

Cornell Open
A New OA initiative

Cornell University Press is pleased to announce a new program that will give our authors the option of making their new books freely accessible online.

University presses continue to confront the challenges of a declining business model for the scholarly monograph. Never in our history have our titles been more important for the betterment of the world and never has the publication of primary scholarship in the humanities and social sciences been under greater siege. As publishers, we are stuck between the bookends of mission and margin—embracing our role in the tenure certification process and publishing the scholarship that drives crucial discussions in the academy and beyond, while also exploring initiatives that will help us remain financially sustainable.

Last year, the not-for-profit research and consulting service Ithaka S&R published “The Costs of Publishing Monographs: Towards a Transparent Methodology.” The report estimates the average cost of publishing a typical book for a publisher like Cornell University Press at \$34,000. This figure represents full costs including overheads. Monograph sales continue to decline steadily making break-even scenarios untenable for many of these titles.

In response to this crisis in monograph publishing, we have created Cornell Open—a new open access scholarly monograph program available to prospective Cornell University Press authors dedicated to ensuring the widest possible dissemination and discovery of their peer-reviewed scholarship. For the past three years, CUP has made a selection of classic, out-of-print Cornell books openly available online via the Open Book Program co-sponsored by the National Endowment for the Humanities and The Andrew W. Mellon Foundation. Cornell Open will greatly expand on this initiative to include accepted frontlist titles beginning in the Spring of 2018.

The Cornell Open digital version will be accessible on major research databases in the humanities and social sciences, author websites, institutional repositories and indices of OA content. Authors who wish to make their books freely available via Cornell Open will provide a subvention to the Press in advance from a sponsoring institution.

The first title in the Cornell Open series is *A Colonial Affair: Commerce, Conversion, and Scandal in French India* by Danna Agmon which will be available as an Open Access title in March, 2018. <http://www.cornellpress.cornell.edu/book/?GCOI=80140100368870>. The open access grant was provided by the Office of Scholarly Communications at Virginia Tech University.

Cornell Open serves CUP’s mission to foster a culture of broad and sustained inquiry through the publication of scholarship that is engaged, influential, and of lasting significance in reaching and benefiting the wider public.

Discovery and Dissemination

Cornell Open monographs will be hosted under a Creative Commons license on the platforms of Project MUSE, JSTOR, DeGruyter, and cornellopen.org. These titles will also be accessible via open repositories such as Hathi Trust, OAPEN and the Directory of Open Access Books, among others. A Kindle version will be available for sale on Amazon. A print edition will also be available for purchase for individuals and libraries through the Press's distribution partners.

While we recognize that more liberal licensing is desirable to achieve the full potential of open access, our default practice is to assign the **Creative Commons Attribution-NonCommercial-NoDerivs (CC BY-NC-ND) license** because this is the license most usually requested by our authors in the humanities and qualitative social sciences.

Requirements

Sponsoring institutions in support of their authors are required to provide a baseline publishing grant of \$15,000 as a contribution to the Press's cost of publication.

Submissions

Authors interested in participating in Cornell Open should submit their book proposals to a Press editor and indicate their interest in the program. Manuscripts under consideration for open access publication will undergo the same rigorous peer review process to which every Cornell University Press book is subject. Titles accepted for publication in the Cornell Open program will benefit from the generous support that accompanies every Cornell University Press book through the publishing process (editing, production, cover design, layout, marketing and distribution).

Marketing

Cornell Open titles will be marketed to scholars, libraries and the general public through all current distribution channels. Our two-fold strategy is designed to 1) drive usage and discoverability of the OA version by engaging a global library network and 2) offer additional formats to serve the individual market. We will ensure the widest possible reach of the OA version and provide both a Kindle version and a paperback edition for sale.