

Cambridge University Press:

Taking knowledge forward

Universidad de Salamanca, 25 de octubre de 2017

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CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press

- "There shall be in the University a University Press which shall be devoted to printing and publishing in the furtherance of the acquisition, advancement, conservation, and dissemination of knowledge in all subjects; to the advancement of education, religion, learning, and research; and to the advancement of literature and good letters." (University of Cambridge Statutes and Ordinances, Statute J)
- Cambridge University Press is a part of the University of Cambridge. It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.



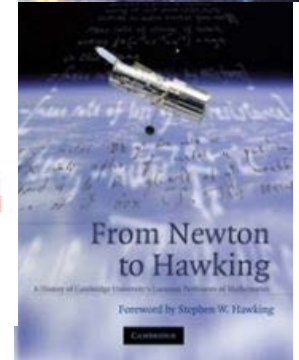
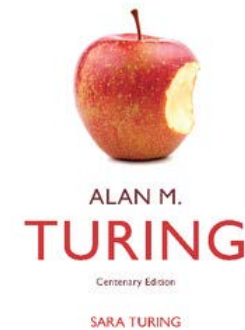
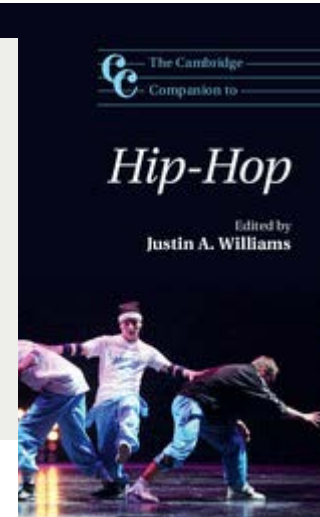
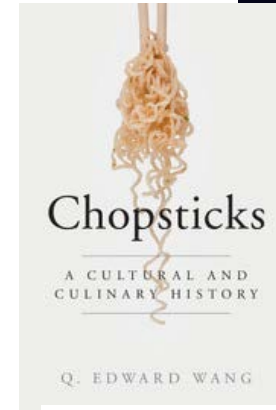
University of Cambridge and the Press

- Cambridge Advantage: “We’re a medium sized organisation in global terms – much smaller than others. But what enables us to compete effectively and sustainably with them is not only our capabilities and assets - but the combined capabilities and assets we have access to as part of Cambridge: the brand, the expertise and reputation of the research and teaching departments, partnership with Cambridge Assessment, and collaboration in support areas too”. (Syndics board)
- The first ever joint Academic Publishing/Cambridge University Library strategic session took place with the new University librarian and her team. Access to Cambridge journals.



Introducción

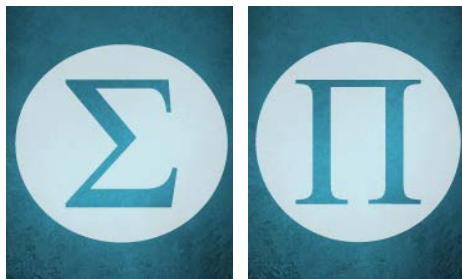
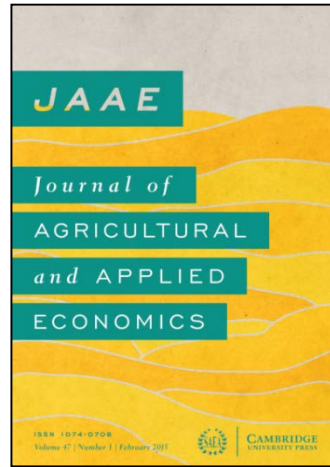
1. **Monografías:**
50.000 títulos académicos y profesionales, educación a nivel escolar, enseñanza de inglés. Materias cubiertas
2. **Ebooks:** 30000 ebooks en nuestra plataforma Cambridge Core (DRM, MARC, pick & choose, etc.)
3. **Revistas:**
400 revistas en Cambridge Core
(Journals Digital Archive 1770 – 2015)



Number of Ebooks and journals by subject

Subject	Ebooks	Journals	Subject	Ebooks	Journals
Anthropology	384	4	Law	1727	30
Archaeology	475	7	Life Sciences	1425	25
Area studies	1196	32	Literature	3434	2
Art	174	3	Management	247	10
Astronomy	398	3	Materials Science*	–	5
Classical studies	1308	18	Mathematics	1738	21
Computer Science	341	7	Medicine	1184	15
Drama & Theatre	146	5	Music	631	11
Earth & environmental sciences	738	13	Neuroscience**	–	2
Economics	1269	13	Nutrition***	–	5
Education	92	–	Philosophy	1780	13
Engineering	820	5	Physics	862	7
English Language teaching	75	–	Politics & International Relations	2605	28
Film, communication, Media & Mass communication	182	–	Psychology	702	24
Geography	353	–	Religion	1132	7
History	6870	44	Sociology	621	13
Language & Linguistics	1013	20	Statistics & Probability	217	–
*refer to Engineering					
** refer to Medicine					
*** refer to Life Sciences					





User centered

- Modelos que permitan la sostenibilidad de la Press y faciliten el acceso a los estudiantes e investigadores: flat fee model en journals; Bespoke, EBA and pick and choose en ebooks; MOD en print books, Cambridge Library Collection, etc.
- Author hub (recursos para los autores: Author Hub provides you with the tools to help you interact with the academic community, raise your profile and make your work more discoverable.
- Cambridge Editing Services: Premium English editing for manuscripts and abstracts by PhD level experts, covering over 420 areas of study



Cambridge Core

- Cambridge Core cumple un año como plataforma que integra recursos electrónicos, journals and ebooks mejorando la experiencia del usuario: social media tools (Almetric), search discoverability, citation.
- Key developments Implemented: COUNTER4 reports rolled out, with greater granularity - Improved access representation - Clearer details on accessibility - Clearer signposting to the librarian administrator area - OpenURL links when no access is available
- Forthcoming functionality: Additional data in book holdings reports - Bibliographic data reporting improved - Integration with reading list software - Usability improvements to collections of work - Increased visibility of institution as provider of access - Metrics beyond downloads and turnaways - Enhanced presentation of forthcoming content - Clearer indication when users do not have access to content - COUNTER5 level reporting



El acceso abierto en Cambridge

Gold Open Access, ruta dorada:

- Revistas completamente OA (20 revistas 2017 OA)
- Fórmula híbrida / OA revistas (189)

La ruta verde para los archivos:

'Green' publisher (SHERPA / RoMEO)

Y también:

- OA libros. Dos títulos publicados en 2014 y participación en el proyecto Knowledge Unlatched con tres títulos (total 22 títulos)



Evolución del Acceso abierto

artículos publicados en OA

2007: 15 revistas híbridas en Biomedicina

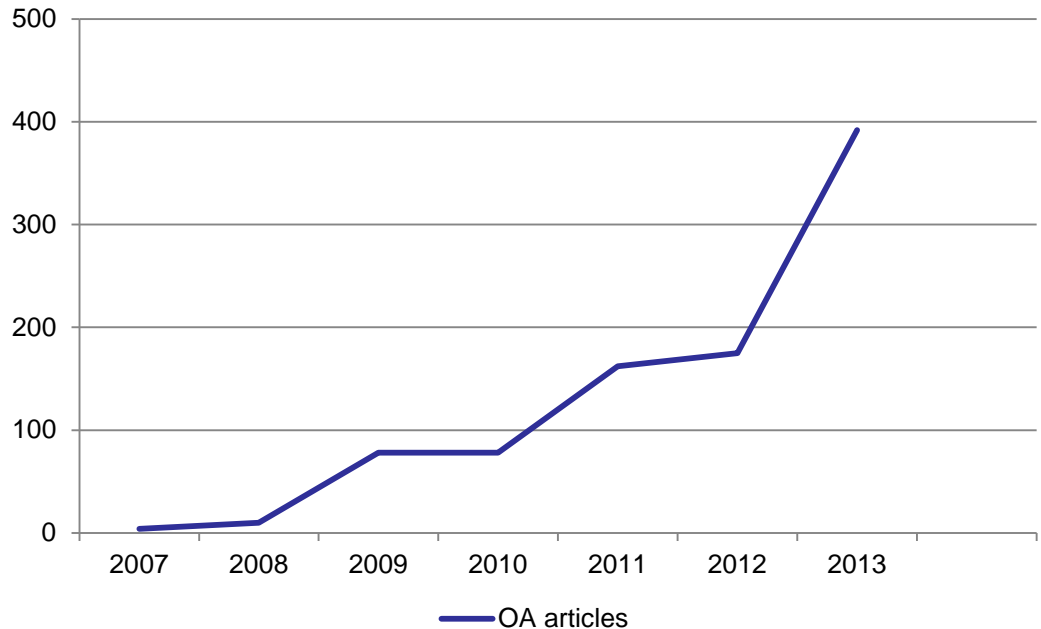
2010: 120 revistas híbridas en todas las materias

2012: primera revista en Acceso Abierto y 154 revistas híbridas

2015: Nuevo equipo editorial especializado en Acceso Abierto

2017: 20 journals OA

189 hybrid journals



Acceso abierto - Ventajas

- ✓ Peer-reviewing sistemático: validación sistemática de los artículos en el marco de nuestra misión y código ético
- ✓ Miembros de FundRef que permite identificar las fuentes de financiación de la investigación
- ✓ Copias de los manuscritos depositados en Pub Med Central (archivo abierto)



Ventajas para las bibliotecas

- Las revistas completamente en OA incluidas en los paquetes sin gastos
- Las revistas híbridas están incluidas en los paquetes y se ajustan los precios de suscripción si la proporción del número de artículos en OA alcanza un nivel
- También consideramos los efectos de niveles de OA en relación al número total de artículos, artículos presentados, servicios suministrados, acuerdos específicos con una institución...



Distribución y promoción

Todos los artículos publicados, sea en acceso libre o tradicionales son tratados de la misma forma:

- ✓ Se publican en una única plataforma Cambridge Core
- ✓ Metadatos enviados a los socios
- ✓ Cambridge Core indexado en Google
- ✓ Promoción del equipo de marketing, notas de prensa, eventos, campañas email, toc alerts, etc...
- ✓ Las revistas en OA son más accesibles, por lo tanto es más probable que sean más citadas



Dutch OA Agreement 2017-2020

- OA agreement for Dutch authors: Agreement with the Association of Dutch Universities and Academy Institutes have made an agreement with Cambridge University Press, to establish open access publishing in Cambridge journals for publicly financed research articles from the Netherlands and includes access to the most recent Full Journals Collection.
- This Open Access agreement covers the Article Processing Charges (APCs) for Dutch corresponding authors affiliated with licensed institutions in Cambridge Open Access journals and subscription-based journals offering the hybrid open access option. The agreement for unlimited Open Access publishing will commence on 1 June 2017 through 31 May 2020. The agreement for access to the Full Journals Collection will be dated retroactively from 1 January 2017.





Gracias por su atención



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