

21STC. ACADEMIC PRESSES AND ONLINE UNIVERSITIES: ENVISIONING FUTURES

RAY UZWYSHYN, PH.D. MBA MLIS

THE UNIVERSITY PRESS & ACADEMIC PUBLISHING POSSIBILITIES ARE QUICKLY CHANGING



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

The Medium is the Message
Marshall McLuhan

Uzwyszyn, R. "Evolving eTextbook Landscapes: Strategies, Platform, Innovation" *Journal of Digital Media Management*, Spring 2012.

FOUNDATIONAL MODELS FOR PUBLISHERS AND UNIVERSITIES IN FLUX



Bookstore



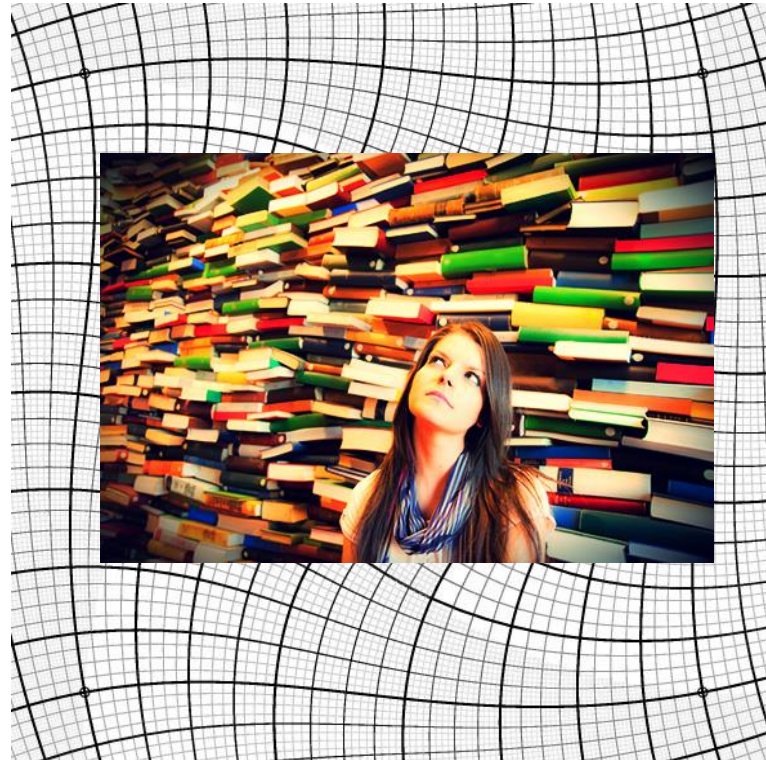
Distribution
Models

University

Apple iBooks Author:
<http://www.apple.com/ibooks-author/>

PARADIGM SHIFT

NEW ERA OF ACADEMIC/TECHNOLOGICAL/ PRESS OPPORTUNITIES



REIMAGINING

Press

University

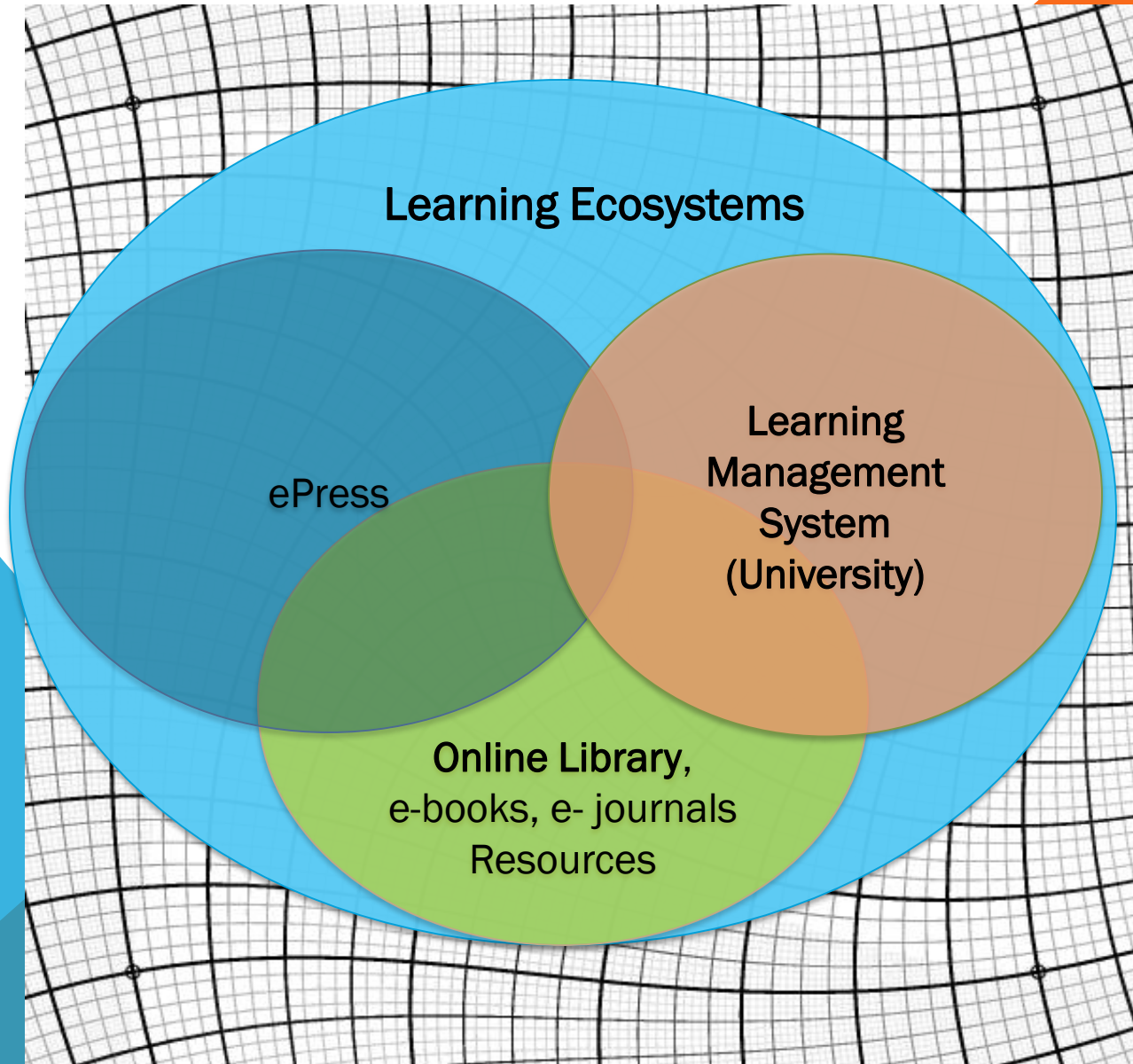
Classroom

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

EPRESS/LIBRARY INTEGRATION WITH ONLINE CLASSROOM LEARNING MANAGEMENT SYSTEM



American Public University

Home Courses **Online Library** Student Handbook Transfer Credit

APU Online Campus Saturday, January 2

MY STUDENT RECORD

Register Now

Enter Classes

Personal Information
Change Password
Change Contact Information

RMS Menu
E Application
Withdraw from
Request Hold Request
Request Course Extension
Request Academic
Request US Transcript Orders

Online American Public University System Library

APUS » Online Library: CampusGuides » Home

Home Course Guides Electronic Reserves Library Services Tutorial Center University Archives University ePress Help

Quick Links

Library Collections Quick Access

Articles & Books Journals Databases Course Guides

search

Search AquaBrowser for articles and books.

• Course Guides

*Looking forward through the Rearview Mirror
Of History (Marshall McLuhan)*

Library/Press/Online Classroom Integration

From eJournals and Monographs to Video and Database Production



Arts and Humanities

- Business
- Education
- Public Service & Global Health
- Management
- Science and Technology

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

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

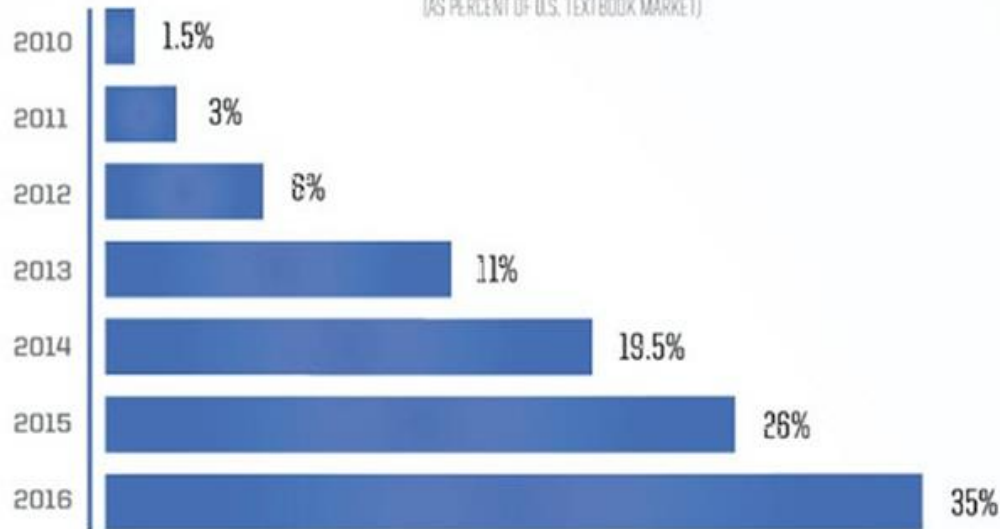


EPRESS, SCHOLARLY RESOURCES & MEDIA

DIGITAL TEXTS & ACADEMIC BOOK SALES IN ONLINE EDUCATION MARKETS

DIGITAL TEXTBOOKS SALES

(AS PERCENT OF U.S. TEXTBOOK MARKET)



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

ACADEMICPUB™
YOUR BOOK – YOUR WAY



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

Uzwysyn, R. "Evolving eTextbook Landscapes: Strategies, Platform, Innovation" *Journal of Digital Media Management*, Spring 2012.

NEW INTERACTIVE TEXT/PRESS PRODUCTION SERVICES & MODELS EMERGING



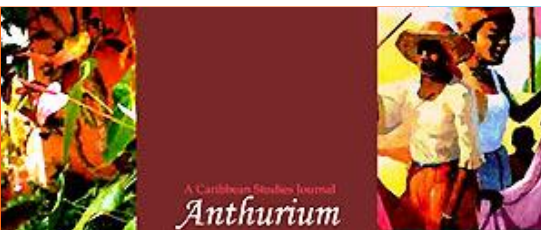
Aptara: <http://www.aptaracorp.com/Leap>

MITOPENCOURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY



MIT OpenCourseware: <http://ocw.mit.edu> ,
NBCLearn: <http://www.nbclearn.com>

NEW GENRES OF ONLINE LIBRARY/PRESS SERVICES (WELL-ESTABLISHED)



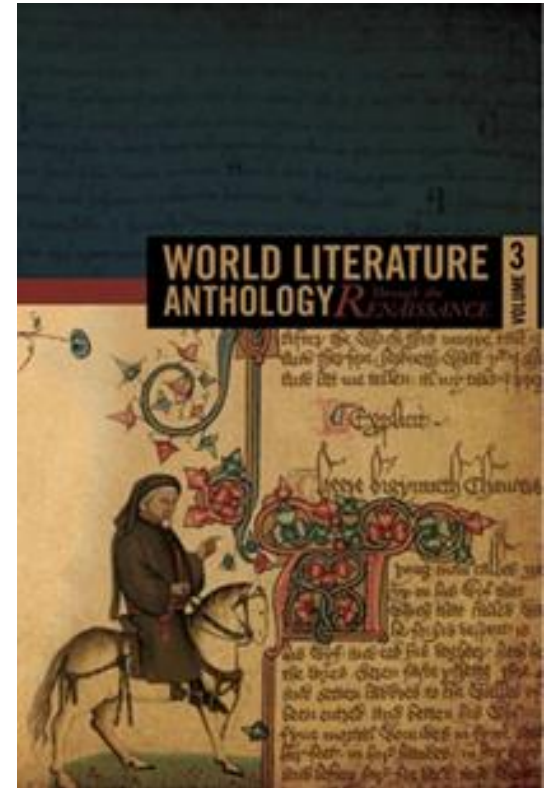
Scholarly Refereed E-Journals

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

EPRESS/COURSE MATERIALS/LIBRARY SYNERGIES /ROI – ADDING VALUE

The screenshot shows the APUS ePress website. The header features the APUS ePress logo and the text 'AMERICAN PUBLIC UNIVERSITY SYSTEM'. Below the header is a navigation bar with links: 'APUS » Online Library: CampusGuides » APUS ePress » American Public University System Electronic Press'. On the right, there is an 'Admin Sign In' link. The main content area has a title 'American Public University System Electronic Press' and a 'Last Updated: Apr 1, 2013' notice. A URL is provided: 'http://apus.campusguides.com/APUS_ePress'. There are links for 'Print Guide', 'RSS Updates', 'Email Alerts', and a 'SHARE' button with social media icons. A navigation menu includes 'Home', 'Authors', 'Course Materials', 'Electronic Journals', 'Monographs/Books', 'PSO - Partner', and 'Style Guide'. Below the menu is a search bar with a 'Search' button and a 'This Guide' dropdown. The main content area is divided into two columns. The left column has a 'Welcome!' section with a book cover for 'EFFECTIVENESS AND WRITING' by Helen Driver, Matscha Gatz, and Susan Lomman-Thomas, edited by Kimberly Jacobs. The right column has a 'Recent Publications' section with two entries: 'APUS APA Style Guide - Jill Fuson and Heidi McNally, Publication Date: 2012' and 'APUS Bluebook Style Guide - Constance St. Germain-Driscoll and Christine Ekman, Publication Date: 2012'.

APUS ePRESS
AMERICAN PUBLIC UNIVERSITY SYSTEM

APUS » Online Library: CampusGuides » APUS ePress » American Public University System Electronic Press [Admin Sign In](#)

American Public University System Electronic Press

Last Updated: Apr 1, 2013 | URL: http://apus.campusguides.com/APUS_ePress | [Print Guide](#) | [RSS Updates](#) | [Email Alerts](#) | [SHARE](#) [f](#) [t](#) [e](#)

[Home](#) [Authors](#) [Course Materials](#) [Electronic Journals](#) [Monographs/Books](#) [PSO - Partner](#) [Style Guide](#)

[Home](#) [Comments\(0\)](#) [Print Page](#) **Search:** [This Guide](#) [Search](#)

Welcome!

EFFECTIVENESS AND WRITING
BY HELEN DRIVER, MATSCHA GATZ AND SUSAN LOMMAN-THOMAS
EDITED BY KIMBERLY JACOBS

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,

Recent Publications

APA STYLE GUIDE
AMERICAN PUBLIC UNIVERSITY SYSTEM
2012 EDITION

APUS APA Style Guide - Jill Fuson and Heidi McNally
Publication Date: 2012

BLUEBOOK STYLE GUIDE
AMERICAN PUBLIC UNIVERSITY SYSTEM
2012 EDITION

APUS Bluebook Style Guide - Constance St. Germain-Driscoll and Christine Ekman
Publication Date: 2012

**ePress: Style Guides, Monographs/
Course Collection Development**

RECONFIGURING CURRICULA

APUS ONLINE COURSE GUIDES

NATIONAL AWARD WINNING ACADEMIC TECHNOLOGY PROJECT

The screenshot shows the APUS Online Library website. At the top is a blue header with the text "Online American Public University System Library". Below the header is a navigation bar with links: Home, Course Guides, Electronic Reserves, Library Services, Tutorial Center, University Archives, University ePress, and Help. The "Course Guides" link is highlighted. Below the navigation bar is a "Quick Links" section with a photo of a library interior and two links: "Course Guides" (Browse by program & course) and "Licensed Library Databases" (Browse by subject). To the right is a "Browse Course Guides" section with tabs: "By School" (selected), "By Program", "By Class", and "By Special Interest Topic". Below the tabs is a list of subject categories, each with a plus icon: Arts & Humanities, Business, Education, Management, Public Service & Health, Science & Technology, and Security & Global Studies.

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



Association for Continuing Higher Education,
Most Creative Use Of Technology Award (2013)

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



Gold Medal for IMS Global 2012
Learning Consortium's Learning Impact competition



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

The screenshot shows the 'Online Library' interface for the American Public University System. The header includes navigation links: Home, Article Databases, Books/E-Books, Campus Guides, Tutorial Center, and HELP/FAQs. The main content area is titled 'RTMG390 Wal-Mart Facility Manager Integration Course | Course Guide' and includes a description: 'A guide to online library research, for RTMG390 students, at APUS.' It also features a search bar, a 'Print Page' button, and a 'Search' button. The sidebar on the left contains sections for 'Ask a Librarian', 'Suggest a Link', and 'Submit a Link'. The right sidebar features a 'Librarian' profile for Maryelizabeth Gano, MSLS, MBA, with contact information and links to 'Profile & Guides' and 'Subjects'.

Focused Material, Trustworthy Sources

The screenshot shows the 'Online Library' interface for the American Public University System, specifically for the 'Counter Terrorism Studies | Program Guide'. The header includes navigation links: Home, Articles/Journals, Books, Web Resources, Writing/Citing, and Course Guides. The main content area is titled 'Counter Terrorism Studies | Program Guide' and includes a description: 'A guide to online Counter Terrorism Studies research for APUS faculty and students.' It also features a search bar, a 'Print Page' button, and a 'Search' button. The sidebar on the left contains sections for 'Program Director' and 'Welcome'. The right sidebar features a 'Librarian' profile for Jeanette Moyer, M.L.I.S., with a photo and name.

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

Online Library American Public University System

Home | Article Databases | Books/E-Books | CampusGuides | Tutorial Center | HELP/FAQs

APUS Online Library » Ask a Librarian Admin Sign I

Ask a Librarian - Send us your questions and comments. We're here to help.

Type your question, e.g. "How do I find a book?" Ask Us

Useful Tip: Slowly type a brief question. You may find the answer you need, if not click on the "Ask Us" button.

270 Answered Questions | Browse All | Change Topic View All Topics Go

Topics (View All Topics)

APUS - Books & E-Books - BUSN311 - BUSN601 - COLL100 - Course Materials - Databases - FAQ - FINC600 - Formatting
References/Citing Sources - Government Documents - Interlibrary Loan - Journals & Articles - Library Guides - Sakai - Searching - Software
- Staff - Technical Assistance - Turnitin - Tutoring - Types of Information - Writing/Authorship

ONLINE SEMANTIC KNOWLEDGE BASE/HIGH QUALITY EDITING NECESSITY
ONLINE DIGITAL AND HUMAN HELP SYSTEMS

PUBLICATION PATHWAY SYNERGIES

Online Library

American Public University System

Home | Article Databases | Books/E-Books | CampusGuides | Tutorial Center | HELP/FAQs

Information Lit & Style Manuals

- Research Primer
- Open Web Searching
- Deep Web Searching
- College Research Writing
 - Writing for the Web
- Style Manuals/Citations
 - Approved Manuals
 - APA
 - Bluebook
 - Chicago/Turabian
 - MLA
 - RefWorks

Open Web--Advanced Research
Archives & Manuscripts
Articles/Journals

- Dir. Open Access Journals
- ISN (IR & Security Network)
- Scirus (Science, Medicine)
- SSRN (Social Science)

Dissertations
E-Books (Open Web)
Government Documents
Military Libraries

AMU/APU Masters' Theses & Capstone Papers

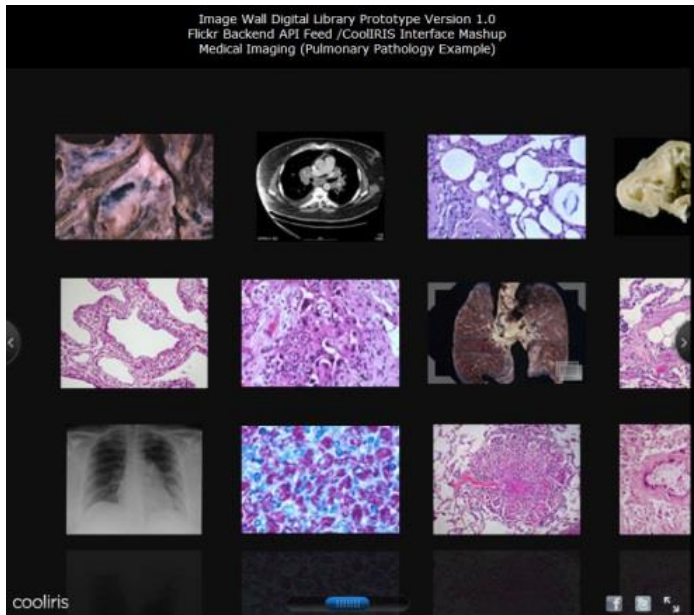
Master's Capstone & Thesis Manual

Student	Title	Year	Program	Chair
Altman, Katarzyna Anna	The Importance of Using Traditional Ecological Knowledge (TEK) To Inform Science in the Circumpolar North	2011	Environmental Policy & Management	Pollio, Carol
Archambault, Murray A.	MAKING THE DRUG ENFORCEMENT ADMINISTRATION A BETTER PARTNER IN THE INTELLIGENCE COMMUNITY THROUGH TRAINING OF ITS SPECIAL AGENTS	2010	Strategic Intelligence	DiRenzo, Joseph
Arsala, Amad	Why the United States' AF/PAK Strategy Should not be Entrusted to Pakistan	2011	Intelligence Studies	Cline, Lawrence
Beaford, Jason Christopher	COUNTERTERRORISM: A NETWORK TO DEFEAT A NETWORK	2010	Intelligence Studies	DiRenzo, Joseph
Beenken, Lucas C.	Public Sector Organized Labor in Iowa County Government: The Relationship Between Union Employees and the Counties They Work For	2011	Public Administration	Schwalbe, Stephen
Bellows Summerford, Rhonda	The Orphan Trains: Did the Benefits Outweigh the Damage?	2011	History	Chappo, John
Bernot, Jonathan Edward	Conservation Methodology & Analysis in Heloderma Horridum Charlesbogerti	2011	Environmental Policy	D'Andrea, Elizabeth
Blair, Jamie	How to Conduct and Learn from After Action	2011	Emergency &	Smith, James

Online Masters Thesis Archive/Capstone/Online Library
(Dark Archives & Repositories)

DIGITAL ARCHIVES & SPECIAL COLLECTIONS

PROVIDING CONTEXT: METADATA, ABSTRACTS, CONTEXTUALIZATION



Library/ePress Academic University Community Connections

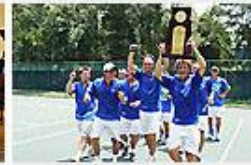
Re-sourcing Content: Digital Libraries and Books



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



[Academics](#)



[Athletics](#)



[Beginnings](#)



[Buildings](#)



[Campus Life](#)



[Community](#)



**University/Press/Library/ Special
Collections/Community Bridges**

DIGITAL LIBRARY/UNIVERSITY/PRESS CONNECTIONS

NARRATIVE/EDITORIAL FUNCTION/ INTERDISCIPLINARITY



Library Technology/Information Literacy Services
School of Education
University Art Department/Museum
State Dept, Of Education Grant Opportunities

NEW GENRES OF DIGITAL ARCHIVES

QUALITY ASSURANCE/DISPLAYING VALUE

Introduction

Map

Part I Background: What is the Rafter Crisis?

- A. Overview and Definition
- B. Rafters and Raft
- C. Timeline of Key Events/Related Policy Documents
- D. US Coast Guard
- E. Bibliography of Existing Literature

Part II Interdicted: The Rafters Go to Guantánamo


- A. Overview
- B. Living Conditions
- C. Creative Expression - Children
- D. Creative Expression - Adults
- E. Religious Expression
- F. Communication - Rafters Newspapers
- G. Daily Life in the Camp

Part III Crisis in the Wider Caribbean - The Case of the Cayman Islands


- A. Overview
- B. Timeline of Key Events/Related Policy Documents
- C. Cayman Island Photos

Slide Conference

Credits & Acknowledgments

Sound  (On/Off)

Use the control panel and arrow below to explore the historical journey between Cuba, the U.S., the Caribbean Islands and wider Caribbean. Waypoints in the rafters journey included Guantánamo, Key West, Miami, Havana and the Caymans. See if you can navigate to them. The smaller contextual window (top left) gives a larger overview of the entire map. If you get lost, drag around the red box with your mouse or explore the map with the hand icon that appears when you zoom the map.



The Cuban Rafter Phenomenon: A Unique Sea Exodus

Library Academic Community Connections

BRANDING AND MARKETING THE UNIVERSITY INTELLECTUAL RICHES GLOBALLY



*Martin & Austin Weeks
Music Library*

Larry Taylor and Billy Matthews Musical Theatre Archive

The Larry Taylor-Billy Matthews Musical Theater Archive is a comprehensive collection of recordings and music focusing primarily on American musical theater and popular music.

The collection includes 15,000 long-playing records, 2500 compact discs, several hundred video and audio cassettes, and 20,000 pieces of sheet music. There are more than 1,000 piano-conductor scores, vocal scores and volumes of vocal selections, 50 of the piano-conductor scores being special presentation editions produced by the Chelsea Music Service.



Scores Database

This database contains a song index to the sheet music and vocal selections currently available in the Larry Taylor-Billy Matthews Musical Theater Archive.



Recordings Database

This database contains the sound recordings currently available in the Larry Taylor-Billy Matthews Musical Theater Archive.

This magnificent archive was assembled over the last quarter century by two New York collectors:

Hybrid Digital/Paper/Audio/Video Collections

Video & Social Media Broadcasting

The screenshot displays a YouTube interface. The main video player shows a blue background with a large white star and the text 'Library Course Guides' and 'What Faculty Need to Know'. Below the video, the channel name 'American Public University System' is visible, along with a link to 'American Military University | American Public University'. The video title 'American Public University System Course Guides' is shown, along with a 'Subscribe' button and a view count of 130. To the right of the main video, a list of recommended videos is displayed, including 'APUS Library Default Catalog Search', 'APUS Library AquaBrowser Search', 'Searching for Scholarly Articles in the APUS Library', 'MOOC @ Taylor's University Lecture 2 : Entrepreneurship by Prof. Mushtak Al-', 'APUS Library Catalog Advanced Search', and 'FAQs and Library Help Hints'.

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
130 views

Recommended Videos:

- APUS Library Default Catalog Search**
by APUS Librarian
5,284 views
- APUS Library AquaBrowser Search**
by APUS Librarian
603 views
- Searching for Scholarly Articles in the APUS Library**
by APUS Librarian
17,889 views
- MOOC @ Taylor's University Lecture 2 : Entrepreneurship by Prof. Mushtak Al-**
by elamovement
41 views
- APUS Library Catalog Advanced Search**
by APUS Librarian
800 views
- FAQs and Library Help Hints**
by APUS Librarian
356 views

**PRESS, MEDIA
BROADCASTING , EMBEDDING/LINKING POSSIBILITIES**

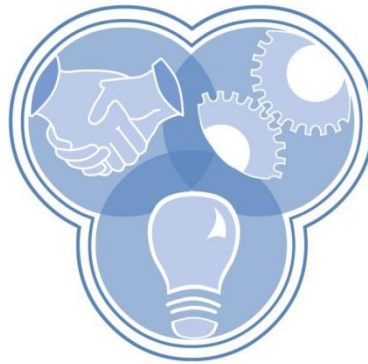
OPENING UNIVERSITY SYNERGIES

EPRESS/FACULTY/TECHNOLOGY/ LIBRARY/ STUDENTS/



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

Thanks!



Questions?

RAY UZWYSHYN PH.D MBA MLIS
[HTTP://RAYUZWYSHYN.NET](http://RAYUZWYSHYN.NET)
RUZWYSHYN@GMAIL.COM