
Dean J. Smith
Director, Project MUSE
ALA Annual MUSE User Group Session
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A NOISY LANDSCAPE…

“A wild fire has been started and there is no telling which way it will burn.”
“Their disadvantage has been exacerbated by the digital revolution, which brought in Amazon and the decline of bookstores; the advent of e-books; and the changing reading habits of scholars, many of whom want access to a wide range of digital tools as well as the old-fashioned print monograph. All of this has put enormous strain on university presses. A further source of anxiety has been the steady decline in sales of new course books, as college students increasingly buy used books on the web. Underneath it all, the erosion of the humanities and the social sciences—the focus of most university presses—has contributed to a feeling of uncertainty among press directors.” – Scott Sherman, The Nation

“..if a university press can’t demonstrate that it contributes in real and concrete ways to its host university’s strategies and goals, why would the university continue to host it?” – Rick Anderson, University of Utah, Scholarly Kitchen

“These newly announced price increases, amounting to several hundred percent in some cases, are levied on short-term uses, and this regressive pricing model is being adopted by the publishers whose ebooks are already among the most expensive in the scholarly market. More reasonable library pricing—both for outright purchase and for short-term use—is being offered by other publishers and we are pleased to see many (though not all) university presses in this latter category.” Susan Stearns and John Unsworth, Letter to the Editor of The Chronicle of Higher Education
Trends in University Presses

- 133 university presses in the AAUP; $615 million in sales
- Many university presses do not break even and require financial assistance from their universities
- Libraries are becoming publishers
- Large presses (Oxford, Cambridge, Chicago, Princeton and Yale) operate like commercial publishing houses
- New positions emerging: university librarian as press director (e.g. Michigan)
- The transition to digital is slow
- It's 1995 all over again…
Challenges and Opportunities Facing UPs

• Metrics difficult to obtain – Where are the readers?
• Market dominance of Amazon eating into margins
• Content not “must-have” like STM
• eBooks in libraries still evolving
• Just-in-time vs. Just-in-case
• Potential loss of course adoption sales in libraries
• STL has eroded overall sales and potentially has cannibalized course books
• Marketing departments slow to embrace web-based marketing
• Academy still a print-centric culture for HSS
• Libraries want to ensure survival of UPs…to a point
• Little contact with or understanding of libraries
Experiments are Happening… like Instant Books (JHUP)

- Published in 3 weeks after gun control summit at Bloomberg School of Public Health – 1/13
- Helped inform the legislative debate
- Included a subvention from the President’s office
Questions

• What does a university require of a university press?

• How can libraries and presses collaborate in a meaningful way?

• How can we best future-proof a press?

• How do “we” - university, library and press embrace the possibilities together?
UPCC Books on MUSE: Progress

- Approaching 1.5 million chapter downloads
  - 80% of 28,000 titles downloaded
- 980 institutions
- 28 countries accessing content
- Single-title program to expand
- New models under consideration
  - Evidenced-based DDA
  - Knowledge Unlatched
UPCC Usage Growth

Book Chapter Downloads
CY2012 vs CY2014 To-date

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May, 2012 - Complete MARC records available
CY12 - 200,492
CY13 - 709,464
CY14 (as of May) - 488,674

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CY13 - 709,464
CY12 - 200,492
## New Behaviors:
Publishing Programs Saved by MUSE Data

<table>
<thead>
<tr>
<th>Publisher</th>
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<th>CY2013 Chapter Downloads</th>
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Aggregating Tomorrow

• MUSE as Publisher
• MUSE Monographs
• “MUSE Open”
• MUSE with Amazon-like experience
• MUSE as hosting platform

PROJECT MUSE

Leading provider of content in the humanities and social sciences: 200 publishers, 2700 libraries, 28,000 books, 600 journals
New Model: Evidence-Based Acquisition

- Hybrid DDA and single-title
- Pilot with University of Texas
- Budget earmarked for UPCC
- Granted access to 9 campuses
- Purchasing occurs quarterly
- Looking to automate and scale process
New Model: MUSE Monographs

• Books rejected by Hopkins may be published and end up on MUSE

• Why not publish them as MUSE content?

• Can be sold in collections or as single title – print is POD add-on

• Can be funded and appear as OA titles
New Model: Knowledge Unlatched

- OA monograph model based on library participation
  - Publisher sets first copy cost
- Successful pilot
  - 28 books from 14 publishers
  - 292 libraries - surpassing 240 threshold
- Price per title drops as more libraries buy in
- Free rider problem?
New Model: ARL/AAU/AAUP Initiative

• First-books of tenure-track professors
• Comes with a subsidy attached after acceptance that would pay for 1st copy costs
• Book made available OA in a trusted repository
• Press would retain the rights to create POD
• Can be funded and appear as OA titles
New Mellon Initiative

• “We are especially interested in developments that would support new business models, such as those in which authors or their institutions, rather than readers, pay for the costs of producing and distributing works on the Web, or those that generate other new sources of revenue.”

• In all cases, the connection to new business models for digital publishing, such as pay-to-publish initiatives, must be explicit.

• Not “explicitly” an open access model

• $600-900,000 grants

• Ideal for a press and library collaboration
Thrive

• University presses and libraries are agents of change and innovation

• Presses must work closely with libraries and have direct access to researchers, technologies and the readers of the future

• Presses must return to their original charter – as service arms to demonstrate value

• Presses must add value to their university community and to their library

• Presses and libraries can transform the ecosystem