2015 for the launch. However, once I began planning the publicity with the Libraries’ new marketing and communications director, it became clear that we would need to involve URCM in branding questions. URCM decided how to proceed in April 2015, but only produced the lockup on June 1, 2015, for us to use to promote Eagle Editions and to place on all Eagle Editions products. The publicity campaign is imminent.

Status of activities specified in work plan

Create a web presence for the UNT Libraries Scholarly Publishing Services

I built the Scholarly Publishing Services website over time, doing a soft launch with liaisons in November 2014. Eagle Editions was announced in the March newsletter of the Office of Faculty Success, but further publicity was delayed until the branding questions were resolved with URCM.

Planned open-access scholarly publications

1. **volume of papers from the Sendak symposium:** In May 2014 the digital humanities coordinator told me that the presenters from a 2013 symposium held at UNT were interested in publishing a volume with Eagle Editions. I had planned to produce this with a combination of budgeted start-up funds, leftover funds from the Society for the History of Children and Youth, and my donated time. However, in November 2014, he told me that they were pursuing an arrangement with another publisher.
2. **Economics: From the Dismal Science to the Moral Science:** This volume commemorating an emeritus professor of economics who passed away a few years ago had been previously assembled and printed with the help of UNT Press staff. I redesigned it to make it cheaper to print and easier to read and issued a second edition as the first Eagle Editions title. The print version is distributed by UNT Press.

Planned publications highlighting the collections of the UNT Libraries

1. **Print catalog of the Vann Victorian literature exhibit:** This exhibit catalog was printed in time for the exhibit launch. Copies were given to the Vanns and other friends of the Libraries; others were offered for sale as a fundraiser for Special Collections.
2. ***Through the Lenses of Roy Bankston and Don Shugart: Horse Photos from the University of North Texas Libraries:*** The assistant dean for external relations introduced me to Sally Harrison, a well-known equine author and photographer. I wrote a contract by which the Libraries will pay her a lump sum up front in return for her selecting photos, writing captions and a preface, and arranging for the layout of the interior of the book, all subject to review by the Libraries. We plan to make the book available to purchase through Lulu in time for the 2015 holiday season.
3. ***Treasures of the UNT Music Library:*** The staff of the Music Library would like to publish a book commemorating the Music Library's 75th anniversary and are preparing a prospectus for the book as a basis for my cost estimates of production and printing.

Other activities

1. **Create Editors' Roundtable:** These meetings, held once during the fall and once during the spring semesters, were originally to be co-hosted with the scholarly communications librarian, but he left UNT before the first meeting. The assistant director and managing editor of the UNT Press has joined me in co-hosting these. We advertised through liaison librarians, and we've had around 10 people attend our first two meetings, with engaged discussions. My connections through this have also led to two future titles for Eagle Editions.
2. **Assist UNT faculty, researchers, and students conceptualize publishing projects:** Though I've encouraged the repository librarian for Scholarly Works, the former scholarly communications librarian, and liaisons to refer

users to me, potential projects have mostly come to me through other channels so far.

3. **Collaborate on planning events for International Open Access Week at UNT:** I've participated in the informal group that planned the 2014 celebration and has begun planning the 2015 event.
4. **Foster the efficient operation of the UNT Press:** The Press staff would like me to try using the Typeseterra ("eLibraryPlus") typesetting solution to see if I can figure out some of the things that the assistant director has not been able to figure out, and I planned to do this for the Sendak volume. Otherwise, I have no plans to use it since in general freelancers and vendors will be doing typesetting.
5. **Contribute to the work of the Library Publishing Coalition:** I ran for the LPC Board and was elected. I also volunteered for the Finance Committee, both to fill out a term during the 2014–2015 year and to serve a second term (pending confirmation) during the 2015–2016 year.
6. **Contribute to the Chrysalis grant:** I helped the dean of libraries facilitate a discussion about vertically integrated research alliances at the 2014 AAUP annual meeting, and I read the two whitepapers produced in early 2015, providing brief oral comments to the dean.
7. **Formulate a multi-institutional grant proposal to develop an open-source scholarly publishing management suite:** A number of proposals were submitted:
 - a. **Preliminary proposal to the Mellon Foundation:** We submitted a proposal in August 2014 in response to an invitation issued to university presses. We were not invited to submit a revised proposal.
 - b. **Preliminary proposal to the IMLS:** A preliminary proposal in the National Leadership Grants for Libraries Program was submitted in January 2015, and we were invited in April 2015 to submit a full proposal by June 2015. According to our program officer, ours was one of only approximately 20 out of approximately 150 preliminary proposals submitted.
 - c. **Full proposal to the NEH:** A full proposal in the Digital Humanities Implementation Grants program was submitted in February 2015. The early stages of this proposed work also formed the basis of a proposal to the Scholarly Communication Institute 2015 in March 2015, which was one of only 5 out of 27 accepted in April 2015.
8. **Participate in the Libraries' strategic planning for fiscal year 2016:** The dean of libraries has not asked for any assistance with this.
9. **Serve as a liaison librarian:** I volunteered to serve as liaison to linguistics and was asked to serve in an interim capacity. I have also volunteered to take over as liaison for the Department of Speech and Hearing Sciences and to serve as the first liaison to the International English Language Institute.

Use of start-up funds

Expense	Budgeted (\$)	Actual (\$)
Block of 1,000 ISBNs	1,000.00	1,000.00
Layout and design of 16-page Victorian literature exhibit catalog	1,200.00	1,200.00
Print run of Victorian literature exhibit catalog (300 color copies)	3,107.00	2,628.00
Lunch for Fall 2014 Editors' Roundtable meeting (at \$10 a person)	200.00	107.98
Lunch for Spring 2015 Editors' Roundtable (at \$10 a person at each meeting)	200.00	104.98
Printing of postcards advertising my services to faculty	778.00	(to be determined)
Cover design template for Eagle Editions titles	350.00	0
Layout for Sendak volume	149.00	0
Print run of Sendak volume (50 copies)	115.00	0
UNT Libraries staff time to scan horse photos	5,000.00	5,000.00
Fee to editor of horse book (which includes obligation to her to produce design)	8,000.00	(encumbered)
Printing of 104 comp copies of horse book	941.20	(encumbered)
Shipping of 104 comp copies of horse book	44.60	(encumbered)

New activities that have arisen

Open-access scholarly publications

1. Jim Duban (English) is planning a volume of literary criticism written by students in an honors seminar he taught in in the spring of 2015 and being revised during the summer of 2015.
2. Shortly I will send out for bids a manuscript coauthored by Jan Holden (Counseling and Higher Education) on near-death experiences.
3. The faculty from the Department of English who collaborated with Special Collections staff and their students on the bureaucracy exhibit are planning a book of the full text and object descriptions created for the exhibit.

Publications highlighting the collections of the UNT Libraries

At my urging, the assistant dean for external relations is seeking a researcher whom the Libraries might commission to write a book about the LGBT community in the North Texas region. We are meeting with a prospective author on June 29.

Other activities

1. **Offering Open Conference Systems to the UNT community:** I volunteered to serve as UNT's liaison to TDL for setting up instances of Open Conference Systems for use by members of the UNT community. This led to being asked

- to work with the repository librarian for Scholarly Works and the supervisor of the digital curation unit to serve as a point of contact between TDL and the UNT Libraries and recommend policies for using TDL services.
2. **Grant application to Humanities Open Book Program:** With input from the assistant dean for digital libraries and the director of the UNT Press, I have prepared a grant application to the Humanities Open Book Program to create open-access versions of out-of-print books in the humanities.
 3. **Alternative textbooks:**
 - a. I have created an unpublished libguide on alternative textbooks and asked for comments from the senior associate director of CLEAR, the director of scholarly communication, and the head of library research support services.
 - b. The senior associate director of CLEAR and I had an initial discussion about a joint program between CLEAR and the Libraries to support textbook alternatives.

Future plans

1. **Budgets for Scholarly Publishing Services:** I will begin producing budgets tied to the UNT fiscal year structured as much as possible according to the AAUP Business Handbook.
2. **Launch a program to support the adoption and creation of alternative textbooks:** I envision a joint program between CLEAR and the Libraries to support the adoption and creation of alternative textbooks, drawing on an environmental scan of similar initiatives at other institutions.
3. **More publications highlighting the collections of the UNT Libraries:**

Possible books would feature:

 - a. **Other views of the Tennessee Select scenes:** This would include other photographs from the same sessions as those in the famous Tennessee Select collection.
 - b. **Photographs of the Blackland Prairie** from the Diane Williams collection.
 - c. **Materials from the Warren Norwood Collection:** This science-fiction author has a dedicated following of people who might be interested in facsimiles of selected manuscripts or an edited version of them.
 - d. **The North Texas Latino community:** Once the Libraries' Latino heritage collections grow sufficiently, we might put together a book of historical photos.
 - e. **Materials exhibited in the Judge Sarah T. Hughes Reading Room:** For select exhibits, we might produce more catalogs like the one for the Vann Victorian exhibit.