

The university press and its new parameters of action as well

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Abstract

Este trabalho visa identificar a atualização de fluxos de trabalhos executados pela editora universitária da perspectiva de uma atuação mais associativa, abrigando diferenças institucionais, competitivas relacionadas ao investimento da publicação de conteúdos produzidos por acadêmicos em benefício de maior interconectividade deste agente publicador junto à comunidade universitária. Detecta a importância da mudança no perfil desta editora essencialmente tradicional que manteve preferencialmente o apoio à publicação de autores acadêmicos renomados da qual se liga a recursos e possibilidades de acesso colaborativo por plataformas agregando não simplesmente melhoria na distribuição facilitada pela tecnologia, mas segundo ressaltam alguns editores envolvem leitores nos variados estágios da publicação por fomentar o interesse ao conteúdo da educação superior permeada por acesso livre integral. Ressalta-se que o acesso livre integral integra demais linhas de publicação e como característica pode revigorar a editora associando a liberdade acadêmica internacional e publicação de livros didáticos abertos preconizada por agência ou associação como a American Association of University Professors que destaca o trabalho do corpo docente em atividades de edição de conteúdos pelo uso de ferramentas de publicação abertas. A metodologia de pesquisa qualitativa baseada na abordagem exploratória utiliza-se de palavras-chave para pesquisa de documentos no período cronológico de 2018 a 2022 selecionados da base de dados Library, Information Science & Technology Abstracts. Como resultado pretende-se evidenciar a estrutura associada da Associação Portuguesa de Editoras do Ensino Superior observadas as novidades editoriais dispostas em acesso aberto como uma forte expansão das editoras afiliadas nas atividades em benefício da edição acadêmica, da comunicação da ciência aberta e de esforços de trabalhos conjuntos com associações análogas provenientes de outras instituições universitárias internacionais.

Palavras-chave: *Editora universitária - Missão, Fluxo de trabalho, Livro acadêmico, Acesso Aberto.*

This paper aims to identify the updating of workflows carried out by the university press from the perspective of a more associative action harboring institutional and competitive differences related to the investment in publishing content produced by academics for the benefit of greater interconnectivity of this publishing agent with the university community. It detects the importance of the change in the profile of this essentially traditional publishing house which preferably maintained its support for the publication of renowned academic authors linked to resources and possibilities of collaborative access by platforms, adding not simply to an improvement in the distribution facilitated by technology but as some editors point out involving readers in the various stages of publication by fostering interest

in higher education content permeated by full open access. It should be noted that full open access integrates other lines of publication and as a characteristic it can reinvigorate the publisher by associating international academic freedom and publication of open textbooks advocated by an agency or association such as the American Association of University Professors highlighting the work of the faculty in content editing activities through the use of open publishing tools. The qualitative research methodology based on the exploratory approach uses keywords to searching documents in the chronological period from 2018 to 2022 selected from the Library, Information Science & Technology Abstracts database. As result it is intended to highlight the associated structure of the Associação Portuguesa de Editoras do Ensino Superior observing editorial novelties available in open access as a strong expansion of affiliated publishers in activities for the benefit of academic publishing, open science communication and joint work efforts with similar associations from other international university institutions.

Keywords: *University press - mission, Workflow, Scholarly book, Open Access*

Introduction

The academic publication of the book disseminated through commercial publishers reaches the highest level of success and market dominance ever seen based on the model of potential replacement of clients by institutional packages related to the multidisciplinary of subjects merged in turn into relevant items or about low importance related to the university.

This manifest environment around open access and visibility of academic publication is observed by (Phelps, 2022) according to three related characteristics: packaging of titles; positive perspective of disclosure of information arising from the hiring status of distinguished academics in the promotion of publishing services and possible inequality in the transmission of information. Such criteria come from commercial publishers with investments channeled into academic publishing combined with the integration of benefits from Open Access (OA) and added to quantitative analysis results of book data experienced by the appreciation of chapter downloads, citations and mentions online.

Opposing this path is the university press operating under an academic prism from public or private universities with characteristics opposed to this model of offering dissemination of the publication, facing periods of uncertainty or decline in the face of subsidies institutionally distributed below what was planned according to the crisis characterized by Clement (2011, p.508) related to the spectrum of academic book publishing.

The planning of editorial costs, production and digital publication of the university press is based on resources coming from the institution in a context not compared to that of the commercial publisher characterized by the stimulus to the investigation of elements that encourage the offer and dissemination of more access books open.

It also associates the institution's mission and the editorial policy of the EU, interconnected by public or private bond; to the mismatches as the articulation between different pro-rectories, sometimes directed to didactic functions, sometimes to the promotion focused on research or linked to extension resulting in the fulfillment of goals derived from requests from the community (Bufrem, 2015, p.394) and adaptation to parameters of rectory administrations.

Describing the procedures or workflow for proposals submission of books of the University of Coimbra Press it is stated that the average publication process takes between eight and twelve months obeying the extensive publication norms from the presentation of the proposal, delivery and organization of the document, standardization of graphic material and illustration, text formatting, normalization, proofreading, supplying information for indexing in international databases, information on copyright codes, approval of the manuscript by the Editorial Board including after the rigorous submission to external scientific refereeing.

The above task flow values and preserves publication attributes regarding quality; however the challenge of the prosperity of the university press is also linked to the approximation with agents of the academic environment that influence oxygenating its operations in order to review the priorities of the university community by approaching the library spread in institutions through the recognized library publishing (Skinner et al., 2014), (Library Publishing Curriculum, n.d.), (Bargheer & Walker, 2017) even though not adopted by many publishers qualifies as a prospect of broadening the role of university publishers.

The library's participation in publishing activities also contributes to the faculty's experience in revising textbooks which according to Moxley (2013) reach a wide spectrum of interested readers far beyond the university due to the qualified management of projects impacted by teaching/learning environments in addition to the benefit given by the reduction of dependency on commercial editors.

Literature review

In principle, it is important to evoke the magnitude of the mission of the university press organized according to the precepts of guaranteeing and broadly offering teaching and research coming from the institution. Staines (2021) expresses that publication is not the central element of the university's mission, where strategic goals aligned with those of the institution must be constituted, considering the adaptation between university-publishing institution and national and international academic support within parameters such as diversity, inclusion and sustainability.

The act of publishing is directly linked to sustainability beyond the STEM circle and lists of subjects selected throughout the existence of the university press since multidisciplinary reveals the importance of analyzing areas, especially those of the Humanities and Social Sciences considering that new fields of study are plausible for advancing the set of publishable themes by revising and adding specific contexts of study called according to Hérubel (2020) as “trends of permutations within academic intellectual currents” in which it is necessary to analyze obsolete themes in addition to others that have no appeal to academic readers or society.

It is important that phenomena of individual reassessment and growth continually intensify in benefit of the innovation produced by university press with emphasis on institutional growth academic influence.

The importance of uniform the support between editors, funders and institutions is substantial for the division and reduction of costs for researchers within the scope of the commercial academic publisher (Lucraft, 2018) as opposed to the university publisher that needs to expand the service regarding needs expressed by the inserted community in the institution considering too many advances beyond expectations as an audience.

Among the documents selected by the literature retrieved within the scope of the divergence it is opportune to affirm the relevance of deepening the university press-library relationship, considering the communication and involvement exercised with the faculty, creation of academic content that the first triggers in the face of political-financial protection and the low risk of cutting and deletion provided by the library (Clement, 2011, p.519) which also enjoys a great reputation, investing in this sense of the primordial concept of updating the university press.

As for the theoretical basis of the research it was intended to establish a qualitative approach based on an exploratory study applied to the researched and indexed literature of the international database Library, Information Science & Technology Abstracts of coverage oriented to Information Science through full texts in open access.

The bibliographic research focused on the keywords “university press”, “university press mission”, “workflows”, “open access” connected by boolean operators AND, OR according to the selection of the relevant literature from the field tags abstract, title and keyword presented in the search index list for the period from 2018 to 2022.

The selected literature review used the search strategies “university press mission” totaling 5 (five) selected articles; from “university press AND workflow” 2 (two) of five related articles were retrieved; from “university press AND open access” 3 (three) were selected among 34 retrieved documents.

“University press mission”

- Mission alignment; university press X institutional visions
- Disciplinary permeability, academic specializations and university presses
- The evolving university press publishing model
- Open access monographs: trends and business models
- Signal boosters of knowledge

“University press AND workflow”

- Developing a model for university presses
- New advances in opensource infrastructure support: accelerate book digitization with Editoria

“University press AND open access”

- Publicación de monografías en acceso abierto por editoriales universitarias españolas
- Open books from Spanish university presses
- The impact of contemporary modes of production in university presses

As a general objective the dissemination/distribution of open access publications by the university press was researched. As specific objective the commented proposal presented the offered model of publications gathered by the Portuguese Association of Higher Education Publishers (APEES). The research question stands out for “possible added updates in the service strategy of the university press in contribution to the offer of open access publications”. The Portuguese Association of Higher Education Publishers (APEES) presents alternation in the management of its activities proposing to partner institutions renewal in operations relevant to the publication, dissemination of academic production supported by a joint platform so that each entity can undertake qualitative and quantitative comparisons resulting from analysis of portuguese editorial production published in its catalogue.

Its procedure is to offer the discovery of the needs and interests of the academic-scientific community fostered from the meeting of institutional editors, including the exchange of knowledge and promotion of editorial practices provided by the national and international dissemination of books added to resolutions in reference to legal discussion topics. commercials, book production bibliographic. The expression of APEES is intensified by close investigation with the government agency Foundation for Science and Technology (FCT) considering advocacy for the benefit of dissemination and access to intellectual production developed with resources from society.

A strong expansion of affiliates in the activities of OPERAS consortium (2019) is considered to benefit academic publishing, open science communication and joint work efforts with similar associations from Brazil, institutions from the Latin American and the European University Association of USA.

Findings of the study and Discussion

Financing related to production of open access books progresses according to the projection of titles published in APEES.

There are many editorial novelties coming from the various institutions and university presses associated with the presentation of titles published for online commerce.

In response to the research it was possible to detect an update in the service strategy of university presses by offering open access publications since the history of the development of participatory activities on a platform that began in 2006.

Joining the FCT development agency to support open academic communication in the Social and Human Sciences (SSH) intensifies the willingness to publish in open access.

Conclusion

It is concluded that some strategies employed by the university press allow the publisher to advance as a mediating agent of institutional production, however it is clear that many of the publications are supported by models based on paid access.

The university press can contribute with more visibility for academic authors and consequently increase the institution's participation in international ranking.

Notes on the contributor

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