Publishing an academic monograph: open access considerations

Investigate existing collaborative initiatives by OAPEN, ONIX and other publishers to create systems and standards for open access monographs in the publishing supply chain.

Maximise social media activity and help your authors promote their open access monograph... some authors can be a bit shy.

Train your staff so they are able to help authors understand the licence you are using for your open access books. Most authors need this support to be able to make an informed decision.

Monitor downloads and page views across all platforms within your control, as authors like to know about book performance and sales data will not provide the whole picture.

Talk to aggregators, e-book vendors and library suppliers to find out what steps they are taking to deliver fully open access content. Many aren't yet ready to handle zero price points and DRM-free electronic content.

Consider your royalty arrangements for open access books. For most authors and most books, royalties are not a deciding factor, but they still matter to some authors.

Wait until the book proposal has been through standard peer review and has been accepted before discussing open access with the author. This avoids any appearance that financial considerations are influencing editorial decisions.

For now, don't change anything. Authors, publishers, funders and institutions all agree that open access monographs should retain the same high quality editorial and production process. And authors still want a print version of their book.

Node labels

ASSET MANAGEMENT & STANDARDS: ISBNs BICs DOIs, METADATA, ARCHIVING AND LEGAL DEPOSIT, GRANT COMPLIANCE, PUBLISHER MANAGEMENT SYSTEMS

MARKETING: IDENTIFY MARKETS, POST-PUBLICATION MARKETING, PRE-PUBLICATION MARKETING, REVIEWS, ONLINE MARKETING

EVALUATION OF PERFORMANCE: EVALUATE PERFORMANCE

LEGAL: SALES NEGOTIATIONS, TEXT RIGHTS, CONTRACT, POST-PUBLICATION LEGAL ISSUES, IMAGE RIGHTS, USER LICENCES, RIGHTS EXPLOITATION

DISTRIBUTION: EBOOKS, VENDOR SUPPORT, PRINT BOOKS

FINANCIAL: PAY FOR IMAGES, PRICE BOOK, ACLS/PLR REGISTRATION, PAY ROYALTIES, ACCOUNTING AND AUDITING

BOOK PROPOSAL: INITIAL BOOK PROPOSAL, IDENTIFY MARKET, IMPROVE PROPOSAL, SIGN-OFF ON FINAL BOOK PROPOSAL

PRODUCTION: COVER DESIGN, REPRINTS AND POD, COVER TEXT, PRODUCE THE BOOK, PRODUCTION QUALITY, TYPESET, DESIGN AND IMAGE PROCESSING, INDEXING

REFINE STYLE AND APPEARANCE: INITIAL AUTHOR GUIDANCE, FINAL PROOFS, COPYEDITING, PROOF READING

INTELLECTUAL CONTENT OF THE BOOK: RESPOND TO PEER REVIEW, PEER REVIEW, IDENTIFY ADDITIONAL CONTENT, DRAFT BOOK, PROOF READING

This infographic shows the main areas of activity when publishing a monograph. It is drawn from research undertaken with publishers and authors during the OAPEN-UK project.

The publishers involved in OAPEN-UK agree that only by actively implementing a business model did staff engage and begin to understand what needs to be done to successfully publish open access monographs.

The findings from our research programme support this view. Across all sectors, attitudes are changed and challenges are resolved most effectively when organisations collaborate and experiment with open access.

This poster shows some key recommendations for publishers who are keen to explore open access monograph publishing. They are drawn from our five-year research programme. But the most important message of all is - get involved and give it a go.