

OPEN EDUCATION RESOURCE IMPRINT



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UNIVERSITY
PRESS



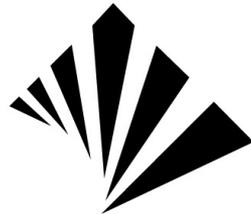
CLEMSON UNIVERSITY PRESS

Established in 2000, Clemson University Press has expanded in recent years to publish approximately 40 books and journal issues per year. The majority of the Press's journals are open-access publications, including the national flagship journal in Extension education. In 2019, the Press moved under the umbrella of Clemson Libraries.

Clemson University Press is a member of the Association of University Presses, the premier professional organization for university press publishing. Membership recognizes the quality and significance of the Press's work in shaping scholarly fields and in publishing reliable information that promotes new ways of thinking and enriches lives.

**ASSOCIATION
of UNIVERSITY
PRESSES**

MEMBER



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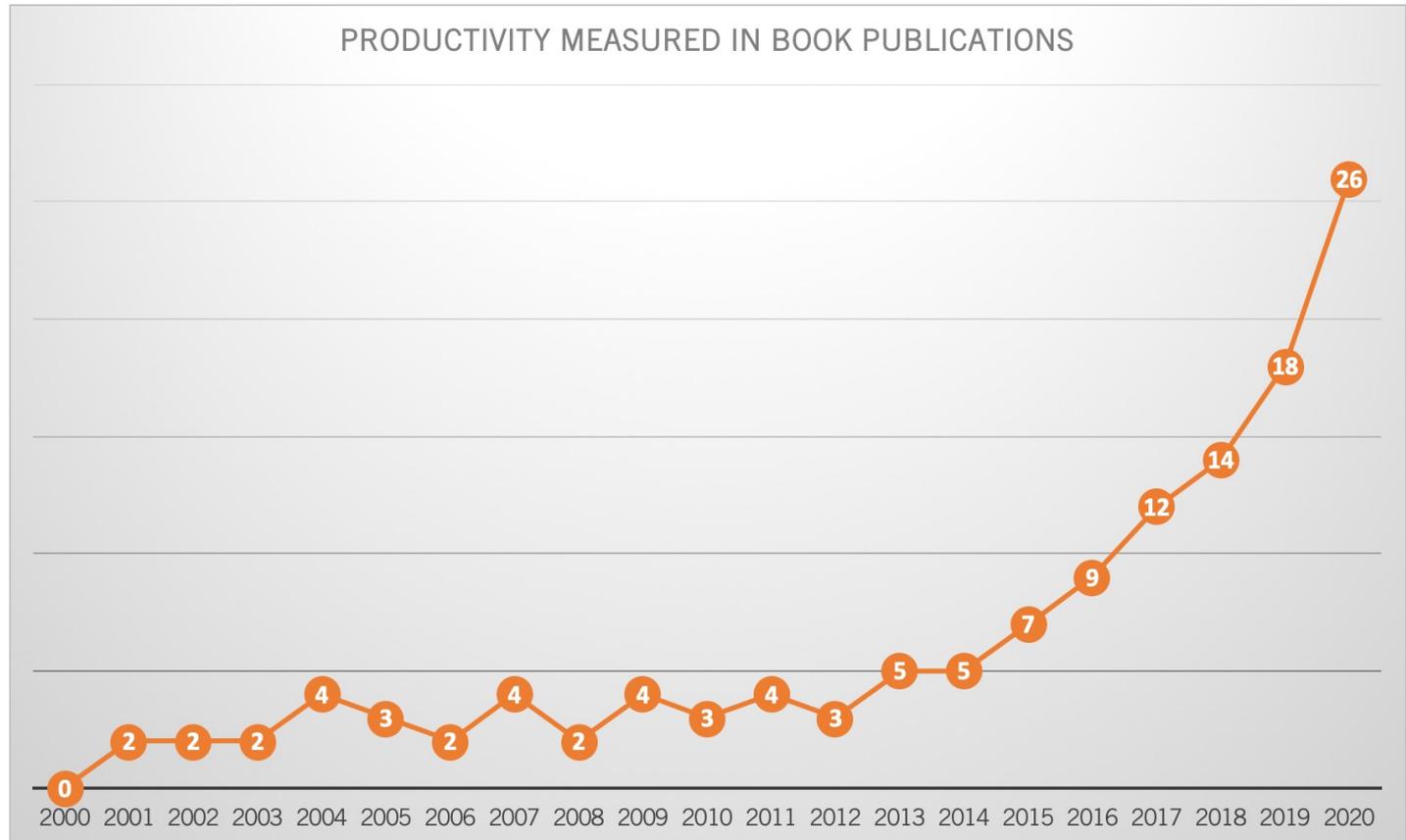
49

total publications
in 2021

Clemson University Press is on target to publish 28 new books, 10 new-in-paperback editions, and 11 journal issues in 2021.

The Press's productivity is notably high: between new books and journal issues, Clemson will publish 39 new titles (13 new titles per full-time staff member).

PRODUCTIVITY MEASURED IN BOOK PUBLICATIONS



2000–2015: average of 2.75 books per annum



Scheduled 2019–2020 list marks nearly 1000% increase in productivity above the first 15-year average

IMPRINT OVERVIEW

Clemson University Press has established an imprint in partnership with with the Partnership Among South Carolina Academic Libraries (PASCAL) to publish professional-quality open textbooks with an affordable print option.



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Each OER will benefit from the expertise of a dedicated team of publishing professionals at Clemson, who will oversee the peer-review process, manage production (vetting of image files for quality control, copyediting, layout, proofreading), advise on copyright, and ensure the broad distribution of each book in print and open digital formats.

An editorial board of Affordable Learning Coordinators and teaching faculty from across the state will ensure that the OER selected for publication will have the greatest possible impact on affordable learning for students as well as on library textbook lending budgets. They will also serve as local ambassadors for the imprint at their home institutions, encouraging course adoption and inviting proposals to publish high-need OER.



UNSUSTAINABILITY OF THE CURRENT TEXTBOOK MODEL

- Commercial textbook publishers transitioning to e-book rental packages that are both time-limited and user restricted. The model is good for profits and shareholders but exorbitant for students and insuperable for libraries devoted to affordable learning.
- Purchasing textbooks from commercial textbook publishers perpetuates this model.

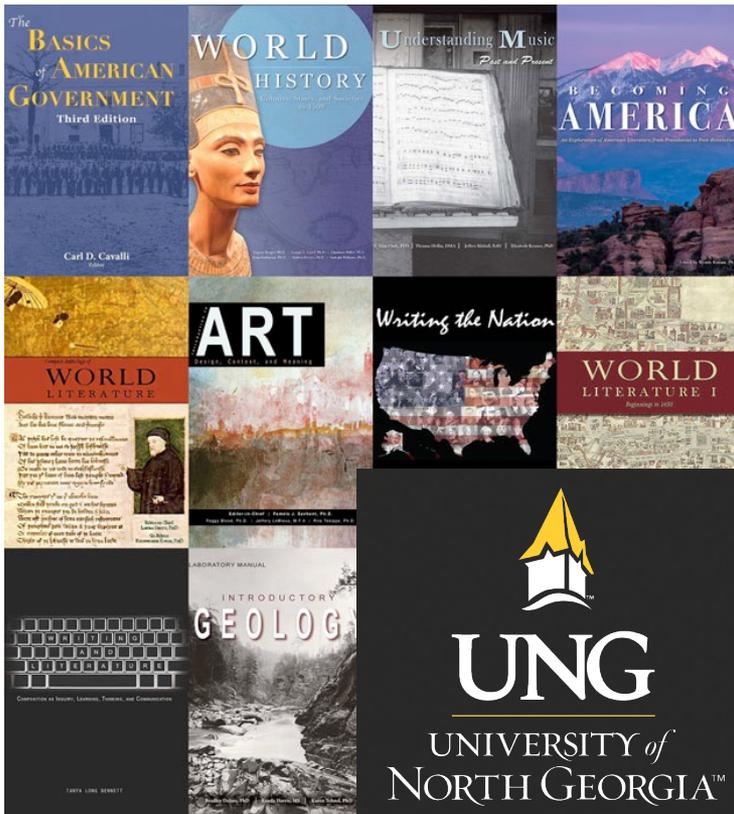
Courses with High Dropout, Withdraw or Fail

- ACCT 2010, 2020, 2030, 3110, 3120, 3220
- BCHM 3050
- BIO 1030, 1040, 1060, 1110, 2220, 2230
- CH 1010, 1020, 1050, 2230, 2240
- CHE 2110
- ECON 2110, 3140
- FIN 3110, 3210
- GEN 3000
- MATH 1020, 1040, 1050, 1060, 1070, 1080, 2060, 2080, 3110
- ME 2010, 2220
- MGT 2010
- MICR 3050
- NURS 3030, 3040
- PHYS 1220, 2210
- STAT 2220, 2300, 3090

Orange course numbers: textbooks available for purchase

White course numbers: textbooks only available for limited use e-rental

INSPIRATION FOR A SOLUTION: AFFORDABLE LEARNING GEORGIA

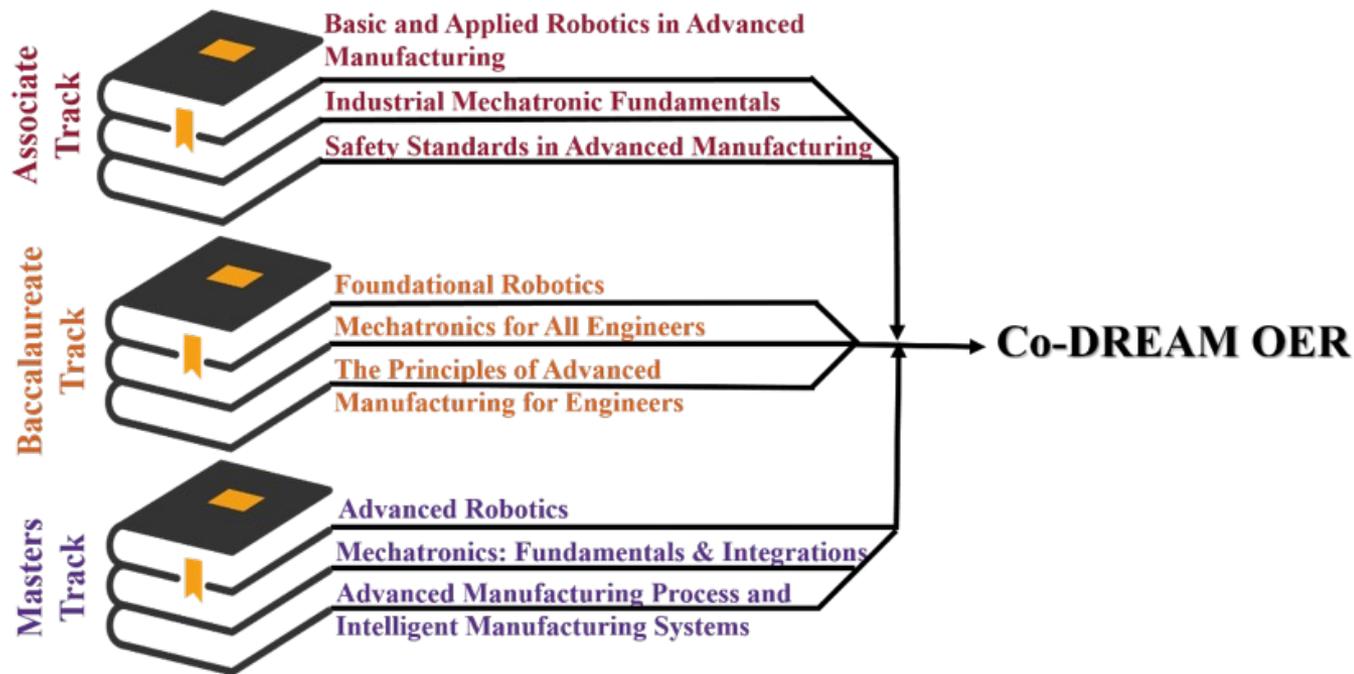


Press Service	Cost
Developmental Editing	\$9.00/page
Line Editing	\$5.00/page
Copyediting	\$2.00/page
Peer Review	\$9.00/page + \$400
Layout and Design	\$2,000 flat fee
Proofing	\$2.00/page
Copyright Clearance	\$2,000/flat fee

WHY CLEMSON UNIVERSITY PRESS?

- As the only university press in the state that is a division of its parent institution's library organization, Clemson is uniquely positioned to support SCALE's mission and meaningfully advance CHE's 60 X 30 Ascend initiative to increase access and student success.
- Owing to the support/infrastructure provided institutionally, Clemson University Press is positioned to publish OER at a lower cost than other publishers.
- Clemson University Press is a regular member in the Association of University Presses.
- A track record of open publishing soon to be expanded by a rebranding of the institutional repository, which will soon be operationalized by Clemson University Press.
- Clemson is already administering a Department of Education grant to fund 3 robotics/manufacturing OER in partnership with Trident Technical College and Claflin University. Lead PI (Yang Wu) based at Clemson University, with Clemson University Press as publisher. Clemson is one of only 15 universities in the country to be awarded this prestigious OER grant.

OER GRANT PROJECT



BENEFITS OF THE PARTNERSHIP

- Transformative for SCALE's ongoing efforts to support affordable learning, with real potential to establish SCALE as a national leader
- Provides inter-institutional infrastructure to maximize statewide investments in affordable learning to advance the SC CHE's 60 X 30 Ascend initiative
- Over time, significantly reduces recurring textbook costs by circumventing commercial publishers. Purchasing commercial textbooks is an expense; supporting the imprint is an investment. Publishes OER in high-demand areas that support cross-institutional programming/curriculum and on subjects that are far less likely to attract major funding but foreground a shared commitment to EDI.
- Tenure/promotion committees more likely to accord a higher degree of weight to an OER published by a university press, an institution widely understood to adhere to the highest standards of peer review. The prospect of publishing on OER that will "count" toward career advancement will incentivize faculty to develop OER.
- Support and guidance of publishing professionals through the process makes publishing OER less intimidating. The increased buy-in we aspire to earn from faculty creators will also result in the more frequent course adoption of OER.

CLEMSON'S CONTRIBUTION

- A team of publishing professionals to oversee peer review, acquisitions, the publishing process, vet copyright, supervise freelance copyeditors and typesetters, and otherwise support authors of OER. Labor is the greatest cost in publishing: Clemson is not asking for funding to cover on-site staff time, which exceeds base production costs
- A dedicated OER production staff member on a 2-year fellowship beginning in summer 2022
- Leverages existing agreements and infrastructure to offer a low-cost print option available through online sales channels, which: increases visibility and promotes course adoption, provides a low-cost print option for instructors who are hesitant to adopt a digital textbook, and offers a print alternative to students who have limited Internet access. Even lower-cost print options available through direct sales.
- Training sessions/webinars offered by Press staff to support OER publishing, answer questions put to affordable learning coordinators, and demystify the publishing process.

PASCAL'S CONTRIBUTION

PASCAL has provided funding to underwrite the *base production costs* for publishing OER in the imprint, namely copyediting and typesetting. While the Press and the imprint's board will encourage subventions from an author's institution to underwrite some production costs, not all prospective authors will have access to funding through their institutions. An initial fund to cover or defray production costs will remove barriers for these faculty authors and establish the imprint.

PASCAL is a statewide network. The imprint will rely on existing relationships developed by PASCAL to encourage buy-in from teaching faculty (authors), adopters, and administrators.

SUSTAINABILITY OF THE IMPRINT

- Clemson University Press has partnered with PASCAL to shift the publishing model to open, affordable textbooks. It is an investment.
- PASCAL's contribution will launch the imprint and ensure equity of OER availability to meet the needs of students in our state. The imprint already has grant support for 3 OER, with additional funding probable to support 6 more. Other sources would sustain the imprint over the long term:
 - additional national grants
 - lab fees reinvested in course texts
 - multi-institutional cost-sharing drawing on funding earmarked for affordable learning or open publishing
 - student government support from institutions across the state
 - development initiatives
- PASCAL's investment will subvent OER publishing in the imprint for many years.

QUESTIONS?

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