[Name of Book] Release Plan

# General Information

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| --- |
|  |
| Target Release Date: Click or tap to enter a date. |
| Audience: Choose an item.  |
| Available Formats (web, editable, offline versions): Click or tap here to enter text. |
| Adoption Form: Click or tap here to enter text. |

# Metadata Information

These are the most common metadata fields that appear in OER repositories and catalogues.

|  |
| --- |
| Book title: Click or tap here to enter text. |
| Book subtitle: Click or tap here to enter text. |
| Description: Click or tap here to enter text. |
| Subject / Discipline: Click or tap here to enter text. |
| Keywords / Subject areas covered: Click or tap here to enter text. |
| Primary audience: Click or tap here to enter text. |
| Author / Editor: Click or tap here to enter text. |
| Author / Editor affiliation: Click or tap here to enter text. |
| Date published: Click or tap here to enter text. |
| License: Click or tap here to enter text. |
| DOI: Click or tap here to enter text. |
| ISBN: Click or tap here to enter text. |
| Material Type: Click or tap here to enter text. |
| Technical Formats: Click or tap here to enter text. |

# Distribution Channels

Distribution channels are places where people can find and access copies of your textbook.

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| Catalogues: Click or tap here to enter text. |
| Repositories: Click or tap here to enter text. |
| Perma URL: Click or tap here to enter text. |
| DOI: Click or tap here to enter text. |
| ISBN: Click or tap here to enter text. |

# Marketing Channels

Marketing channels are places where you can announce the existence of your book and encourage people to read and adopt it.

|  |  |
| --- | --- |
| Task | Contact List *(emails, @s, etc.)* |
| Social Media Platforms: Click or tap here to enter text. |  |
| UBC Departments: Click or tap here to enter text. |  |
| Discipline-specific / Professional Organizations: Click or tap here to enter text. |  |
| Open Textbook Projects: Click or tap here to enter text. |  |
| Other: Click or tap here to enter text. |  |

# Road Map & Checklist

Working backwards from your release date, start preparing for release early.

|  |  |  |
| --- | --- | --- |
|  | Task | Notes |
|  | 2 months pre-release |
|[ ]  Collect Metadata |  |
|[ ]  Identify distribution channels |  |
|[ ]  Identify marketing channels |  |
|[ ]  Prepare adoption form |  |
|  | 1 month pre-release |
|[ ]  Create shareable graphics for social media |  |
|[ ]  Prepare list of documentation needed for distribution | *E.g. licensing forms* |
|  | 2-3 Weeks Pre-Release |
|[ ]  Create write-up to notify marketing channels |  |
|[ ]  Prepare any documentation needed for distribution channels |  |
|  | Release Day |
|[ ]  Send out writeup, graphics, and links to marketing channels |  |
|[ ]  Upload book information to distribution channels |  |
|  | After Release |
|[ ]  Collect impact data |  |