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# Implementing a Campus-Wide OER Publishing Platform at UC Berkeley

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A high-angle, top-down photograph of several people sitting at a table, working on laptops. The image is slightly blurred and has a semi-transparent white text box overlaid in the center. The people are wearing casual clothing, including a black and white top and a red jacket. The laptops are silver and black, and the people's hands are visible on the keyboards.

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

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# UC Berkeley Open Book Publishing

Pressbooks Publishing Platform

# openbooks.berkeley.edu



## CREATE A BOOK

Use Pressbooks, a free, easy, and professional self-publishing platform to create an open textbook or any other online resource in minutes.

[GET STARTED](#)



## FIND A BOOK

See what other UC Berkeley authors are creating with Pressbooks.

[BROWSE CATALOG](#)

# Outline for today

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





# Overview

# Context

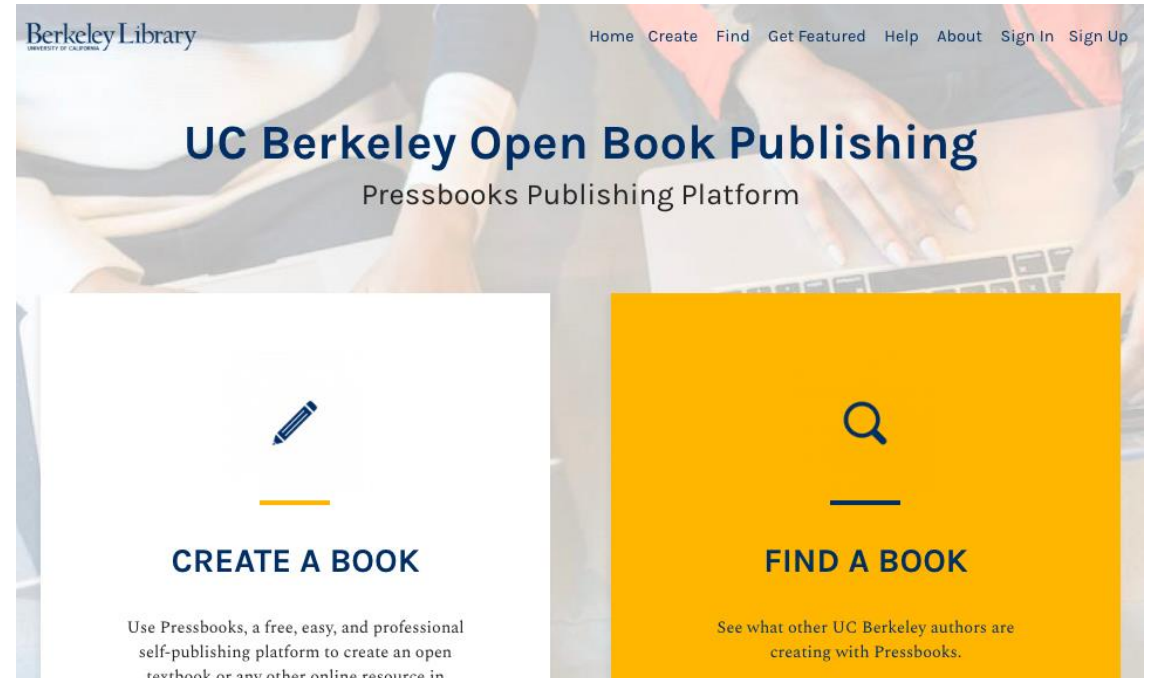
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- **Campus-wide**: Affordability initiatives
- **Faculty**: Interested in creating their own OERs, but not necessarily adopting others
- **Library**: Expanding suite of digital publishing tools

# Platform at a glance

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



# Platform considerations

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



# Policy considerations

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- **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

## About this Guide

one-stop shop for everything you need to know about creating and publishing pressbooks on the UC Berkeley Open Book Publishing Platform. The guide is part of the Library's [Office of Scholarly Communication Services](#) and is subject to updates and revisions.

We have organized our guidance into the following parts:

### [POLICIES AND GUIDELINES](#)

This section summarizes the essential policies and guidelines that we expect users to follow when creating and publishing books with Pressbooks on the UC Berkeley Open Book Publishing Platform.

### [GETTING YOUR BOOK](#)

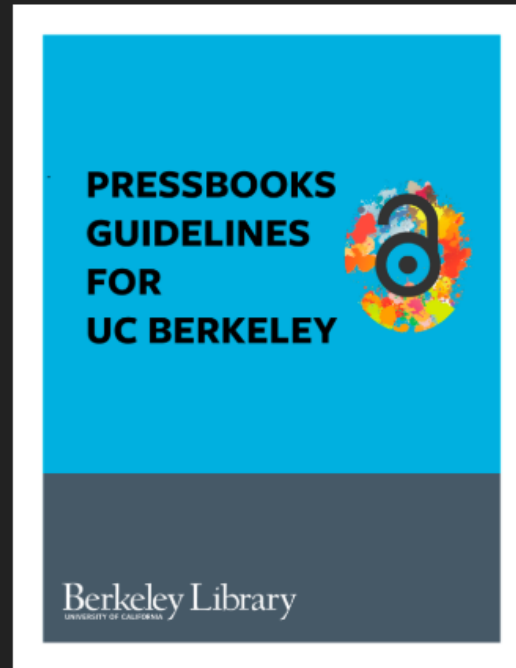
This section provides an overview of how to accomplish key tasks to get your account up and running and move into your book project. For more comprehensive guidance, consult the [Pressbooks user guide](#) and the [PressbooksEDU \(campus version\) guide](#).

### [PUBLISHING AND PROMOTING YOUR BOOK](#)

## UC Berkeley Pressbooks Guidelines

 Creative Commons Attribution NonCommercial

READ BOOK



Download this book

# Outreach & training

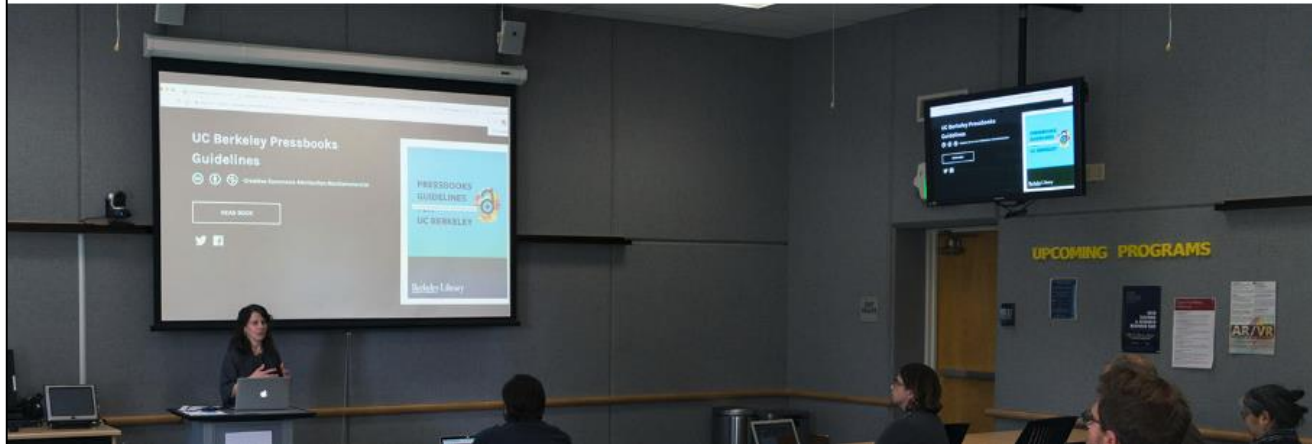
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- **Communications:** Library newsletter, staff and faculty listserves
- **Social media:** Tweet announcements
- **Training:** Two hands-on workshops

# Library communications

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

Library Communication  
April 3, 2018



# 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/o22opressbooks>



Announcing [openbooks.berkeley.edu](http://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](http://ucberk.li/pressbooks)



10:17 AM - 3 Apr 2018

24 Retweets 41 Likes



4 24 41

A high-angle, perspective shot of a long, straight asphalt road that recedes into the distance, flanked by dense trees with autumn foliage. The road has a dashed yellow center line and solid white edge lines. The lighting is warm, suggesting late afternoon or early morning, with a bright glow at the horizon where the road disappears into the trees.

**Looking back & looking ahead**

# Our experience so far

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## Highlights

- Overall enthusiasm
- Self-service platform

## Challenges

- Time
- Awareness



# Things that helped

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



# Some lessons learned

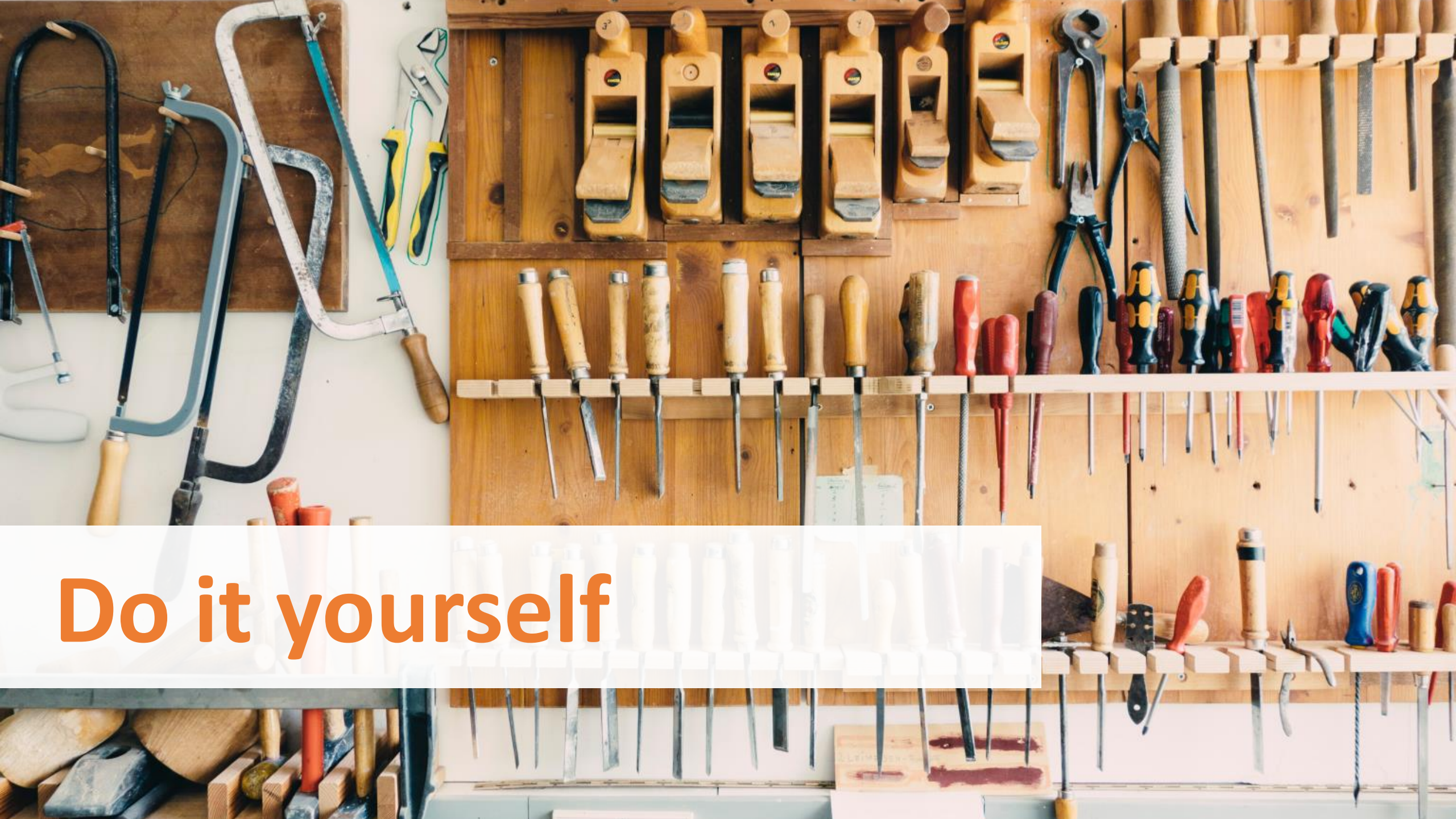
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- **Practical**: Know your institution's email policies! (alumni, variants, etc.)
- **Philosophical**: It doesn't have to be 100% perfect (or finished) on launch day
- **Logistical**: You might open a door but you still need people to walk through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

# Fall 2018 and beyond

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- 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

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1. Choose platform(s)



2. Establish user policies



3. Build a website



4. Spread the word



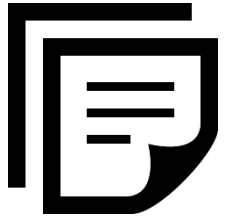
5. Measure and monitor



# Platform selection & licensing

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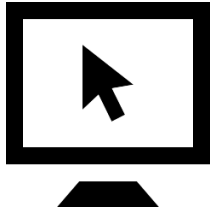
- What are your short/long-term goals?
- Who are your users?
- What resources can you commit?
- Who will you need to work with? What process will you need to go through?



# Policy development

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- 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

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- 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

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





# Maintenance & analytics

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- 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?

# 5 Steps for Launching a Platform

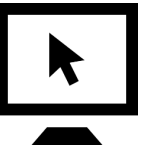
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Thank you!

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