UNIVERSITY LIBRARIES PUBLISHING: OPEN EDUCATIONAL RESOURCES AND AFFORDABLE ETEXT INITIATIVES

Purdue University Libraries Scholarly Publishing Division

Katherine Purple
Editorial, Design, and Production Strategic Manager

PRESENTATION OVERVIEW

WHO WE ARE

HISTORY OF THE PILOT

INFORMATION ABOUT THE PILOT

ETEXT PRODUCTION

ETEXT EXAMPLES

LESSONS LEARNED

LOOKING TO THE FUTURE

Author	Course
Browning	POL 411
Chandramouli	CGT 241
Chezem	YDAE 491
Day	HTM 399
Faris	COM 325
Herrick	ECET 177 & ECET 224
Hollich	PSY 235
Morgan	COM 217
Osman	COM 332
Piller	ECET 30201 & MET 284
Sydnor	HTM 499
Vickers	AD 225
Wankat	ENE 685 & CHE 697
Wenthold	CHM 261
Woods	POL 235

15 Purdue University faculty members saved students over **$350,000** since 2014 through our Affordable eText Pilot.

WHO WE ARE

LIBRARIES SCHOLARLY PUBLISHING DIVISION

WWW.LIB.PURDUE.EDU/PUBLISHING

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Home > Purdue University Libraries Scholarly Publishing Division

Purdue University Libraries Scholarly Publishing Division

Located in the heart of campus in Stewart Center room 190, the Purdue Libraries Scholarly Publishing Division creates a collaborative environment by uniting Purdue University Press with Scholarly Publishing Services. The Scholarly Publishing Division is dedicated to enhancing the impact and extending the reach of academic research and scholarship through the development and dissemination of books, journals, digital collections, innovative electronic products, technical report series, and conference proceedings. In collaboration with fellow information professionals in the Libraries and across the University, we provide targeted services to support Purdue faculty, staff, and students at all stages of the scholarly communication process, as well as scholars working beyond the confines of Purdue.

Publishing News

› Purdue University Press Book Previews
› New Year's Reading Resolution
› Purdue & Indiana's Community: University Press Week 2016

More

AUTHORING
Publishing Strategy
Copyright Advice
Publication Tools

PRODUCTION
Copyediting
Design
Printing

DISSEMINATION
Distribution
Marketing
Discoverability

PRESERVATION
Citability
Archiving
Metrics

BY THE NUMBERS
(e-Pub download Statistics)

52,052
papers to date

14,051,243
full-text downloads to date

2,564,114
downloads in the past year

WHAT 💬

Through the integration of Purdue University Press, Purdue Libraries has become a leader in its capacity to produce high-quality publications serving a continuum of scholarly publishing needs across the university. more>>

WHY ???

Our mission is to maximize access to scholarly publications for the benefit of users across the State, nation, and world while finding ways to sustain our publishing program financially. We believe in fair pricing, liberal author rights, and in pushing the boundaries of Open Access. more>>

WHO 👥👥👥

By combining the traditional strengths of publishers and librarians and sharing skills as well as infrastructure, the publishing division of Purdue Libraries has extended its capacity to provide a rich array of services to Purdue faculty, staff, and students. Meet our staff here. more>>

PROMOTING LEARNING

JPUR

SUPPORTING RESEARCH

Birck Technology Papers

CREATING ENGAGEMENT

HABRI Central

HISTORY OF THE PILOT
WWW.LIB.PURDUE.EDU/PUBLISHING/ETEXTS

- **PARTNERS:** Collaboration between Purdue University Libraries Scholarly Publishing Division and Information Technology at Purdue (ITaP)'s Teaching and Learning Technologies (TLT) team.
  - ITaP Project Manager
  - Publishing Division Editor
  - TLT Educational Technologist

- **2013/2014:** Started by Purdue University Press Director and ITaP Manager of Teaching and Learning Initiatives.
  - First eTexts from pilot debuted in fall 2014

INFORMATION ABOUT THE PILOT

- **FACULTY INCENTIVE**
  - $5,000 stipend
  - Support for copyediting, graphic creation, video captioning, simulations

- **SELECTION CRITERIA**
  - Affordability
    - Existing textbook replacement
  - OER integration, where possible
  - Innovation
    - Technology (e.g., incorporation of simulations)
    - Content (e.g., filling a gap)

AFFORDABLE TEXTBOOK APPLICATION

Full title of book (include subtitle, if applicable):

*List the following information for **each** author(s)/editor(s):*
- Name of author/editor as it should appear on title page:
- Are you an author or editor of this volume (choose one)?
- Preferred address (work or home):
- Preferred telephone number (work or home):
- Preferred e-mail (work or personal):
- Current department at Purdue University:
- Current professional title at Purdue University:

Class this text is intended for:

Number of students who will use this text (per semester):

Semester/year text will first be used:

Title, ISBN, and cost of book this text will replace:

Do you anticipate using this new resource for at least two years?

Will this text be used as an Open Educational Resource outside of Purdue University?

If not, do you wish to receive royalties for this text, through purchase by Purdue students or by readers outside of the University?

Do you anticipate the need for?
- An editor:
- Graphics artist:
- Video creation support:
- Other (please explain):

ETEXT PRODUCTION

- **WORD TEMPLATE PROVIDED FOR AUTHORS**
  - Used Word styles for consistency of text formatting

- **PUBLICATION PLATFORMS**
  - Skyepack
  - Amazon Kindle Direct Publishing
    - All eTexts published in this pilot were priced at $20 or less

- **ACCESSIBILITY**
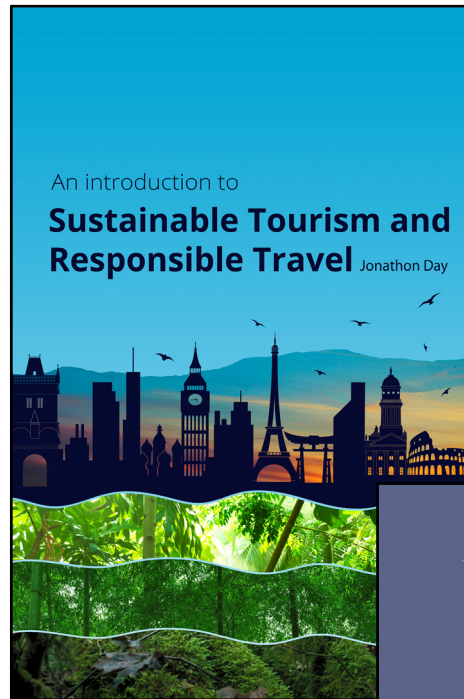 - Of text/figures/video
  - Of publication platforms

ETEXT EXAMPLES

CHANDRAMOULI
Computer Graphics/Animation

DAY
Hospitality/Sustainability

FARIS
Interviewing

HERRICK
Electronic and Computer
Engineering Technology
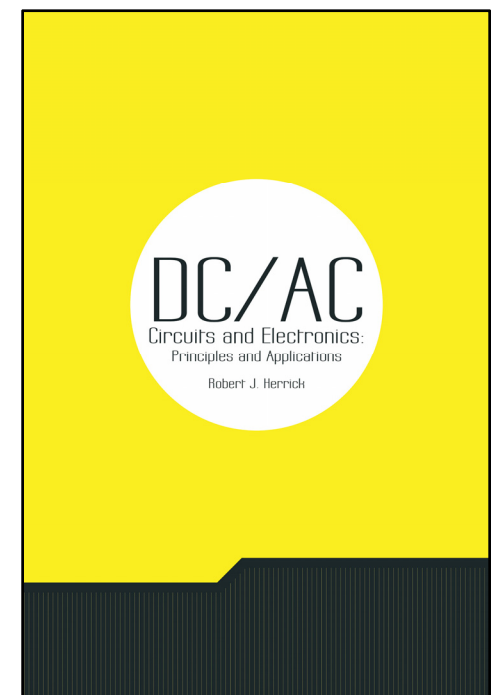
ETEXT EXAMPLES
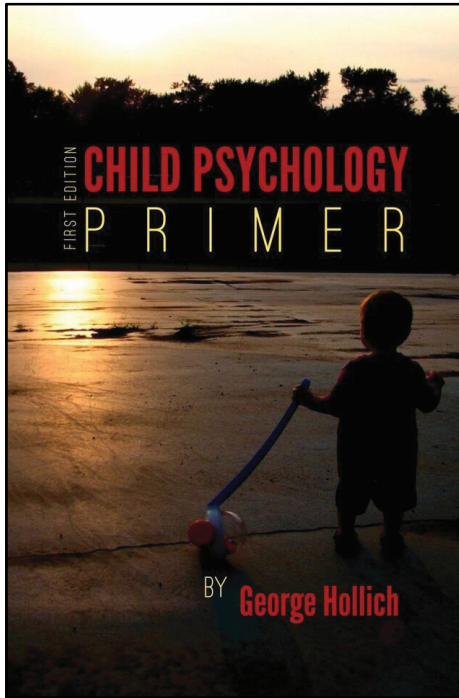
HOLLICH
Child Psychology

CHEZEM
Forensic Science/Ethics

PILLER
Electronic and Computer Engineering Technology

VICKERS
Art Appreciation
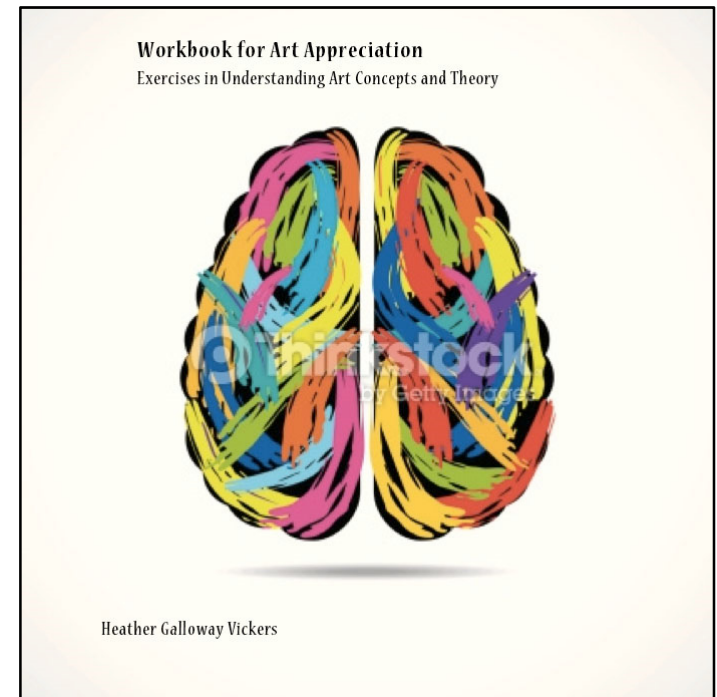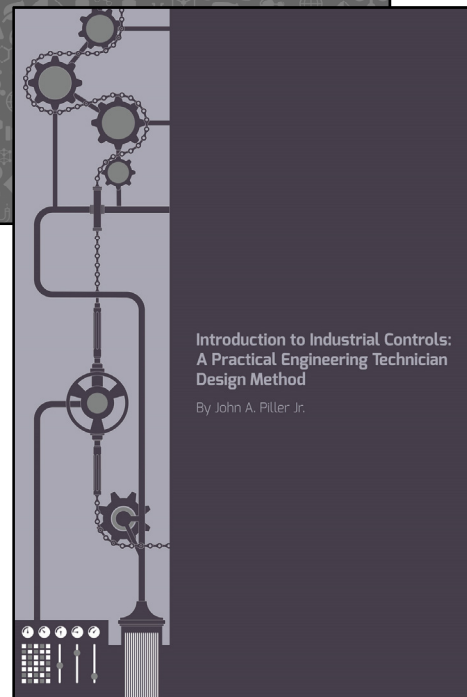
LESSONS LEARNED

- **TARGETED ACQUISITIONS**

- **COMPENSATION**

- **PEER REVIEW**

- **TIMING**

- **MARKETING**

- **COMMUNICATION/ EXPECTATIONS**

- **CONTINUED WORK ON**
  - Author contract (revise)
  - Author application (expand)

- **FURTHER RESEARCH NEEDED**
  - Publication platforms

NO REGRETS

JUST LESSONS LEARNED

memes.com

Courtesy of http://memes.com/img/949735

LOOKING TO THE FUTURE

- Seeking funding to develop pilot into a full-fledged program.

- Will continue to deliver professional support for faculty to adapt and adopt alternative, specialized, affordable, and open instruction materials for Purdue courses.

- Faculty using other solutions can leverage our center of excellence to find complementary and enabling resources, streamline production, abide by accessibility standards, and enhance impact.

Courtesy of http://www.quickmeme.com/meme/368h72
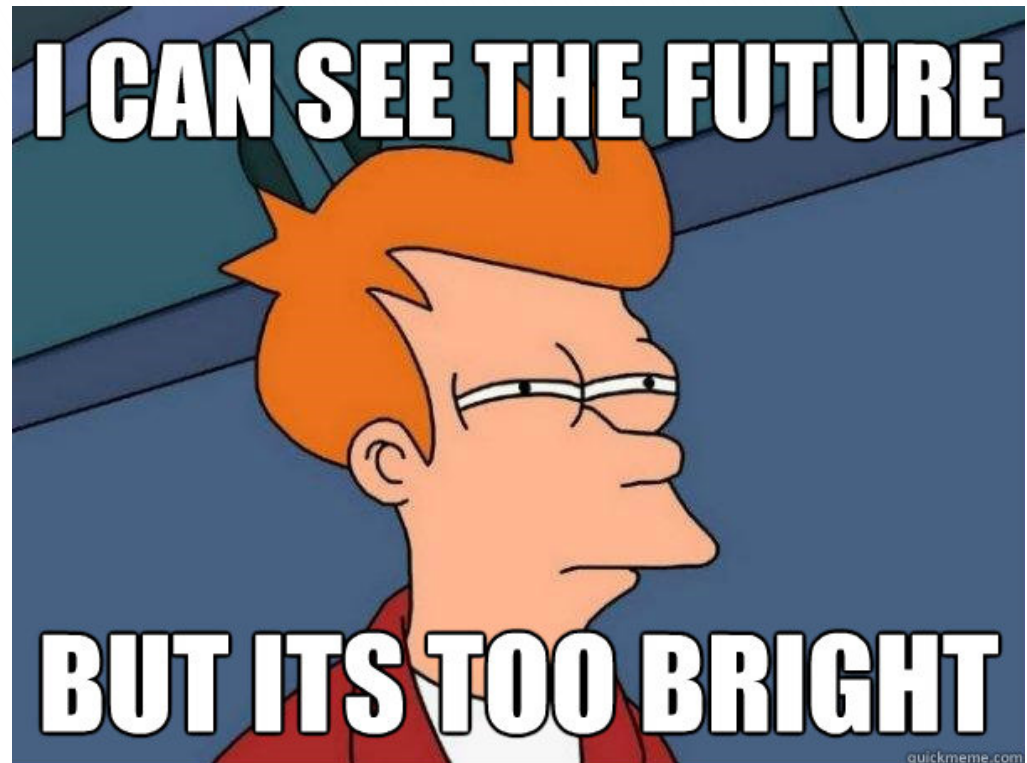
QUESTIONS AND COMMENTS

Thank You

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