

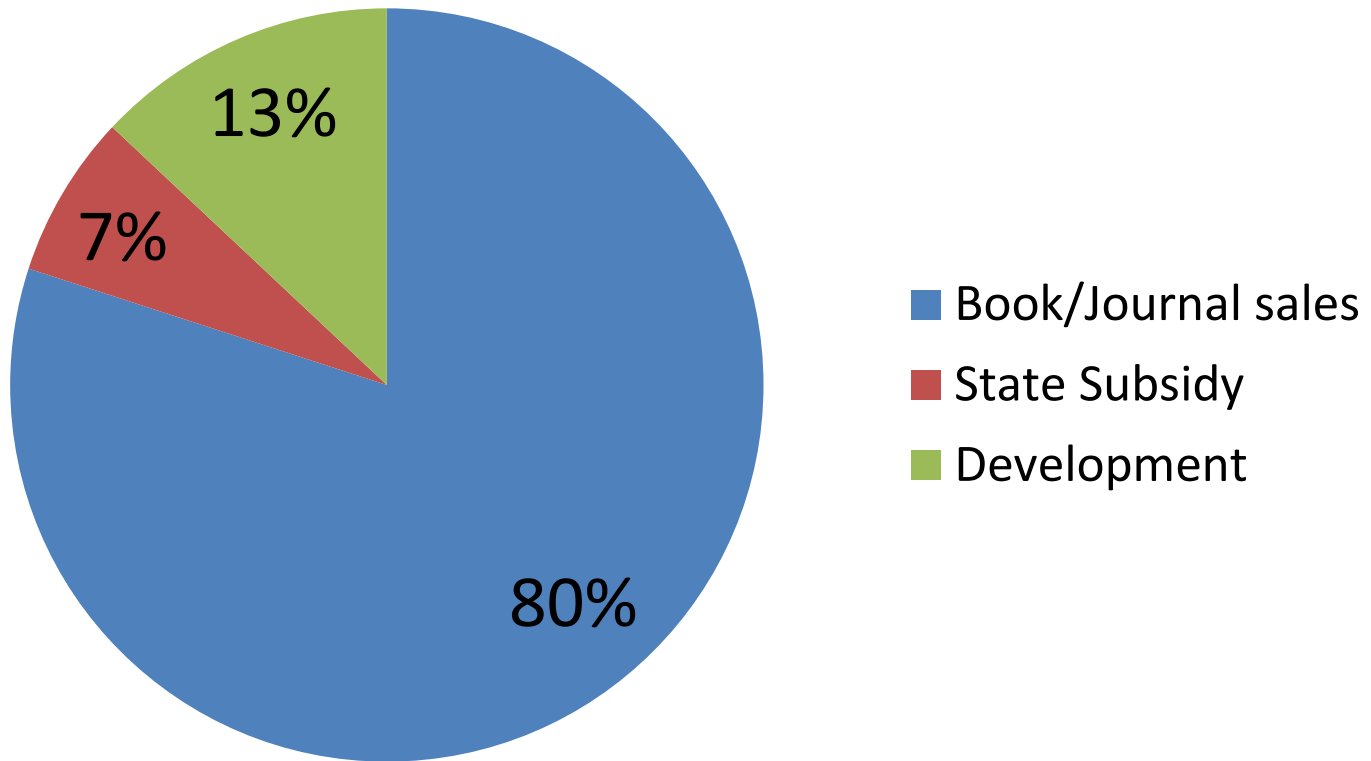


Founded in 1922—
the oldest university
press in the South
and one of the
oldest in the nation

About UNC Press

- 37 Full time employees
- Publishes ~110 new books a year
- Manages publication of 11 journals
- Product mix:
 - 50% humanities monographs
 - 20% regional trade
 - 30% academic/crossover
- Owns fulfillment business: Longleaf Services (10 FTE; \$1MM Mellon Grant)

Economic Model = Cost Recovery



STEM vs HSS Publishing

STEM Journal

Author

\$ and ©

Publisher

Library

\$

Humanities Monograph

Author
retains ©

\$

Publisher

Library

\$

The Press's Value Proposition

The Conventional Wisdom for UP's:

- Disseminates and connects the research done at the university with the reading public.
- Strengthens humanities academic programs by advancing scholarship in fields vital to the institution.
- Participates in promotion and tenure.
- Provides publishing as a service and generally, partners where needed.

Disruption

Prolonged economic distress is reducing income from libraries, scholars, and students.

New technology allows for new pathways of digital dissemination, reducing costs but also creating new competition.

The Press's New Value Proposition

An inflection point for scholarly communication has arrived and our model must adapt.

- We must migrate from models of information scarcity (cost recovery) to ones that will succeed in the world of information abundance.
- We must harness digital tools to lower barriers to access of scholarship.
- We must expand the set of publishing activities we perform to include publishing as a service

What about Open Access?

How OA might work for monographs

- Stage 1: Open web publication (costs funded externally)
- Stage 2: Open web review, mark-up, and re-use (no costs)
- Stage 3: Traditional publication, e.g., print editions, marketing (funded by the Press)

Qualities of the Press's New Value Proposition

- Lowering (and potentially removing) price barriers to digital content can be sustainable.
- It requires a hybrid model where more permanent, flexible, and portable editions (print and enhanced ePub) remain behind paywalls.
- There is a fractional audience that will pay for these editions, even in an OA environment. When publishers use the scale of the web, that fractional number is material.

Other issues on the horizon

- Open Educational Resources
- Short form monographs (minigraphs?)
- Digital humanities / born digital publications
- Scaling publishing operations