



MINUTES

MEETING **University Publishing Advisory Committee**

MEET No. **Meeting 1, 2013**

PRESENT **Professor James Fox**
Lorena Kanellopoulos
Professor Robin Stanton
Mr Don Anton
Professor Jenny Corbett
Professor Nicolas Peterson
Professor Brian Kennett
Ms Roxanne Missingham
Kalina Pilat (minutes)

APOLOGIES **Mr Colin Steele**

DATE/TIME **Fri 23 August 2013 / 10:00am**

VENUE **Graneek Room, Chifley Library, Building 15**

Part 1. Formal items

ITEM 1. Apologies and Congratulations

Apologies from Colin Steele; and Congratulations to Colin Steele for his election to the HEFCE monograph publishing group.

ITEM 2. Minutes

The minutes from the University Publishing Advisory Committee (UPAC) Meeting 2, 2012 (20 November 2012) were approved.

ITEM 3. Matters arising

James Fox commented on the length of the previous minutes, stating that this displayed a high level of accomplishment during the last meeting.

3.1 Presentation to the Deputy Vice Chancellor

Matters arising from last meeting were the presentation to ANU Council that James Fox, Lorena Kanellopoulos, and Roxanne Missingham gave. James Fox restated the importance of this presentation, particularly considering newly appointed Executive Staff within Council, adding that a report to Chancery is top of the agenda.

Action: James Fox, Lorena Kanellopoulos and Roxanne Missingham to provide a presentation on ANU E Press to the ANU Council.

3.2 Web statistics – parallel software, Urchin

Roxanne Missingham reported that she had requested IT services to look at parallel software for ANU E Press web statistics. Roxanne Missingham spoke of two presentations she had attended in Sydney about journal citation reports, by Thomson Reuters and Elsevier, on new services that measure the impact of publications. At present ANU E Press isn't included in this statistical information. E Press needs to be

included in this reporting so that the impact and research influence of E Press publications can be measured. A project has commenced to review repository s and look at a more effective infrastructure. It includes E Press, the institutional repository and Aries. Roxanne Missingham raised the matter of approaching Dr Douglas Robertson from the Research Office investigating the Scopus database. Nicholas Peterson commented that Scopus is not useful within the Humanities and Social Sciences. Brian Kennett responded that the problems with using Scopus are not trivial within the Sciences either. Jenny Corbett mentioned that statistics are a University wide issue, and that citation rates are not what they should be considering ANU's research. Brian Kennett observed that there are very different rates of citation within different areas of the University, and commented that the UpStage download statistics report for E Press looked good. Nicholas Peterson observed a mistake in the report, pointing out that the numbers for Australian and US downloads were the same. Nicholas Peterson also raised the question of Google Scholar, asking whether it was likely to gain academic respectability. Jim Fox replied that Google Scholar is used by universities in Europe. Brian Kennett stated that Google Scholar is not great for statistics. Jenny Corbett reported that she and Roxanne Missingham have been discussing running a training program about understanding citations. Oxford University currently runs a program called "Citation: The Dark Arts". Roxanne Missingham responded that the ANU has tbeen in touch with Oxford and are building an online and face to face course for ANU staff and students based on the Oxford courses.

Action: Roxanne Missingham to consult with Dr Douglas Robertson of the Research Office regarding Scopus.

Part 2. Reports

ITEM 4. ANU eTEXT Scheme

Roxanne Missingham complimented Lorena Kanellopoulos on the work done in setting up the ANU eTEXT Scheme. She stated that the intention of the scheme is to put out a small number of quality eTexts. A call for submissions was sent out with the intention that the selected eTEXTs would be published before the end of the year. Deans of Colleges had to sign off on the submissions. Following the call-out, four good submissions were received. It was noted that a submission from CAP was not received in this round. Roxanne stated that high quality ANU texts will be extremely useful in the MOOC environment. The risk of appearing to create an environment where lecturers provide their own text was noted. Roxanne commented that this first round of eTEXTs will provide an opportunity to learn about what it means to have Open Access textbooks in 2013.

Robin Stanton commented on the complexity of drawing distinction between E Press and eTEXT, stating that it will be important to understand differences between the two separate streams. Brian Kennett suggested that there is a case for crossover for E Press/eTEXT, and commented that the real value of the eTEXT scheme is that it validates material that would not otherwise be published with E Press. Brian suggested that eTEXTs could be linked to relevant E Press titles. Robin Stanton questioned why this scheme isn't being looked at in the same way as E Press. Brian Kennett responded that some of these texts wouldn't make a book in the conventional sense. Jim Fox concluded that with this brand a new area is being entered, and that it will be a case of feeling our way around initially. He commented that by linking to MOOCs complexity will be created and questioned how ANU eTEXTs will be linked to external education courses. Roxanne Missingham replied that the first step is to put out eTEXT titles, and follow this up with a careful evaluation of what we have learned from this new brand. Brian Kennett commented that the eTEXT scheme will bring new visibility to our publications. Jim Fox stated that he had one reservation about the scheme: while the scheme comes with funding, it places a large new workload on E Press staff. He raised concern that there is currently nothing in place to support the effort of the E Press staff in undertaking this new scheme. Roxanne Missingham responded that while \$42,000 has been designated to the scheme for staff and supporting technologies, there will also be a comprehensive review process of the first round next year. Robin Stanton restated that with multiple channels for publishing, it will be important to draw strong distinctions between the different pathways.

Action: Following the implementation of the eTEXT scheme, a thorough review process is to take place in 2014.

ITEM 5. Budget

Lorena Kanellopoulos tabled the budget for 2012-2013. It was observed that the budget was limited to expenditure for direct costs. Robin Stanton commented on the lack of provision for capital expenditure. Roxanne Missingham responded that funds from within DOI were used for new desktops and for replacing technology, and reported that a 3 year technology road map, is being developed which includes the E Press. It was noted that POD book sales are dropping. Nicholas Peterson commented that E Press' biggest customers are book authors themselves. Brian Kennett commented on the expense of printing PODs, and suggested that perhaps it may be worthwhile to sell covers separately, for those who wish to print out the PDF. Jenny Corbett pointed out that this would undercut E Press' printed market. Robin Stanton suggested that perhaps E Press should cease selling PODs altogether. Lorena Kanellopoulos pointed out further implications: without selling printed books ANU E Press publications would not receive HERDC points (HERDC requires publications to be commercial); E Press' POD income would be reduced. Jim Fox noted that E Press' mark-up for PODs is very low. Brian Kennett suggested that all E Press book prices should be raised by \$3.00, with an annual rise of \$1.00 per book, and mentioned that he anticipated that the net effect of such a price rise would be either neutral or positive. Jim Fox raised a concern that with most sales being in the lowest price range, the increased price may reduce those sales. Nicholas Peterson commented that rounded numbers should be used for pricing in the future. Brian Kennett raised the matter of a projected pricing strategy. Roxanne Missingham suggested that perhaps pricing margins should be consistent. Brian Kennett questioned whether both ISBN numbers should be charged against the printed copy in future budgets. Lorena Kanellopoulos responded that the eBook ISBN incurs a cost (associated with a particular title). It was unanimously agreed that all E Press book prices should be raised but the actual amount should be determined by the E Press staff, although a minimum of \$3 was suggested..

Action: ANU E Press book prices to be raised, the details determined by E Press staff.

Brian Kennett suggested that a distinction needs to be made between the general E Press budget and the production budget for future meetings. Jenny Corbett commented that the budget presented was really a statement of direct costs only, and asked that in future two statements be presented: a financial statement and a projected budget for discussion. Roxanne Missingham stated that strategic priorities do not include significant cuts to E Press, with a moderate overall funding cut of 3-4%. Jenny Corbett mentioned that there are two strategies to deal with the cut: increase income or reduce costs. Lorena responded that cost reduction is taking place, with two staff members reducing their hours. The Editorial Assistant position has been approved for 21 hours a week (down from a full time position) presenting a saving. Duncan Beard, E Press' Information Editor, has requested a permanent reduction in hours to four days a week. Roxanne Missingham noted that the E Press will be outsourcing catalogue and book cover production to the Library's Communication team.

Action: Lorena Kanellopoulos to prepare more detailed financial statements and projected budgets for future meetings.

ITEM 6. Co-agreements

Roxanne Missingham reported on the interest that *Nature* and *Sage* have in Open Access publishing. Both have an interest in what Open Access might mean to their future in publishing, and the impact that it might have. *Nature* is interested in developing more OA journals, while *Sage* is interested in investigating titles that will compliment what they already do, with collaboration with universities. Lorena Kanellopoulos reported on a pending co-publication agreement with Knowledge Unlatched (KU), following conversations with KU's Executive Director, and University of Manchester Press Manager, Frances Pinter. KU are similar to JSTOR in that they are another distribution model: registering with them incurs no cost to E Press and may result in higher visibility. Lorena Kanellopoulos then reported on her meeting in the US with Frank Smith from JSTOR, explaining that JSTOR now has over 8000 participants, and 54 publishers from outside of the US contributing to their digital library. They currently hold PDF versions only, but are looking at adding other formats. Following Lorena Kanellopoulos' meeting with Frank Smith, E Press journals have been added to the JSTOR database. Lorena Kanellopoulos will be reviewing E Press' pricing on JSTOR. Don Anton raised a question about the possibility of publishing the Law School's in-house journals with E Press. Lorena Kanellopoulos replied that the E Press would be interested in a co-publication agreement with the Law School, and that such an agreement would be beneficial to the in-house journal, making it visible to a wider audience. Brian Kennett supported this statement, noting that the Science Board is in the process of approving the *Maths CMA Proceedings* for publication with E Press.

Action: Don Anton to make contact with the Law Journal Editorial Board and suggest publishing through E Press.

ITEM 7. ANU E Press Progress report

Lorena Kanellopoulos tabled the ANU E Press Progress Report. Robin Stanton commented on the high number of anticipated publications for 2013. Lorena Kanellopoulos explained the complexity of keeping costs (in terms of staff time) per publication down: while copy-editing and indexing costs are the responsibility of authors and Editorial Boards, late author changes do come back to E Press. These changes can be quite major and time consuming. Robin Stanton raised the matter that if the E Press model is changing, it needs to be presented to the University. Jenny Corbett emphasised the importance of presenting the case of the E Press business model, stating that a short, sharp paper needs to be presented to the new Executive Director, Chris Grange. Roxanne Missingham reported that Chris Grange conducted a survey of University services and the Library came out well. ANU E Press was rated high in terms of satisfaction, but in terms of importance to the University. Nicholas Peterson commented that the profile of the E Press is not very high within the ANU, and suggested that more marketing is needed. Brian Kennett responded that when the Science community thinks books, it does tend to think E Press. Robin Stanton pointed out that colleagues within the ANU do not speak about their E Press publishing experience, and that such feedback would be useful. Nicholas Peterson suggested that more information sessions which capture ambitious new academics would be beneficial. Jim Fox pointed out that it would be worthwhile to make the ANU community aware of E Press as an important element in ERA: 500 published titles carry financial significance and prestige. Jim Fox also commented on the evolving nature of ERA; ERA has become a more inclusive and sophisticated assessment package. Jenny Corbett suggested that a paper, outlining E Press' participation in ERA, should be sent to the University Research Committee (URC). Roxanne Missingham confirmed that a paper needs to be put together and presented to both URC and Chris Grange.

Action: Roxanne Missingham to prepare a paper for the University Research Committee and for the Executive Director, Chris Grange.

Lorena Kanellopoulos raised the matter of the strategic business plan for E Press, reporting on recently received author feedback which showed current reluctance within the ANU community to publish with E Press. Lorena Kanellopoulos questioned whether evolving E Press' business model could change this situation, and proposed conducting surveys to receive further feedback. Nicholas Peterson responded that a good advert for the E Press would be a better option than the labour intensive process of conducting surveys. Brian Kennett supported this idea, suggesting that a one page advert in the ANU *Reporter* be placed. Jim Fox also supported this idea, remarking that reaching 500 publications is a significant event.

Action: ANU E Press to place an advert in the ANU Reporter outlining its services and its milestone in reaching 500 titles.

Nicholas Peterson questioned how E Press can be prevented as being seen as a vanity press. Brian Kennett responded that Editorial Boards should always try to secure multiple external reviewers.

ITEM 8. ANU Press Trademark

Jim Fox stated that it was time to revert back to using the ANU Press trademark. Brian Kennett replied that he endorsed the proposal and said that while the E Press label should be phased out gradually, the press has come of age and it is a good time to make the change. Jenny Corbett queried how the impact of the change could be maximised, and also stated that the change should be put into the 500 titles report which is to be presented to ANU Council. Roxanne Missingham said that the decision should be made and announced, as opposed to the change being proposed to Council. Lorena Kanellopoulos stated that the change wouldn't involve changing older printed books. New files with the new logo would be supplied to the printer on a per need basis. Robin Stanton supported a parallel ANU Press/ E Press for a period of time, and stated that the change was consistent with the evolution of the world and publication.

Action: ANU E Press to use the ANU Press trademark from when we hit the 500 title mark.

ITEM 9. ANU E Press Web Statistics

Jim Fox commented on the UpStage reports presented, stating that the percentages for the top five visiting countries did not look accurate. Other concerns about particular reported numbers were raised. Lorena Kanellopoulos responded that since reports like the one presented have to be compiled manually, the reports may contain human error. Roxanne Missingham explained that there had been difficulties experienced during the process of developing UpStage, and added that while data collection is working well, integration and reporting are not sufficient.

[Robin Stanton departed at 11:30am]

Jim Fox commented that it is unfortunate that the UpStage software is unable to pick up downloads for individual chapters. Don Anton asked whether there was a possibility to partner with somebody who had a good statistics package that would meet E Press' needs. Brian Kennett commented that the E Press is by no means unique in its difficulties regarding statistics; Jenny Corbett said that collection of accurate statistics is a University wide problem.

Action: Lorena to review statistical report. Investigation of alternative reporting systems to continue.

[Jenny Corbett departed at 11:45am]

ITEM 10. EDAP Survey Results

Roxanne Missingham reported on the EDAP survey results under Item 7.

Part 3.

ITEM 11. Other Business

Brian Kennett reported his considerable satisfaction, as an author, with the work E Press did on his new and complex book, *Deep Crustal Seismic Reflection Profiling*.

Lorena Kanellopoulos mentioned that Walter Fernandez is no longer chair of the Economics Board. Roxanne Missingham replied that this position needs to be replaced.

Action: Roxanne Missingham and Lorena Kanellopoulos will visit the Dean of Business and Economics to discuss a replacement.

ITEM 12. Next Meeting

The next meeting of the University Publishing Advisory Committee will be in November 2013, date to be confirmed.