UCL Press
The UK’s first fully open access university press

Lara Speicher, Publishing Manager, UCL Press
l.speicher@ucl.ac.uk
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- UCL Press – mission and background
- Publishing activity
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‘Scholarly outputs are typically subjected to a publications process that ... limits their widespread dissemination. UCL is committed to being a force for good and enlightenment in the world. This includes ensuring that the products of its research are made as widely available as possible.’

Professor David Price, Vice Provost (Research), UCL
Benefits of an OA University Press

- Taking publishing back into the university system - the university supports the entire research life cycle.
- Challenge the prevailing scholarly publishing model - issue of low dissemination.
- Support for OA to AHSS outputs, which receive less funding than STEM.
- Social impact: research available to the public and policy makers.
- Global impact: outputs reach regions in which research is unavailable or unaffordable.
- Motivation for academics: they want their research to be widely read.
- Added reputational value of a university press, through global dissemination, publicity, reviews.
- Consistent with Open Science agenda.
- Opportunities for integration of research and learning.
UCL Press: facts and figures

- Launched with first titles June 2015 – over 500,000 downloads so far
- Target is 50 books/year by 2018/19
- Published with first titles June 2015 – over 500,000 downloads so far
- Strengths in Anthropology, Built Environment, History, Language Studies, Archaeology
- Publishing Manager plus 4.5 FTE, all with publishing background
- All books are copy-edited and typeset
- All books evaluated by Editorial Board and peer reviewed
- Open to all; mainly UCL authors to date (ECRs to Professors)
- For non-UCL author/editor, BPC charge starting at £5,000
- Target is 50 books/year by 2018/19
Publishing activity
• Monographs, edited collections, textbooks
• Open Access formats: PDF, HTML
• Other formats: Print-On-Demand, ePub, MOBI

56 Books published since launch
Why We Post

- How the World Changed
- Social Media in an English Village
- Social Media in Southeast Turkey
- Social Media in Northern Chile
- Social Media in Industrial China
- Social Media in Rural China
- Social Media in Southeast Italy
- Social Media in South India
Introduction: a modest little museum

Introduction to the Petrie Museum of Egyptian Archaeology

Museums are much more than the sum of what is displayed in their galleries. They are spaces in which time and space are compressed, where complex and multi-layered histories are reassembled, lost, rediscovered and contested. This occurs not only through the mix and match of objects, but via the flow of people who become caught up in the lives of objects and...
Academic journals – Science Open
Opticon1826

Opticon1826 is an all-faculty, peer reviewed academic journal, run and edited by UCL postgraduate students who represent all UCL faculties. We publish predominantly current UCL research (ongoing and completed), but also a selection of reviews, commentaries and letters. Publication is continuous throughout the year, with articles available as soon as they are ready, in fully open access format.

Contributions are invited from all members of UCL, including undergraduates, postgraduates and staff.

Interscript

Interscript | UCL Journal of Publishing is an open access academic journal on publishing. It provides a platform that fosters international debate on the constantly evolving nature of the publishing industry. The journal is managed by postgraduate students in the UCL Centre for Publishing and hosted by UCL Press. Interscript departs from traditional issue-based journal publication, and instead publishes its content on a continuous rolling basis.

View Journal | Current Issue | Register

Object

Think Pieces
Our books and journals are distributed on:

- PROJECT MUSE
- JSTOR
- ingenta
- Worldreader
- UCL PRESS
- AMazon
- OPEN Access
- UNGLUE.IT
- uclpress
Downloads and sales
UCL Press downloads since June 2015

574,236 downloads since June 2015

193 countries
Most downloaded books

- **How the World Changed Social Media** by Xinyuan Wang
  - 149,295 downloads since March 2016

- **Social Media in Industrial China**
  - 38,154 downloads since Sept 2016

- **Social Media in an English Village** by Daniel Miller
  - 29,353 downloads since March 2016

- **Sustainable Food Systems** by Robert Biel
  - 19,820 downloads since Dec 2016

- **Textbook of Plastic & Reconstructive Surgery**
  - 19,247 downloads since Aug 2016
Downloads – top 10 countries

JSTOR Open
- Launched Oct 16
- Now accounts for more than 50% of UCL Press downloads

United States: 47%
United Kingdom: 18%
China: 5%
Canada: 5%
India: 5%
Germany: 4%
Serbia: 4%
Australia: 4%
Philippines: 3%
Location Unknown: 18%
The OA Effect?

Print sales
- Average sales 100-200 copies in first year of publication
- *How the World Changed Social Media* – over 400 copies in Y1

E-book sales
- ePub and Kindle sales are small!
## Print sales – top countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>90.50%</td>
</tr>
<tr>
<td>US</td>
<td>5.40%</td>
</tr>
<tr>
<td>Germany</td>
<td>2.30%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>0.80%</td>
</tr>
<tr>
<td>France</td>
<td>0.40%</td>
</tr>
</tbody>
</table>

**Coming soon: new print sales partnerships**

- US print distribution – from January 2018, Chicago University Press
- European print distribution – from mid-2018
Thanks Marcus. 1626 copies downloaded free in first 3 wks, including 69 in Australia (76 countries in total). Great to write for @uCLPress
UCL Press and textbooks
UCL Press and textbooks

Size of market
- Scale of student purchasing of print textbooks in UK higher education is estimated at some £200m annually*
- $14 billion US textbook industry**

Lack of favourable digital licensing models for libraries
- Poor student experience
- Multiple copies occupy space and budgets
  - *There are 21 titles of which UCL library holds over 100 copies*

Commissioning OA textbooks is a challenge
- Textbooks are not eligible for UK Research Assessment (REF)
- UCL Press does not pay royalties

*JISC - [http://etextbook.jiscebooks.org/reports/](http://etextbook.jiscebooks.org/reports/)
## UCL Press textbook publishing so far....

- Some textbooks already published or in preparation

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Pub date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textbook of Plastic and Reconstructive Surgery (Jisc Institution as E-textbook Publisher)</td>
<td>Peter Butler, Deepak Kalaskar, Shadi Ghali et al</td>
<td>August 2016</td>
</tr>
<tr>
<td>Key Concepts in Public Archaeology (Jisc Institution as E-textbook Publisher)</td>
<td>Gabriel Moshenska et al</td>
<td>March / September 2017</td>
</tr>
<tr>
<td>Social Theory after the Internet</td>
<td>Ralph Schroeder (Oxford Internet Institute)</td>
<td>February 2018</td>
</tr>
<tr>
<td>Fundamentals of Galaxy Formation, Evolution and Dynamics</td>
<td>Ignacio Ferreras (MSSL, UCL)</td>
<td>November 2018</td>
</tr>
<tr>
<td>Science, Policy and Politics</td>
<td>Jack Stilgoe &amp; Brian Balmer (STS, UCL)</td>
<td>August 2019</td>
</tr>
</tbody>
</table>
Welcome to the UCL Press app

Tap above to open latest edition

UCL Press is the publisher for University College London. It is the first fully open access university press in the UK, and publishes scholarly monographs, textbooks and journals across a wide range of subjects.

This app features UCL Press's enhanced e-textbooks.

DEEPAK M. KALASKAR, PETER BUTLER & SHAHID GHALI

Textbook of Plastic & Reconstructive Surgery
Community archaeology

Community archaeology and marginalised communities

While some professional archaeologists, especially through online discussion portals, on occasion express negative comments about the concept of community archaeology (for example the relatively common misconception that allowing volunteers on-site somehow ‘steals’ employment from paid archaeologists), most discussion of outcomes of community archaeology remains positive, perhaps even taking these positive outcomes for granted at times. Certainly in the UK the understanding of outcomes is often driven by evaluative requirements of funding bodies (Clark 2004). This is not to say that community archaeology cannot also have negative consequences, especially if delivered poorly or with a ‘tokenist’ set of project goals (Doeson et al. 2012: 5). But while there are, perhaps inevitably, examples of more superficial engagements, sometimes driven by artificial targets imposed by grant-givers, there are also examples of community archaeology and heritage initiatives that have engaged successfully and meaningfully with sections of society that are often considered marginalised from mainstream activities.

Work by Kiddey and Schofield (2011) and Ainsworth (2009) has shown that, in at least a handful of cases, projects that engage with community members who are often the most excluded, such as the homeless in these cases, can nonetheless be carried out meaningfully and sensitively, with positive results. Similarly, a number of British archaeological organisations, such as the Hampshire and Wight
UCL Press Call for textbooks, May 2017

• Any discipline, any level; digitally innovative proposals welcome
• One-off payment of £1,500

Criteria

- Potential to supply large student cohorts for the maximum benefit of the student experience
- Current provision is expensive or out of date
- Where there is currently no textbook provision, e.g. because a course is very new

• Call closed at end June 2017
• 10 proposals received, in a range of disciplines:
  • Linguistics, Education, Philosophy, Translation Studies, Publishing, Statistical Science, Cultural Studies, Management, Scandinavian Studies
Publishing services
Funding model

• UCL invests in UCL Press:
  – To secure the effective publication and dissemination of research
  – As a ‘generous partner’, sharing its research outputs as widely as possible
  – To address lack of funds for AHSS OA publication
• Full cost recovery is not an expectation
• Nonetheless, UCL Press has several income streams, including:
  – Sales of print
  – Library funding schemes, e.g. with Knowledge Unlatched
  – Consultancy – UTS ePress, Helsinki University Press
  – Publishing Services
  – BPCs
Publishing services

Setting Up
- Branded website, governance structures, commissioning strategy, training, documentation eg template contracts and author guidelines

Infrastructure
- Title management system, enhanced publishing platform

Editorial and production
- Copy-editing, typesetting, project management, author liaison

Impact
- Global OA marketing and print distribution
Next steps

• Textbooks: marketing to course leaders and librarians
• Develop Publishing Services and Consultancy
• Dig more deeply into impact: further research into downloads and new Open Science metrics
• Open Peer Review and Megajournals
“I believe the UCL Press’s non-commercial model should be the way forward in academic publishing. At the moment, especially for scholars located in the global south access to publications (books and journals) is prohibitively expensive.”
- Harshana Rambukwella

“We have chosen UCL Press with the anticipation it exemplifies the imaginative thinking that is part of UCL tradition and supports innovative forms of teaching.”
- Jo Volley/ Ian Rowlands

“We have been really impressed with the quality of the works produced by UCL Press since its relaunch.”
- Dr Michaela Benson & Dr Iqbal Hamiduddin

“I anticipate that UCL Press would be able to support me in my exploration of innovative ways of publishing interactive audio-visual content and look forward to the possibility of collaboration.”
- Dr Sara Adhitya

“Since I am a UCL staff member, it seemed a natural choice. The open access policy is also very attractive, particularly since we would like this ground-breaking book to reach a wide audience.”
- Professor Anne White

“We strongly wish to publish this through UCL Press in order to benefit from the Open Access facility.”
- Bill Sillar
Thank you

UCL Press Publishing Manager:
Lara Speicher
l.speicher@ucl.ac.uk