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Creating an Open Textbook Publishing Program: Inside PDXOpen

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Agenda

- General Overview of project
- Recruiting Authors
- Author Selection
- Lessons Learned
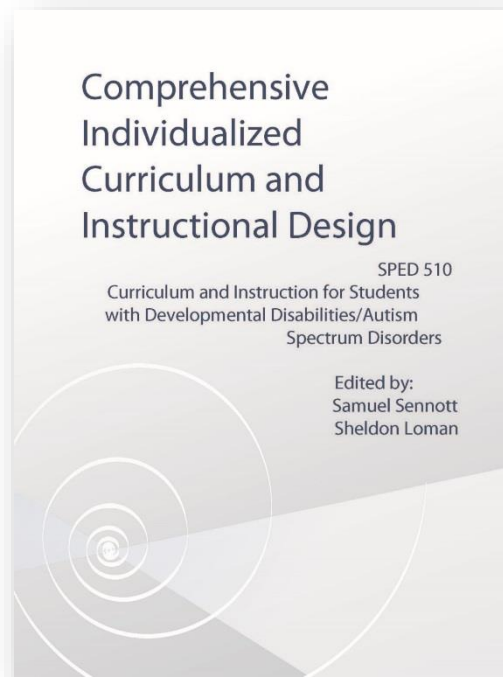
PDXOpen

Open access textbook publishing initiative to support Portland State faculty developing open access textbooks.

We work with faculty authors to publish high-quality open access textbooks designed specifically for their courses, that are free to students at our university and to anyone throughout the world.
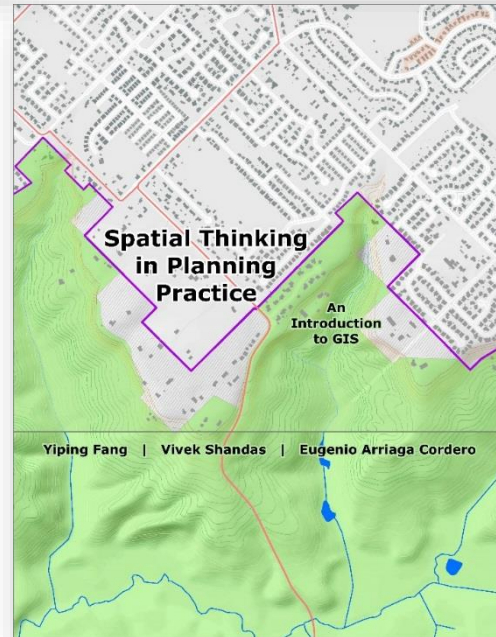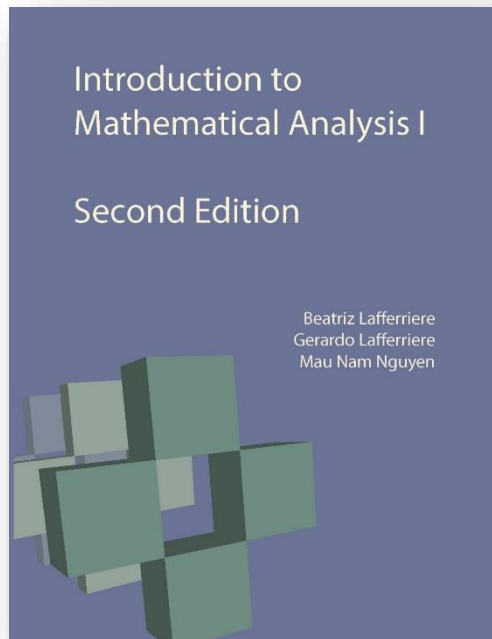
Overview: Why Create an Open Textbook Program?

Recasts the academic library's longstanding mission to facilitate research and remove barriers to information.

Dovetails nicely with emerging field of library publishing and emphasis on Open Access

Overview: How Did We Get Started?

1. **The University Provost's Challenge**, Fall 2012: Awarded $15,000 fund open access textbooks

2. **Campus-Wide Request for Proposal** in May 2013: Five proposals selected

3. **Projects published** December 2014

From MSA to CA:
A Beginner's Guide for Transitioning into Colloquial Arabic

Lina Gomaa

Portland State University

1 | *From MSA to CA: A Beginner's guide for transitioning into Colloquial Arabic*
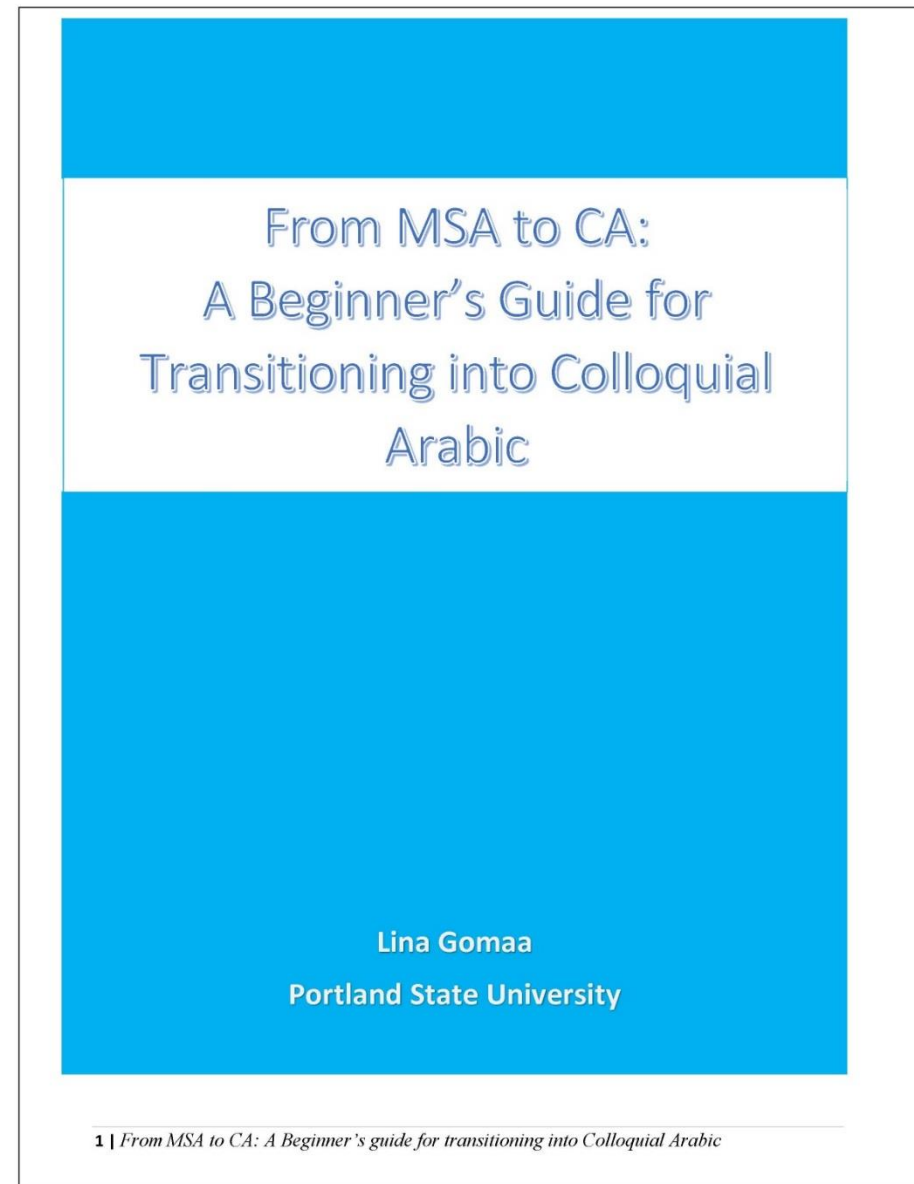
Overview: What Services Do We Offer

Not Press

- Stipend of $2,500
- Assistance with copyright clearance
- ISBN registration
- Creative Commons licensing support
- Print on demand services
- Assistance with hiring and budget spending
- Workshops on self-publishing and copyright
- Project Manager

Overview: Where Are We Today

What have we done:

- 4 rounds of funding
  - May 2013, Spring 2015, Spring 2016, Winter 2016/2017
- 11 open textbook published
- 10 in production
- Reached over 1,200 students and saved students $122,000 on the cost of their textbooks
- 19,169 downloads

What have we Published:

- Mathematics (2nd Edition)
- Spanish (2nd Edition)
- Arabic x2
- Korean
- Japanese x 2
- Special Education
- Gender and Sexuality Studies
- Intensive English Language
- GIS – Urban Planning

Overview: In Production

<u>Fall 2017</u>

Annabelle Dolidon and Stéphanie Roulon, *HISTOIRE D'AVENIRS: Science Fiction for Intermediate and Advanced French*

Anne Greenhoe and Michele Miller, *Pathways: From English Language Study to Academic Study*

Della Jean Abrahams, *Communication Beginnings: An Introductory Listening and Speaking Text for English Language Learners*

Emiko Konomi, *Beginning Japanese for Professionals Book 2*

Nila Friedberg, *The New Soviet Person: How to read 1920's and 1930's*

Stephen Walton*, Sons et lettres: A French Pronunciation Method for Intermediate-level French*

Alexander H. Sandtorv, *How to be a successful organic chemist*

<u>Winter 2018</u>

Shane Abrams, *Introduction to College Writing*

<u>Spring / Summer 2018</u>

Jeffery L. Johnson, Inferring and Explaining

Leanne Serbulo, *Urban Literacy: Learning to Read the City Around You*

"The PSU library and PDXOpen staff were indispensable in the completion of this project. The advisory meeting they held, along with their accessibility and willingness to help, made an otherwise difficult process achievable and pleasant. They provided advice along the way, contacted me with updates and encouragement, and completed formatting tasks that I was neither qualified nor competent to perform. In short, Karen Bjork and her team made this project a reality, and I am most grateful!"

Cliff Breedlove, Instructor of Arabic, World Languages and Literatures

"The funding and expert advice provided by PSU Library's Open Textbook Initiative allowed me to develop a peer-edited textbook that reflects the latest curricular developments in my discipline without the excesses of traditional textbook publishing: excessive scope, size, and cost. Of particular value were the funding for peer editors and layout, as well as the meetings with publishing and editing experts"

Dr. Robert Sanders, Associate Professor Spanish, World Languages and Literatures

"This project allowed me to help in tailoring a book for the very specific needs of my PSU students of Arabic. Speaking colloquial Arabic is no easy task and this book utilizes what PSU students know from studying Modern Standard Arabic to speak colloquial Arabic. I can now refer my students to the book which allows me to have more facilitating role and gives the students a lead in their learning process without the hurdles of cost or lack of resources availability. And the impact of the book after being published went beyond my planning; a turning point in my career."

Lina Gomaa, Senior Instructor of Arabic, World Languages and Literatures

Recruiting Authors

Recruiting Authors

Advertise:
- Social media, library's website, University Communications

Word of mouth:
- Authors have spoken at conferences
- Subject liaisons regularly speak to departments about project
- Chairs and Deans of Department promoting to faculty
- Author's speaking directly to colleagues

Collaboration
- Departmental support in Curriculum design

Call for Proposals for Open Textbooks

⏱ March 28, 2016   🏷 News

With the continued success of Portland State University Library's open textbook project, PDX Open, the Library is pleased to announce a new round of funding for the development of open access textbooks by PSU faculty.

Proposals are due May 6, 2016.

Open textbooks are digital in format and made freely available over the web for students at Portland State and beyond. Open textbooks are published in PDXScholar, the University's institutional repository managed by PSU Library. Currently we have published eleven open textbooks authored by PSU faculty.

PSU Library seeks proposals for texts that are comprehensive works geared toward a specific field of study. Preference will be given to proposals with applicability towards multiple, high-enrollment courses taught by faculty in a single department at Portland State.

A PSU faculty member must be sole or lead author.

Faculty authors whose proposals are accepted for publication will receive a $2,500 grant. For more information on how the funds may be allocated, please see the Open Access Textbook Publishing FAQ.

Please see the proposal submission form for details on what to submit with your application.

Web submission form

- Information about the open textbook
  - Course designed for
  - Chapter outline
  - Short abstract of the book
- Letter of support from Department Chair, Assistant/Associate Dean
- List of Peer Reviewers

Textbook Title

Upload brief statement of support from Department Chair, Assistant/Associate Dean or Dean, or any additional files (sample chapter, detailed budget if requesting more than $2500, etc.) *

Drop files here or

Select files

What is your book about, and how does it meet the project criteria?

Briefly describe the content of your book. Successful proposals will be comprehensive works geared toward a specific field of study. Preference will be given to proposals with applicability towards multiple, high-enrollment undergraduate courses taught by faculty in a single department at PSU.

Open Textbook Details

Provide manuscript specifics, such as a table of contents, chapter by chapter description, and estimated length.

Peer-reviewers?

Please suggest 2–3 possible peer-reviewers for your manuscript, including contact information and affiliation. At least 2 reviewers must not be

Author Selection

1. On average receive 7-10 proposals

2. Proposals are reviewed to see if they meet minimum guidelines: Used in PSU course, reviewed by 2-3 peer-reviewers, content will be openly licenses, and content must be original

3. Committee that reviews applicants
   - Subject liaison(s)
   - Previous author
   - Member of the Faculty Senate Library Committee
   - Project manager

4. Meeting with each applicant to discuss project before final decision.

Lessons Learned

- Workshops
- Department Chairs Support
- Managing Authors' expectations
- peer reviewers
- Budget

Workshops

Provide workshops

- Self-Publishing – we partner with Ooligan Press, a general trade publisher affiliated with PSU. The workshop covers information on hiring copy editors, designers and proofreaders.

- Copyright and Creative Commons – covers international copyright, fair use, and open versus free

Department Chairs Support

- Ensure that the faculty will be teaching the course in the future or that the textbook will be used in a particular course

- Door into other faculty participating in the initiative or adapting the textbook

Managing Authors' expectations

Define Support & Manage Author Expectations
- Meeting with all authors before approving projects
- Project manager
- Setup routine check-in meetings

Importance of Peer Reviewers

- Peer reviewers strengthen the validity, effectiveness, and appropriateness of the text

- Important to have peer-reviewers outside the university

Budget

decisions before you start

- What type of expenses can be paid with grant funds
- Can funds be used to pay employees only off-contract (summer support) or on-contract (overload)
- Do you have the funding to support faculty buy-outs
- What tools will be used to track spending
  - Google spreadsheets

Budget

- Develop a timeline & budget collaboratively with authors
- Establish regular check-ins with authors
- If possible, have a fiscal analyst or accountant on your team
- Provide calculators to help authors with various budget scenarios
- Guidelines for hiring employees

An inside look - templates and documents