The Humanities Open Book Program of Fordham University Press
Project Director: Fredric Nachbaur
Institution: Fordham University
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“The Humanities Open Book Program of Fordham University Press”
Project Director: Fredric Nachbaur
Grantee Institution: Fordham University
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Overview

Fordham University Press (FUP) has published more than 3,000 scholarly books since its founding in 1907 and has long been recognized as a leading American publisher of philosophy scholarship. Eighteen essential backlist texts were selected for the Humanities Open Book Program in an effort to bring them out of hiding and make them readily available to students, scholars, and researchers. The tradition of American philosophy descending through Ralph Waldo Emerson, C. S. Peirce, and W. E. B. Du Bois has interrogated central questions about American identity, race in our society, and the value of philosophy—questions that remain critically important today.

Yet though these foundational figures remain influential and widely read, much of the twentieth-century scholarship inspired by their work has been relegated to the stacks of highly specialized libraries. Despite the heroic efforts of our nation’s research libraries to make this scholarship available, solutions such as Interlibrary Loan are unavoidably cumbersome, and the difficulty in retrieving these books has limited their audience, their citation in later scholarship, and their visibility to a new generation of scholars. Like an unknowable number of other books, these have ever existed only in the form of a few hundred printed copies, unlikely to receive a second print run and yet kept from the public domain by the protection of essentially perpetual copyright. They are victims of the worldwide lengthening of copyright terms since World War II and the “Missing Twentieth Century” in literature and scholarship that has resulted.

The Press’s American Philosophy series officially began publishing in 1994, on the eve of the revolution in digital publishing. The earliest titles in the series (and those precursors to the series) predate any wide awareness of the concept of the e-book, and while exceptional titles were made available on early platforms in the late 1990s and early 2000s, these were largely static PDFs. The eighteen books chosen for digitization under the Humanities Open Book Program represent those studies in and around the Press’s American Philosophy series that have stood the test of time but that were released before digital publishing technology had fully matured.

We used our remaining funding to digitize and publish for open access our six volume set of The Letters of William Cullen Bryant edited by Thomas Voss (Fordham University Press 1975–1993).

The writings of Bryant—an abolitionist, poet, journalist, and editor—share a clear affinity with our existing offerings under the National Endowment for the Humanities Open Book Program, which have focused on American Philosophy. Pragmatism, the philosophy that in many ways defines that school, arises directly out of 19th-century Transcendentalism and its attendant movements. In art, Bryant was a patron of the Hudson River School (particularly Thomas Cole); in politics, a vocal member of the Free Soil party and an early supporter of Abraham Lincoln’s presidential ambitions; in journalism, Bryant’s Evening Post was a critical abolitionist and progressive organ. Bryant’s thought on the abolition of slavery, the dignity of labor, the
welcoming of the immigrant, and the preservation of our natural spaces have as much to offer our public discourse today as they did during the tumult of the 1800s.

A reprint of this gargantuan collection would be difficult to justify financially—indeed, had the Internet and Open Access publishing existed in 1975, it is likely that we would have demurred from publishing this collection except under an Open Access model. *The Letters of William Cullen Bryant* will have a natural home among Fordham’s offerings under the NEH Open Book Program, where they will finally be accessible to scholars and students of the American Experiment.

The final list of books digitized for the NEH Open Book Program are as follows:

1. Anderson, Douglas R. *Philosophy Americana: Making Philosophy at Home in American Culture*
2. Boisvert, Raymond. *Dewey’s Metaphysics: Form and Being in the Philosophy of John Dewey*
9. Epperson, Michael. *Quantum Mechanics and the Philosophy of Alfred North Whitehead*
11. Hickman, Larry A. *Pragmatism as Post-Postmodernism: Lessons from John Dewey*
When selecting titles for this initiative, we considered the richness of the Press’s backlist in a given subject area, the degree to which that field represents our publishing legacy and the mission of the Press and the University, and the degree to which the contributions of the field can promote a wider understanding of the common good. The University is dedicated to engagement—with profound ideas, with communities around the world, with injustice, with beauty, with the entirety of the human experience. The Press not only represents and upholds the values and traditions of the University itself but also furthers those values and traditions through the dissemination of scholarly research and ideas.

The title section involved working closely with Linda Loschiavo, Director of Fordham University Libraries, and John Drummond, Distinguished Professor of Philosophy. Fordham’s Philosophy Department is highly regarded and considered one of the top programs in the country. In accordance with its Jesuit heritage, Fordham’s Philosophy Department is dedicated to “contemplation in action.” Students are trained to become insightful thinkers, compassionate individuals, and engaged citizens. John was crucial in identifying books that would have global scholarly relevance today and into the future — those that have stood the test of time.

Our selection process relied on two quantitative measures to determine which books in this subject area are likely to enjoy a resurgence in interest when they are freely available to students, scholars, and researchers:

(1) Circulation records from Fordham’s Walsh Library. Linda provided the circulation records for
all out-of-print Press titles with special attention to interlibrary loans. (2) *Sales records from our print-on-demand initiative.* The Press’s business staff provided sales data for titles that are not available through traditional retail channels but remain available through print on demand.

These datasets together capture the lasting appeal of certain titles to scholars and students of American Philosophy. By digitizing these titles, we will capture the attention of scholars to whom they remain relevant and encourage their assignment in classrooms and their use by succeeding generations.

Fordham University Press divided the NEH Humanities Open Book grant activities into three segments: (1) Title selection and rights clearance; (2) conversion workflow; and (3) marketing and title discovery.

I. **Title Selection and Rights Clearance**

For the most part, finding books was not a problem. For the duration of our operations as a Press, we’ve provided Fordham University’s Walsh Library with several copies of every publication. The library was willing to give us copies out of these extras for destructive scanning, to be replaced with print on demand editions once they become available.

Permissions have posed more problems. Will Cerbone, Editor/Rights & Permissions, oversaw this part of the process. A few candidate volumes turned out to be essay collections, and although he was generally able to reach the editors of those collections (or their heirs and assigns), it was not really feasible to contact each individual contributor. Will reached out to Cornell University Press, which has had this award, and on their advice, he removed edited collections from candidacy.

Fortunately, our identity as a Jesuit press created other opportunities. Numerous authors belonged to the Society of Jesus—a religious order whose members are bound by an oath of poverty and obedience—and as such their intellectual property, is under the custodianship of the Society. Will was able to reach the individual designated to oversee such IP and readily obtained his assent for the program. (That the Society, the Press, and the NEH share core values around the promulgation of knowledge is one of the strengths of enrolling a Jesuit press in this program.)

In many cases where our permissions records had been damaged in floods or otherwise lost, Will was able to establish permission by contacting authors or their descendants. Even in other cases—when he wasn’t able to establish unambiguously or documentary evidence that Fordham retained the publishing rights to a work (including the right to generate electronic copies)—he did still reach out to our authors (or their descendants) for their assent. As expected, those authors he was able to reach were overjoyed that their older works would be put back into circulation and be made available free of charge. (One author asked whether the print edition would still be available and would accrue royalties; when Will informed him that it
would, he was completely satisfied.) As expected, not all inquiries were answered, and since several authors had to be contacted at decades-old addresses via physical mail, it was impossible to be certain that they were notified, but based on the reactions he did receive—that these were relatively unavailable scholarly monographs that the authors were glad to see back in print—he proceeded without that confirmation.

A special case arose around the two-volume collection of the writings of Josiah Royce. The editor, eminent American philosopher John McDermott, had gathered these materials in the 1960s and at the time encountered a great deal of resistance from Royce’s grandson. (Then as now, the writings, though many were unpublished, were in the public domain.) When Will reached McDermott, he expressed worries that the situation should recur. Sadly—though fortunately with respect to our project—the estate had since passed to members of a new generation, who are happy to defer to scholars about how best to preserve and circulate their ancestors’ writings. Not to be macabre, but this is a situation that comes up with some frequency in literary scholarship—the Joyce and Faulkner estates are especially infamous and litigious—and may hint at a coming wave of relief for scholars interested in keeping these figures’ literary legacies alive in spite the oppressive and toxic IP culture that this NEH program is designed to combat.

II. Conversion Workflow

The workflow was overseen by Eric Newman, Managing Editor for FUP, and proceeded pretty much the way it was anticipated to proceed, with few if any glitches.

- Eric received copies of the books from Will Cerbone after he had done extensive research into the rights situation and author availability (if any) with each book.
- Eric sent these books to Westchester Book Group, our composition vendor, who scanned/OCR’d them and also had them keyboarded, with the resultant Word files from each process being compared and combined.
- The compositor generated and provided a clean Word document, based on the scanning, as well as their original scan (PDF) of the printed book.
- He sent the clean Word document and the PDF to a freelance proofreader with strict instructions not to re-copy edit the book but to look for and mark for correction egregious errors, if any, that might have been in the book originally or that were possibly introduced by the OCR’ing (e.g., a 0 [zero] for an O [capital letter “o”], or vice-versa). The proofreader worked in Microsoft Word with the “track changes” feature enabled.
- When done, the proofreader sent Eric the proofread files and he reviewed them, accepting or rejecting changes (or suggestions) as needed, applying some editorial judgment to this process.
• After the proofread documents were cleaned up (i.e., contained no more “tracked” changes), he sent them to the compositor along with instructions for including on the copyright page the NEH logo and the provided language noting the open access nature of the publication and the required acknowledgment of the NEH’s Humanities Open Book Program.

• The compositor converted the Word documents to the ePub format and sent him the resulting ePubs.

• Eric imported the ePubs into the iBooks app on his iPad and QC’d them. This QC process consisted mainly of checking that all links in the table of contents “worked,” as well as randomly checking several endnotes to make sure those links “worked” as well.

• If there were corrections, he screen-captured the relevant pages of the e-book, marked them up with the desired changes, and returned them to the compositor. The compositor then provided a new version of the ePub. In some cases there were still further changes, and the compositor and he followed this process as many times as were necessary to get the e-book “right.”

• After the e-books were “right,” he uploaded them to the Hathi Trust.

There were only a few “glitches” in the process, as follows.

• At various points in the process there were delays in Eric’s getting new titles from Editorial, resulting in an inordinately unexpected amount of work to be done at the same time, as opposed to the work’s being distributed evenly over a period of time. This resulted in a somewhat frantic rush to get all the books done by the deadline.

• When one views his or her “library” of e-books in the iBooks app, the books are represented by a thumbnail of the cover. Many of the print copies of the books sent to the compositor had actual covers, which he directed the compositor to scan and include as the ePubs’ thumbnail covers. Some other books, though, were unjacketed cloth-bound titles with nothing on the front cover. In these instances he directed the compositor to generate a “generic” cover image after showing the compositor a sample of what he meant.

The workflow for deriving e-books from the six Letters of William Cullen Bryant volumes was the same as the workflow used in the production of the American Philosophy e-books.

1. The physical books were sent to our composition vendor, who scanned and OCR’d them. Afterward, the compositor had the books “double-keyed,” meaning that the comp’s offshore staff keyboarded the books.
2. These steps produced a PDF that was then converted to a Microsoft Word file.
3. This Word file and the Word file resulting from the keyboarding were then “compared” (a Microsoft Word function) to provide the best result.
4. The compositor provided the Press with a unified Word file for each of the six books.
5. The Press’s managing editor hired an editorial proofreader to proof, but not copy edit, the unified Word file. The proofreader had the PDF that resulted from the scan if she needed it for reference. One of the main purposes of this proofreading was to identify and correct errors, if any, that resulted from the OCR’ing — for example, a capital O used for a zero (0) or vice-versa.
6. The proofreader sent the proofed files to the managing editor, who reviewed them, accepting and rejecting (Microsoft Word terminology) the proofreader’s changes.
7. The clean Word files were returned to the compositor, who converted them into ePubs.
8. The compositor sent the ePubs to the managing editor, who QC’d them as he does frontlist ePubs.
9. The final ePubs are uploaded to our digital repository on Core Source.

The books were sent to the compositor without their jackets. The jackets were scanned by the Press’s production and design manager for use as thumbnails in the “library” section of a user’s e-book reader.

III. Marketing and Title Discovery

Since the beginning of April 2018, the FUP Marketing team (Kate O’Brien-Nicholson and Katie Sweeney Parmiter) has been laying the groundwork to run an integrated marketing campaign to promote NEH grant OA titles.

This Fall, all digital versions of the 24 titles were uploaded to the various digital platforms, including JSTOR, MUSE, and UPSO, as well as the Fordham University digital repository. Content for these books was made discoverable through DPLA, Hathi Trust, Internet Archive, OAPEN, and Google Books (see statistics below). We also offer a POD option on our website for these titles.

Marketing Initiatives

4/10/17: NEH blog post announced grant (674 impressions on Twitter); see Appendix I

4/11/17: launched eBlast with NEH grant announcement that was deployed to over 8,021 contacts with a 34.3% open rate (publishing standard open rate, as of June 2019 is 14.29%); 1,063 impressions on Twitter

6/18/18: Designed and launched a preliminary landing page on our website listing 24 NEH-funded American Philosophy backlist titles; see Appendix II

- As of 9/27/19, we have received 555 page views
- The average time on the page is 1 minute, 26 seconds
- 129 users entered our website from this page
8/15/18: Fall 18 catalog featured a NEH grant announcement with the full list of titles; this was mailed to our curated mailing list (both domestic and international); see Appendix III

10/3/18: Kate and Katie strategized on how to best use the new website banner functionality created by a website programmer to promote NEH Grant titles

10/5/18: ePubs uploaded to CoreSource, our distributor, Ingram’s, digital asset management platform that enables FUP to archive, manage, and streamline digital asset distribution of multiple file formats through a single portal.

10/5/18: Covers uploaded to CoreSource and then fed to the FUP website and distribution partners

10/10/18: Target date for individual book pages to go live and link to the NEH website landing page. ePubs files loaded to the digital repository at Fordham Press and linked to the FUP website landing page

12/20/18: Holiday eBlast: Giving the Gift of (Free) American Philosophy

- Emailed to targeted in-house lists such as American Philosophy, American Studies, Philosophy, SAAP, and SPEP

- 25.7% open rate (Publishing Industry Open Rate, as of June 2019 is 14.29%)
  - 69% were desktop users; 31% were mobile users

- 9.7% click rate

- This correlated to a spike in views (52) on the NEH landing page on our website which includes links download the titles
Advertising (booked for Fall 2018)

- Designed and reserved ads for key American Philosophy journals scheduled to publish in Fall 2018:
  - *The Pluralist* (Fall issue); see Appendix IV
  - *APQ* (October 2018 issue); see Appendix V
  - *APA Annual* (online/print publication November 18)

TOP TITLE DOWNLOADS BY PARTNER

Amazon: 9958 downloads

DigitalResearch@Fordham: 249 downloads

Project MUSE: 135 downloads

UPSO: 394 views

Midwest Tape LLC: 19 downloads

Rethink Books LLC DBA Bookshout: 7 downloads

Other: 8 (Microsoft Corporation—now defunct: 6 and EBSCO Publishing Inc: 2)
TOP TITLES DOWNLOADED BY TITLE

Amazon

- Quantum Mechanics and the Philosophy of Alfred North Whitehead
- The Metaphysics of Experience
- The Politics of Survival
- Pragmatism as Post-Postmodernism
- Self, God and Immortality
- The Basic Writings of Josiah Royce, Volume II

DigitalResearch@Fordham

- The Metaphysics of Experience
- The Practical Anarchist
- Quantum Mechanics and the Philosophy of Alfred North Whitehead
- Philosophy Americana
- Peirce's Philosophical Perspectives
- Charles Peirce's Theory of Scientific Method
TOP CHAPTER DOWNLOADS BY TITLE

Project Muse: The Portion of Chapter Downloads Attributed to Each Book

- Pragmatism as Post-Postmodernism: 22.65%
- Quantum Mechanics and the Philosophy of Alfred North Whitehead: 19.23%
- Faith in Life: 15.81%
- The Politics of Survival: 12.82%
- William James on the Courage to Believe: 8.12%

JSTOR: The Portion of Chapter Downloads Attributed to Each Book

- Pragmatism as Post-Postmodernism: 13.99%
- Pragmatism, Rights, and Democracy: 13.46%
- Peirce’s Philosophical Perspectives: 10.61%
- The Metaphysics of Experience: 6.96%
- Philosophy Americana: 6.90%
Top Readership Distribution
132 downloads in US
68 downloads in China
35 downloads in Europe

59% of downloads were from commercial sources
40% of downloads were from education sources
Top Readership Distribution
147 downloads in US (81.22%)
17 downloads in Korea (9.39% downloads)
16 downloads in Hong Kong (8.84% downloads)

88 downloads were not affiliated with an institution
40 downloads - University of Washington at Seattle
43 downloads - University of California, Berkeley
Top Readership Distribution
347 downloads in Europe
85 downloads in the US
49 downloads in India

9% of downloads were not affiliated with an institution
91% of downloads were from educational sources

Top Readership Distribution
16 downloads in Europe
27 downloads in the US
IV. Conclusion

The number of books digitized was first reduced to 18 from the original 21 because of difficulties with getting permissions from rights holders. After receiving an extension of the grant from NEH, we had funding to digitize the six volumes of *The Letters of William Cullen Bryant* bringing the number of books made open access up to 24. FUP is a small university press, publishing seventy books per year, so the work affiliated with the NEH Open Book Program required additional effort for key employees with an already heavy workload; we didn’t hire a temporary workers for this project. Unfortunately, many books came in large batches near the end of the original grant deadline, requiring the Managing Editor to work with Westchester Book Group to adhere to an established workflow for the American Philosophy books to get them digitized. The managing editor created ePubs for all eighteen books. After the June 30 deadline, we realized that we still needed web PDFs and print PDFs (for POD). Fortunately, the grant extension allowed us create all necessary formats for the entire list, including the William Cullen Bryant collection, for the various institutional and retail platforms, without additional expense incurred by FUP. As highlighted in the marketing section, discovery and usage data is now available because files have been uploaded to the various digital platforms.

The Humanities Open Book Program was a great opportunity to explore open access and to consider ways we could replicate the process for large portions of our backlist. The program allowed us to successfully collaborate with the University’s library staff and a senior member of its Philosophy Department, creating the foundation for future initiatives. We are grateful for the extension of the grant and the ability to include six additional volumes in the program.
Appendix I

Fordham University Press shared a link.
Published by Hootsuite on April 10, 2017

FORDHAMIMPRESSIONS.COM
New Blog Post! Fordham Press and Fordham University Libraries Awarded...

Fordham University Press and Fordham University Libraries is one of eight institutions to receive a grant in the Humanities Open Book Program, a...
Appendix III

NEH/MELLON HUMANITIES OPEN BOOK GRANT
American Philosophy Titles Available Open Access this Fall

Fordham University Press and Fordham University Libraries is one of eight institutions to receive a grant in the Humanities Open Book Program, a program jointly sponsored by the National Endowment for the Humanities and the Andrew W. Mellon Foundation. The grant allows the Press to produce twenty-one freely accessible eBooks, initially published by Fordham University Press, with an emphasis on American Philosophy.


Philosophy Americana
Making Philosophy at Home in American Culture
DOUGLAS R. ANDERSON
9780823233952, ePub
(Paper available: 9780823226734)
American Philosophy

Deevey's Metaphysics
Form and Being in the Philosophy of John Deevey
RAYMOND BOISVERT
9780823231854, ePub
(Paper available: 9780823226699)
American Philosophy

Quantum Mechanics and the Philosophy of Alfred North Whitehead
MICHAEL EPPERSON
9780823232154, ePub
(Paper available: 9780823226374)
American Philosophy

Self, God and Immortality
A Modern Investigation
EUGENE PONTINELL
9780823232161, ePub
(Paper available: 9780823226374)
American Philosophy

Pragmatism, Rights, and Democracy
BETH J. SINGER
9780823233832, ePub
(Paper available: 9780823226374)
American Philosophy

Representative Practices
Prise, Pragmatism, and Feminist Epistemology
KORY SPENCER SORRELL
9780823233825, ePub
(Paper available: 9780823226374)
American Philosophy

The Politics of Survival
Feminism, Affirmation, and Social Criticism
LARA TROUT
9780823233510, ePub
(Paper available: 9780823226374)
American Philosophy

Conversion in American Philosophy
Exploring the Practice of Transformation
ROGER WARD
9780823232178, ePub
(Paper available: 9780823226374)
American Philosophy

Pragmatism, Reason, and Norms
A Realistic Assessment
KENNETH WESTPHAL
9780823233818, ePub
(Paper available: 9780823226374)
American Philosophy

Philosophy in Experience
American Philosophy in Transition
RICHARD BART and DOUGLAS R. ANDERSON
9780823232161, ePub
(Paper available: 9780823226374)
American Philosophy

Faith in Life
John Dewey's Early Philosophy
DONALD J. MORSE
9780823232608, ePub
(Cloth available: 9780823225477)
American Philosophy

Pragmatism
Post-Modernism
Lessons from John Dewey
LARRY A. HICKMAN
9780823232675, ePub
(Paper available: 9780823226483)
American Philosophy

Elizabeth Kraus
9780823232613, ePub
(Paper available: 9780823226483)
American Philosophy

The Metaphysics of Experience
A Companion to Whitehead's Process and Reality
ELIZABETH KRAUS
9780823232613, ePub
(Paper available: 9780823226483)
American Philosophy

The Basic Writings of Josiah Royce
Volume 1
CULTURE, PHILOSOPHY, AND RELIGION
EDITED BY JOHN J. MCMICHERMOTT
9780823232729, ePub
(Paper available: 9780823226483)
American Philosophy

The Basic Writings of Josiah Royce:
Logic, Legality, and Community
EDITED BY JOHN J. MCMICHERMOTT
9780823232729, ePub
(Paper available: 9780823226483)
American Philosophy

The Glean of Light
Moral Perfectionism and Education in American Thought
NAOKO SAITO
FOREWORD BY STEPHEN CAVELL
9780823232203, ePub
(Cloth available: 9780823226469)
American Philosophy

The Practical Anarchist
Writings of Josiah Warren
EDITED BY CEISPIN BARTWELL
9780823232203, ePub
(Cloth available: 9780823226469)
American Philosophy

Appendix III
Appendix IV

NEH/Mellon Humanities Open Book Grant

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PHILOSOPHY AMERICANA
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Douglas R. Anderson

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Form and Being as the Philosophy of John Dewey
Regan Russell

Quantum Mechanics and the Philosophy of Alfred North Whitehead
Michael Epperson

Self, God and Immortality
A Jamaican Investigation
Eugene Fontaine

Philosophy in Experience
American Philosophy in Transition
Richard Hart and Douglas R. Anderson

Pragmatism as Post-Postmodernism
Lessons from John Dewey
Larry A. Hickman

The Metaphysics of Experience
A Companion to Whitehead's Process and Reality
Elizabeth Knuus

The Basic Writings of Josiah Royce, Volume I
Culture, Philosophy, and Religion
Edited by John J. McMorrin

The Basic Writings of Josiah Royce, Volume II
Logic, Loyalty, and Community
Edited by John J. McMorrin

Faith in Life
John Dewey's Early Philosophy
Donald J. Warus

William James on the Courage to Believe
Robert J. O'Connell

Charles S. Peirce: On Norms and Ideals
Vincent G. Potter

Peirce's Philosophical Perspectives
Vincent G. Potter

Charles Peirce's Theory of Scientific Method
Frederick L. Shybly

The Gleam of Light
Moral Perfectionism and Education in Dewey and Emerson
Noel Salto
Foreword by Stanley Cavell

The Practical Anarchist
Writings of Josiah Warren
Edited by Cregtis Sartwell

Pragmatism, Rights, and Democracy
Bath J. Ginsger

Representative Practices
Poise, Pragmatism, and Feminist Epistemology
Karen Spencer Sorrell

The Politics of Survival
Poise, Affirmation, and Social Criticism
Larry Trott

Conversion in American Philosophy
Exploring the Practice of Transformation
Roger Ward

Pragmatism, Reason, and Norms
A Realistic Assessment
Kenneth Westphal

Visit www.fordhampress.com/american-philosophy for the full list.

WWW.FORDHAMPRESS.COM // TEL: 800-343-4499

Appendix V
NEH/Mellon Humanities Open Book Grant

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