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Implementing a Campus-Wide OER Publishing Platform at UC Berkeley

Maria Gould
University of California - Berkeley, mgould@berkeley.edu

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Open Books @ Berkeley: Implementing a campus-wide OER publishing platform

Maria Gould, Scholarly Communication & Copyright Librarian

mgould@berkeley.edu | @UCB_ScholComm

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BROWSE CATALOG

Outline for today

- What we did & why
- Look back and look ahead
- Do it yourself – 5-step plan
- Q & A

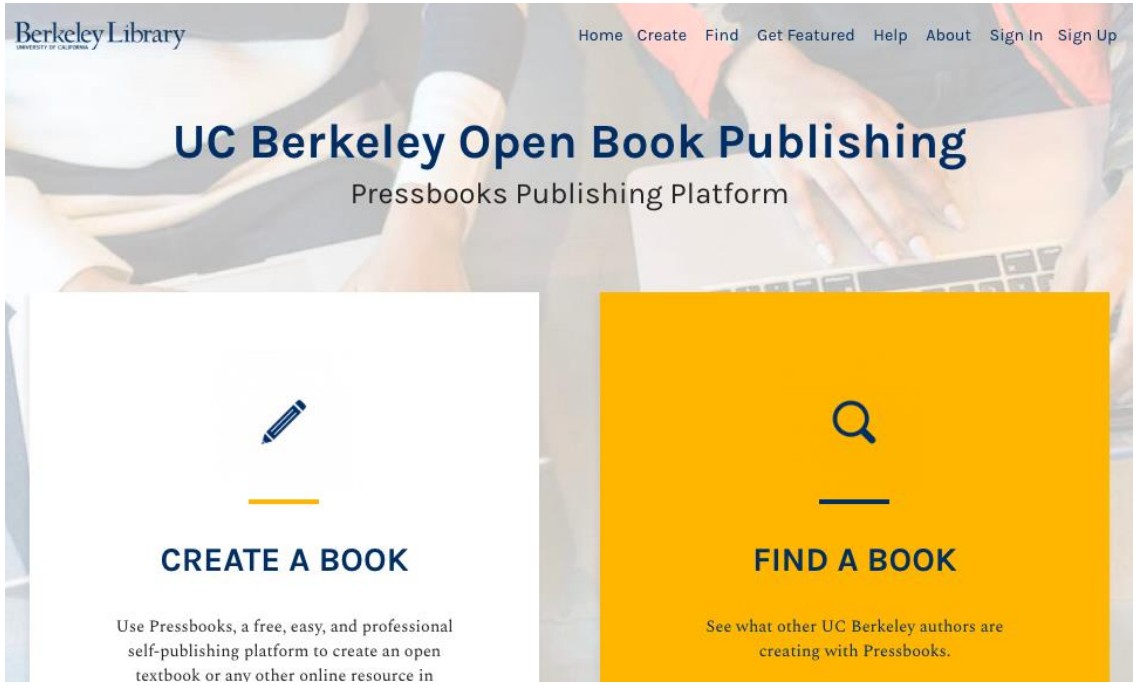
Overview

Context

- Campus-wide: Affordability initiatives
- Faculty: Interested in creating their own OERs, but not necessarily adopting others
- Library: Expanding suite of digital publishing tools

Platform at a glance

- PressbooksEDU
- Available to anyone with @berkeley.edu email
- Designed for self-service use
- Launched April 3



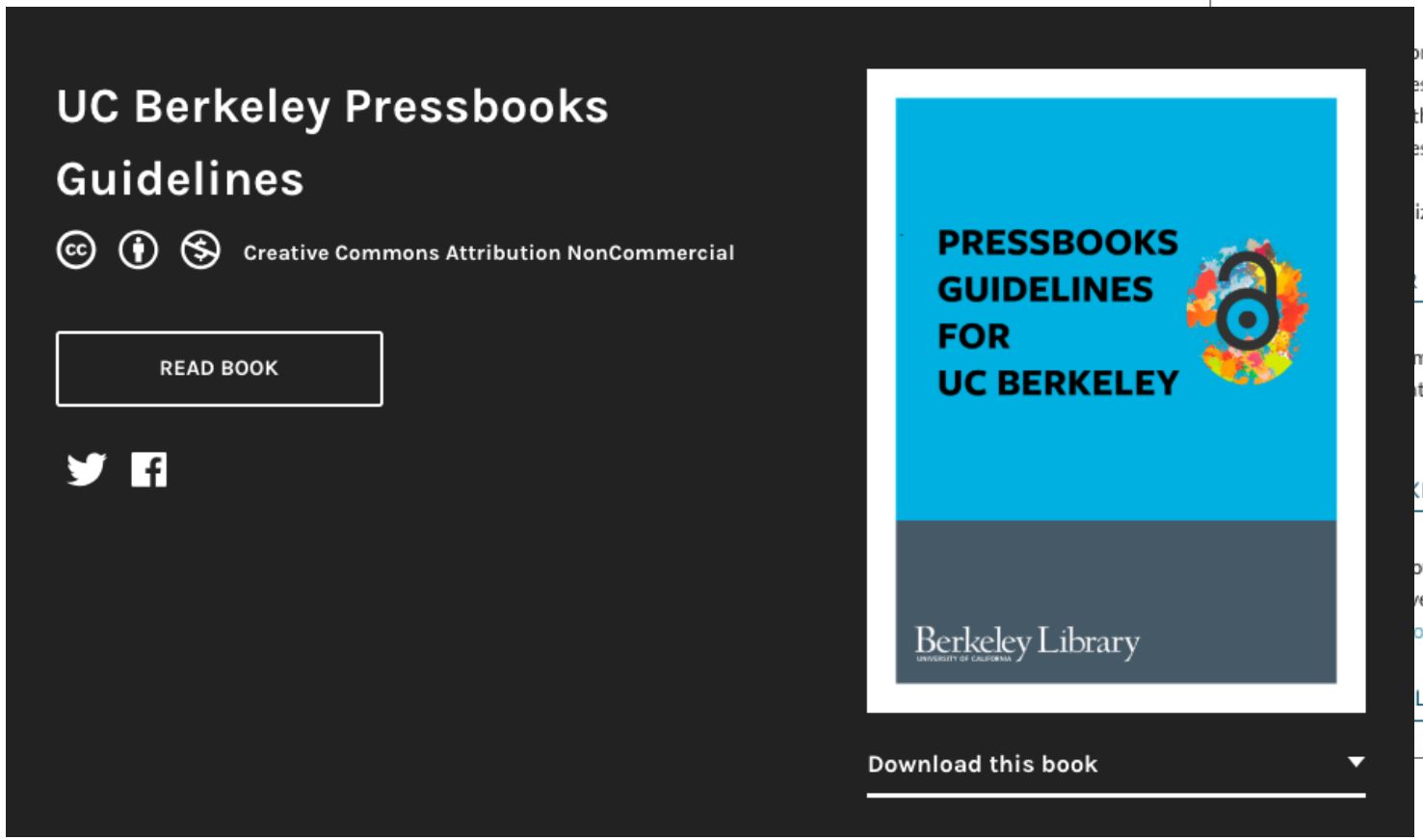
Platform considerations

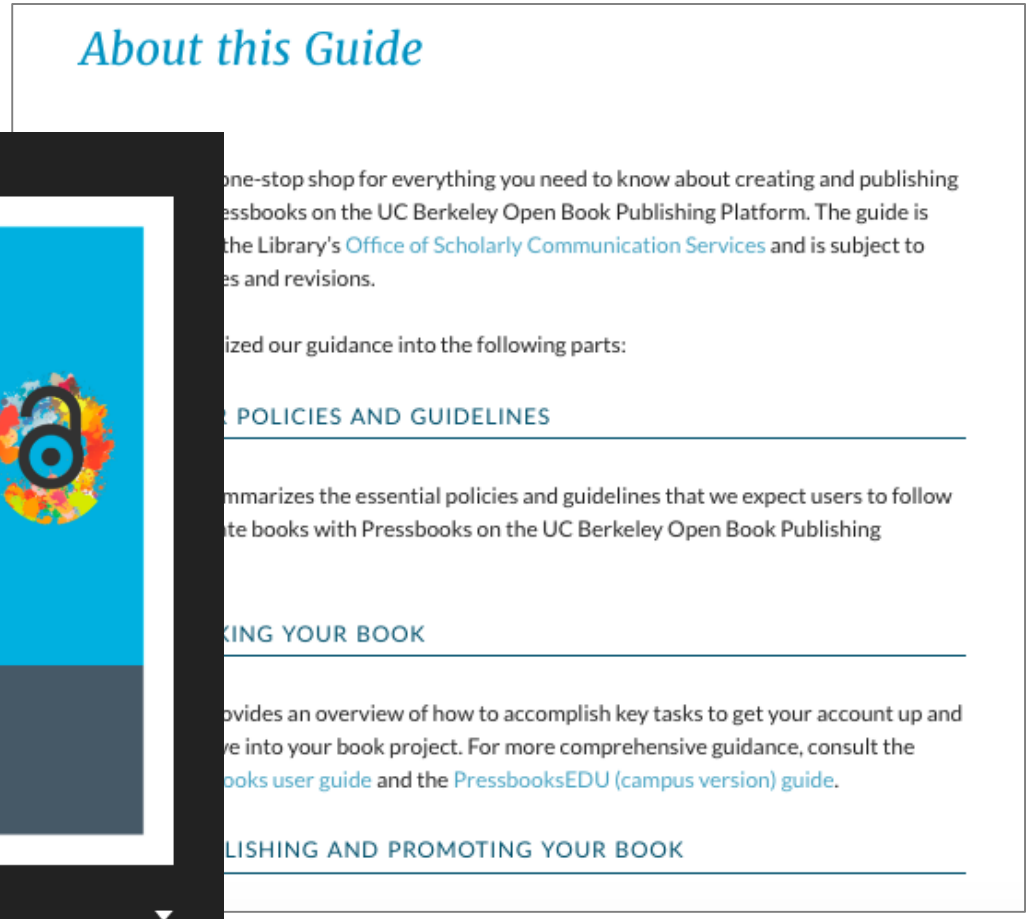
- Philosophical/practical: Openness (software & licensing), accessibility, flexibility
- Contextual: Campus-appropriate
- Financial: Discount for OTN members

Policy considerations

- User access: Who's included?
- Publication status: What do we feature?
- Publishing services: What do we offer?
- Legal: How will we manage content?

Guidelines for users





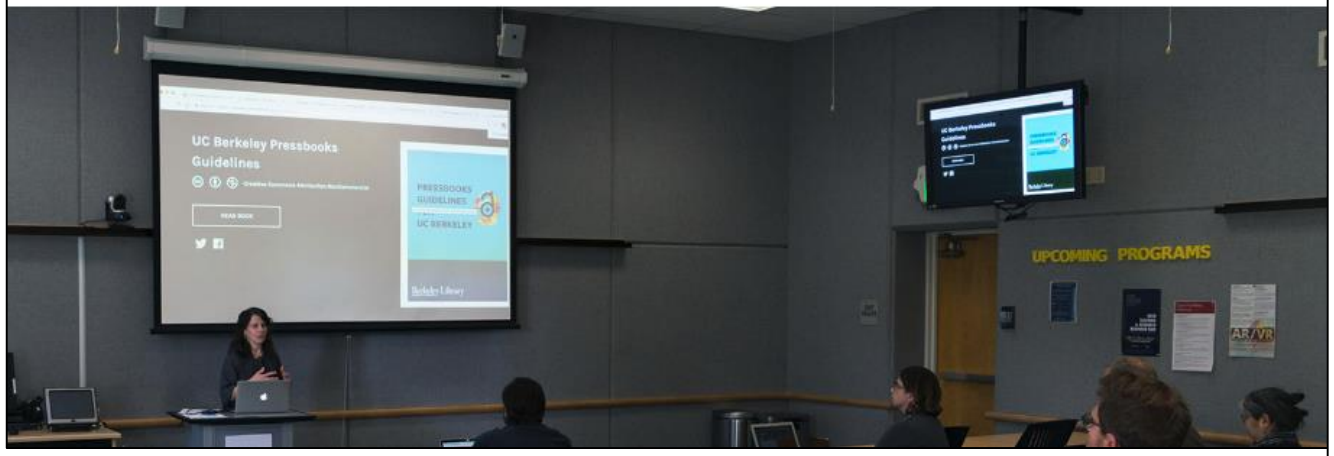
Outreach & training

- Communications: Library newsletter, staff and faculty listserves
- Social media: Tweet announcements
- Training: Two hands-on workshops

Library communications

UC Berkeley becomes first university to offer PressbooksEDU to entire campus community

Library Communication
April 3, 201



Spreading the word

New Workshop: DIY Digital Publishing with Pressbooks

Posted on January 25, 2018 by Maria Gould

Publish Digital Books and Open Textbooks with Pressbooks

Tuesday, Feb. 20, 1:10 – 2:30 p.m. | Academic Innovation Studio, Dwinelle Hall 117 (Level D)

Register http://bit.ly/022opressbooks

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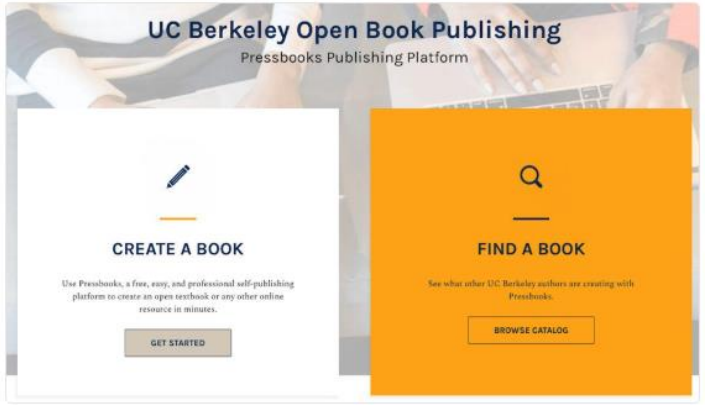
Announcing openbooks.berkeley.edu, a new platform for @UCBerkeley to create digital books and #OER w/ @pressbooks. Thrilled to offer this service to support #digitalscholarship and #textbook affordability. Story: ucberk.li/pressbooks



10:17 AM - 3 Apr 2018

24 Retweets 41 Likes

4 24 41

Looking back & looking ahead

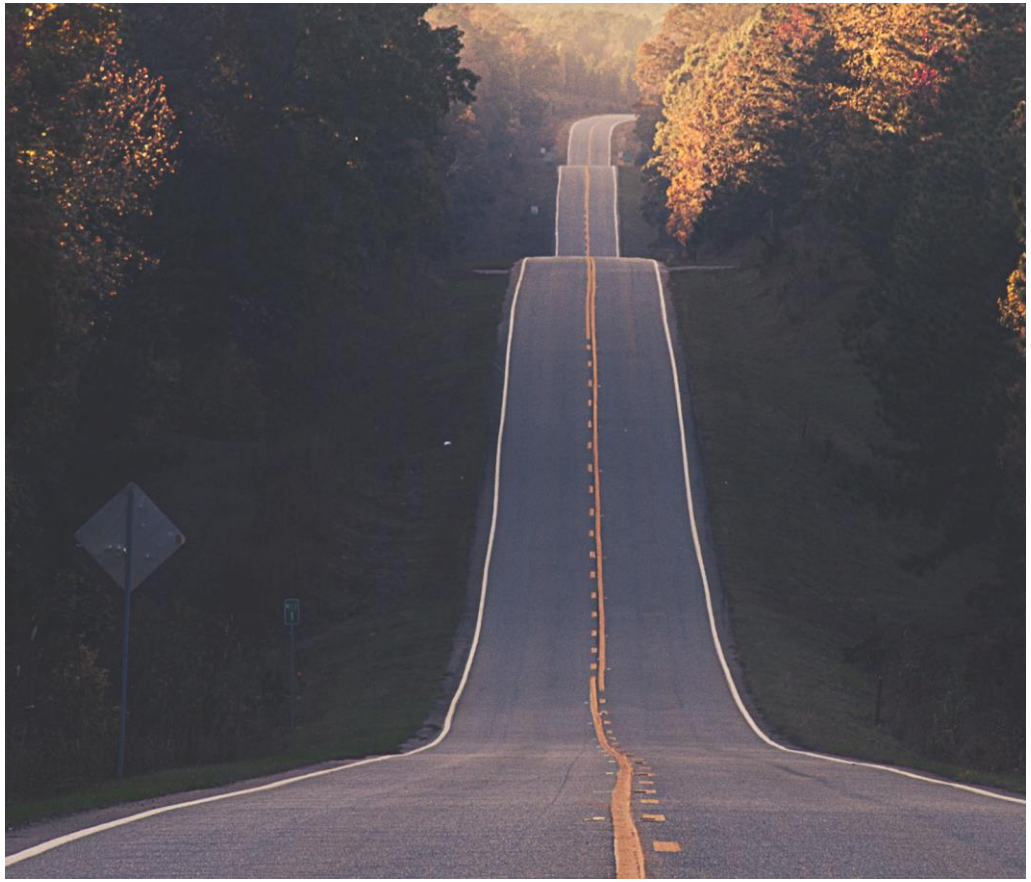
Our experience so far

Highlights

- Overall enthusiasm
- Self-service platform

Challenges

- Time
- Awareness



Things that helped

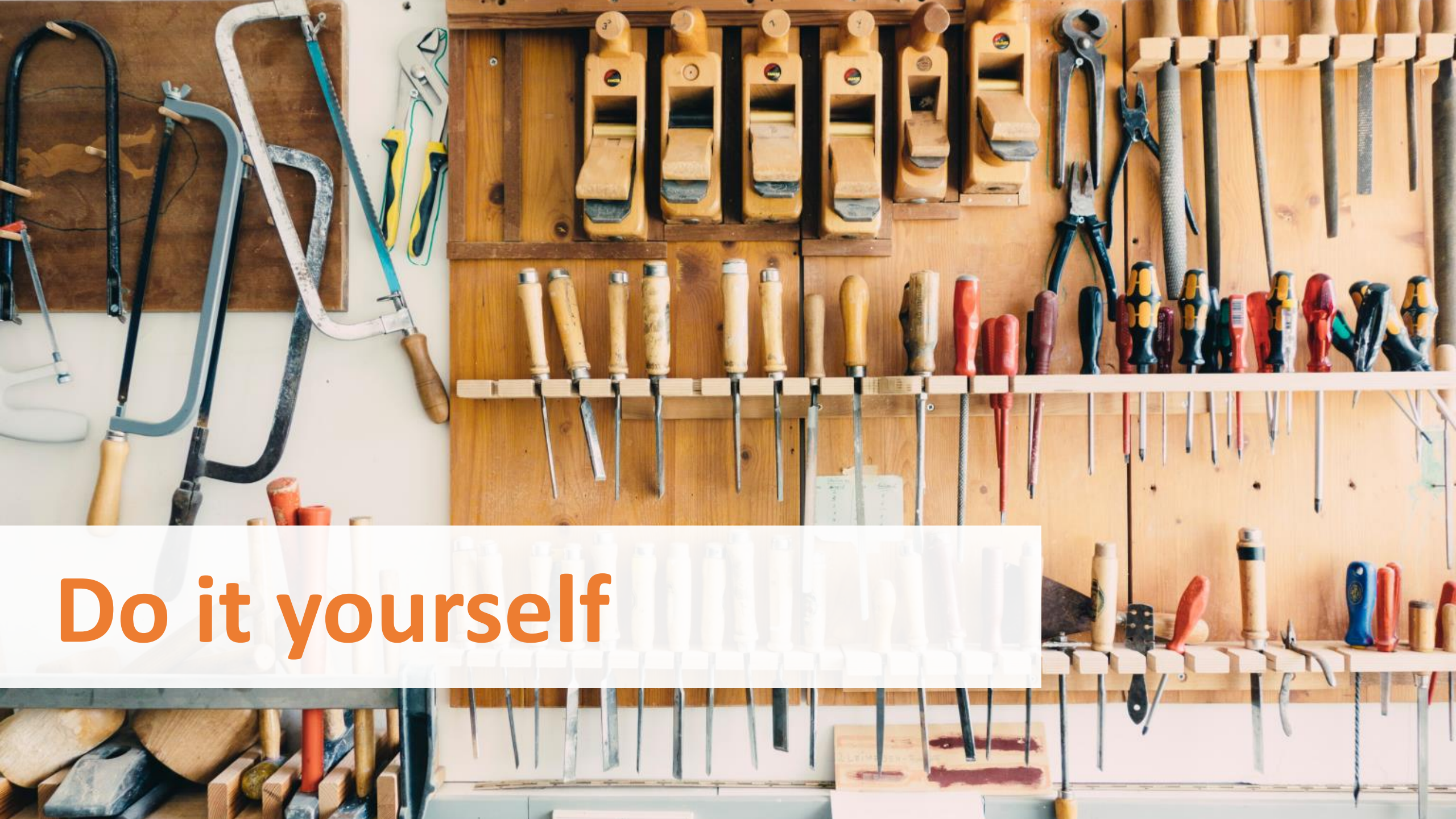
- Flexibility: Navigate and adjust to library processes
- Observation: Pay attention to users
- Collaboration: Build relationships with product team and campus partners

Some lessons learned

- Practical: Know your institution's email policies! (alumni, variants, etc.)
- Philosophical: It doesn't have to be 100% perfect (or finished) on launch day
- Logistical: You might open a door but you still need people to walk through it

Fall 2018 and beyond

- More outreach and training
- Nudging people to finish (or start!) projects
- Collecting feedback and feature requests
- Building out platform-agnostic hub

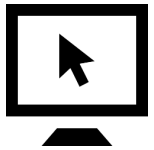


Do it yourself

5 Steps for Launching a Platform

1. Choose platform(s)

2. Establish user policies



3. Build a website

4. Spread the word

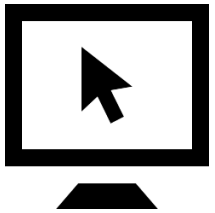
5. Measure and monitor

Platform selection & licensing

- What are your short/long-term goals?
- Who are your users?
- What resources can you commit?
- Who will you need to work with? What process will you need to go through?

Policy development

- Which users are approved?
- What services will you provide?
- What counts as “published”?
- Which books will be featured?
- Who will be held responsible if…?



Website development

- What is the URL?
- What will the landing page look like? How will people navigate the site?
- How will the site be branded and what is its identity? (name, logo, colors, icons, terminology)

Outreach & training

- Where and how can you spread the word?
- What training materials are needed?
- Are there partners to help tell the story?

Maintenance & analytics

- Can you set up Google Analytics?
- How will you manage user accounts?
- How will you monitor user activity?
- What kind of reporting/metrics are important to capture?

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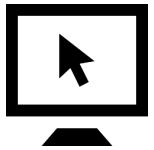

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Thank you!

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