Books, Players, Markets and Models are in a State of Evolution & Redefinition

The Medium is the Message
Marshall McLuhan

FOUNDATIONAL MODELS FOR PUBLISHERS AND UNIVERSITIES IN FLUX

Bookstore

Distribution Models

University

Apple ibooks Author:
http://www.apple.com/ibooks-author/
PARADIGM SHIFT
NEW ERA OF ACADEMIC/TECHNOLOGICAL/PRESS OPPORTUNITIES

REIMAGINING
Press
University
Classroom
Library
Relationships For 21st Century

Gutenberg II
ONLINE UNIVERSITY, ACADEMIC PRESS
ONLINE LIBRARIES, TECHNOLOGY

Rich Space for Learning.
Cross-fertilization of Projects, People and Skillsets.

Faculty
Students
Librarians
Technologists
Community

Learning Ecosystems

ePress

Online Library, e-books, e-journals Resources

Learning Management System (University)
Looking forward through the Rearview Mirror Of History (Marshall McLuhan)
Library/Press/Online Classroom Integration
From eJournals and Monographs to Video and Database Production

Online Curricular & Classroom Needs
(OER, E-Books, E-Articles, Media)

- Arts and Humanities
- Business
- Education
- Public Service & Global Health
- Management
- Science and Technology
Changing Publishing/Production Models
From Ownership to Access to Multimedia Aggregation, Knowledge Curation & ReSourcing Content

E-books, e-journals, article aggregator repositories, dynamically driven interactive databases

EPRESS, SCHOLARLY RESOURCES & MEDIA
DIGITAL TEXTS & ACADEMIC BOOK SALES IN ONLINE EDUCATION MARKETS

Seven Million Students Enrolled Online

Total Academic/Textbook Industry Approx. **8.2** Billion Dollar Global Business

1.1 Billion Digital Projected by 2014

Amazon Largest eBook Distributor, Academic & Otherwise (**38%** of all sales)

Of Academic Presses, Oxford, Cambridge & Yale Profitable, Others ???

Source Meeker: *The State of Digital Education*
NEW TECHNOLOGY INFRASTRUCTURES FOR PRESSES ARE AVAILABLE

CoursePack 2.0: Tizra
http://tizra.com

Bepress: eJournals/institutional Repositories

Academic Pub:
http://academicpub.sharedbook.com/academicpub/
Course Packs Online AcademicPub

NEW INTERACTIVE TEXT/PRESS PRODUCTION SERVICES & MODELS EMERGING

Aptara: http://www.aptaracorp.com/

Leap

MIT OpenCourseware: http://ocw.mit.edu

NBCLearn: http://www.nbclearn.com
NEW GENRES OF ONLINE LIBRARY/PRESS SERVICES (WELL-ESTABLISHED)

Scholarly Refereed E-Journals

Communications ePress/Library/Faculty

Scholarly Publishing Opportunities
E-PRESS/BOOKSTORE/LIBRARY/FACULTY SYNTHESIS

Publish on Demand (POD) Foundations
Text/Student/Faculty ROI

Copyright and Republishing Possibilities
Welcome to the APUS ePress guide. The ePress is a fully online university press that concentrates on the APUS teaching mission through the commissioning of dedicated course materials, electronic journals, and monographic studies.

The ePress welcomes potential authors to share their proposals or ideas with our staff. Additionally:

**ePress: Style Guides, Monographs/Course Collection Development**
RECONFIGURING CURRICULA
APUS ONLINE COURSE GUIDES
NATIONAL AWARD WINNING ACADEMIC TECHNOLOGY PROJECT

1800 Courses
7 Schools
3-5 Year Project
Massive ROI
Curricular Innovation
Open Source Model

American Public University System

Quick Links
- Course Guides
  - Browse by program & course
- Licensed Library Databases
  - Browse by subject

Browse Course Guides
By School  |  By Program  |  By Class  |  By Special Interest Topic
+ Arts & Humanities
+ Business
+ Education
+ Management
+ Public Service & Health
+ Science & Technology
+ Security & Global Studies

National University Technology Network Award for Distance Education Innovation (2012).


Association for Continuing Higher Education, Most Creative Use Of Technology Award (2013)
New Media Online Publishing Model

Direct Curricular Replacement

Secondary Multimedia Bibliographic Resource

Global Marketing/Branding

ROI

Open Source Publishing Possibilities
Online ePress/Library Customization
School, Program, Department or Course

New Partnerships For Course Possibility
Focused Material, Trustworthy Sources

SYSTEM WIDE APPLICATION OF MEDIA/CURRICULUM POSSIBILITIES
INTEGRATION OF OPEN SOURCE & PROPRIETARY SCHOLARLY RESOURCES, CURRICULUM & UNIVERSITY CLASSROOM

Secondary Multimedia Bibliographic Resource

Direct Curricular Replacement

Publically Available

http://apus.campusguides.com/
Adding Value to the University

Quality Assurance

Technology Systems/Press/Library
DIGITAL ARCHIVES & SPECIAL COLLECTIONS
PROVIDING CONTEXT: METADATA, ABSTRACTS, CONTEXTUALIZATION

Library/ePress  Academic University Community Connections
The University of West Florida Libraries 40th Anniversary Virtual Exhibit and Website celebrates and includes digitized photographs, memorabilia and various historical and archival material selected from the University/Press/Library/Special Collections/Community Bridges
DIGITAL LIBRARY/UNIVERSITY/PRESS CONNECtIONS
NARRATIVE/EDITORIAL FUNCTION/ INTERDISCIPLINARITY
NEW GENRES OF DIGITAL ARCHIVES
QUALITY ASSURANCE/DISPLAYING VALUE

Library Academic Community Connections
BRANDING AND MARKETING THE UNIVERSITY INTELLECTUAL RICHES GLOBALLY

Hybrid Digital/Paper/Audio/Video Collections
Video & Social Media Broadcasting

Library Course Guides
What Faculty Need to Know

American Public University System
American Military University | American Public University

American Public University System Course Guides
APUS Librarian | 7 videos

PRESS, MEDIA
BROADCASTING, EMBEDDING/LINKING POSSIBILITIES
OPENING UNIVERSITY SYNERGIES
EPRESS/FACULTY/TECHNOLOGY/ LIBRARY/ STUDENTS/

Faculty || Academic Technologists || ePress || Subject Specialists Librarians || Students
Thanks!

Questions?