

Academic Libraries and Publishing

Growth, history, opportunities, challenges

October 4, 2019

Scott Warren, Associate Dean for Research Excellence, Syracuse University Libraries *Member and Treasurer, Board of Directors of the Library Publishing Coalition*



What is Library Publishing

- "...set of activities led by college and university libraries to support the creation, dissemination, and curation of scholarly, creative, and/or educational works." (https://librarypublishing.org/)
- Strives for openness, inclusivity, and sustainability
- Key characteristics (Schlosser, 2018):
 - Responsiveness
 - Core Services
 - Partnerships
 - Openness
 - Experimentation
 - Pedagogy



Why Libraries Publish

- Broadly aligns with library and institutional values
- Opportunity to demonstrate value throughout research lifecycle
- Disseminate faculty and student research
- Publish things that might not otherwise be published
- Create more equitable & just system of scholarly communication
- Alternative to mainstream publishing



Brief History of Library Publishing

- Founding of a few prominent university presses involved libraries
 - e.g. University of California Press, UNC Press (Okerson and Holzman 2015)
- Libraries involved with early electronic scholarly publishing in the 1990s
 - e.g. Project Muse, HighWire Press
- SPARC formed in 1998.
- Platforms appear in early 2000s
 - e.g. DSpace, OJS, bepress
- LPC formed in 2013
- Open source infrastructures proliferate currently



What do libraries publish?

| Institutional repository materials | Platforms/tools |
|---|--|
| Theses and dissertations Journal articles published elsewhere Conference papers/presentations Technical reports White papers Other gray literature | CONTENTdm (OCLC) Digital Commons (bepress/Elsevier) DSpace* Fedora/Samvera* Islandora* |
| | *open source |



What do libraries publish?

| Type of material | Platforms/tools | |
|--|--|------------------------------|
| Journals | Open Journal Systems*, Scholastica, Digital Commons, Manifold*, PubPub* | |
| Books | Open Monograph Press*, Fulcrum*, Editoria* | |
| Expansive digital projects | Fulcrum*, Manifold*, Pressbooks | |
| Textbooks and other open educational resources | <u>Pressbooks</u> | |
| Datasets | <u>Dataverse</u> | Library |
| *open-source, nonproprietary projects being de | veloped by the community. | Library Publishing Coalition |

^{*}open-source, nonproprietary projects being developed by the community.

Examples

| Title | Publication type | Publisher | Platform/tool |
|---|---------------------------|------------------------|--------------------|
| Journal of French and Francophone Philosophy | Journal | U. Pittsburgh | OJS |
| Excelsior: Leadership in Teaching and Learning | Journal | Syracuse University | Digital Commons |
| Teaching Religion in a Changing Public University | Monograph | Atla Open Press | OMP |
| Chinese Deathscape | Expansive digital project | Stanford UP | Fulcrum |
| Introduction to Electricity, Magnetism, and Circuits | Textbook (OER) | U. Saskatchewan | Pressbooks |
| Campaign Contributions in Prosecutorial Elections, 2014-2017 | Dataset | UNC | Dataverse |



Services library publishers may provide

- Copyright
- Obtaining ISSNs for journals, DOIs for articles, ISBNs for books
- Technical setup and production
- Providing publishing platform that simplifies peer-review process
- Maximizing discoverability through search-engine optimization -> robust metadata
- Hosting digital content on a secure server
- Preserving and archiving the digital content in perpetuity
- Assisting with print-on-demand services



Not all academic libraries provide every service; most offer a selection

Expertise needed to provide publishing services

- Copyright, fair use, open licensing
- Project management including budgeting
- Policy development including developing Memoranda of Understanding
 - What services your program can provide and what it can't
 - See this helpful MoU Toolkit.
- Publishing workflows
 - Document/cover design, layout, copyediting, etc.
- Content acquisition
 - Managing peer review or setting up an editorial board



Library Administrative Units Involved in Publishing

- Digital Scholarship Centers
 - Emory Center for Digital Scholarship, <u>IUPUI Center for Digital Scholarship</u>
- University Presses + Libraries
 - Michigan Publishing, <u>UNT Libraries Scholarly Publishing Services</u>
- Scholarly communications units/offices
 - University of Kansas Office of Scholarly Communication and Copyright
- Various publishing services units
 - <u>lowa State University Library Digital Press</u>
 - University of Texas at Arlington Libraries OA Publishing Services



Library + University Press Partnerships

Partnership Types:

| Type 1 | Little evidence of currently active relationships between press and library |
|--------|---|
| Type 2 | Good relationships between press and library, but no reporting structure |
| Type 3 | Reporting and joint projects, but relative autonomy |
| Type 4 | Physical collocation and reporting, but relative autonomy |
| Type 5 | More integrated with shared vision and approaches |

Adapted from: Watkinson, C. (2015). From collaboration to integration: University presses and libraries, CC-BY 4.0



Common questions for libraries that publish

- How to decide what to publish? What NOT to publish?
- Only campus-based editors/authors?
- Will services be subsidized by library/university?
 - Or charge for services?
- 100% open access + authors retain copyright?
 - If so, what open licence(s) required or recommended?



Other Common Issues

- Publish only faculty work?
 - If a student journal, how to ensure continuity and sustainability?
- Are equity, diversity, and inclusion important?
 - If so, how to ensure diversity of voices in published products, on editorial boards, etc?
- Any criteria for withdrawing published materials?
- What infrastructures to use? How to sustain?



Developing a Business Plan for a Library Publishing Program

- Kate McCready, Emma Molls, University of Minnesota
- In <u>Business Models in (Digital) Academic Publishing</u>
- **2018**, *6*(4), 42; https://doi.org/10.3390/publications6040042
- Like any business venture, however, library publishers must develop a clear service model and business plan in order to create shared expectations for funding streams, quality markers, as well as technical and staff capacity. As the field is maturing from experimental projects to full programs, library publishers are formalizing their offerings and limitations...Other aspects include production policies, financial structures, and measures of success.

Library Publishing Coalition

- Founded in 2013 with 61 academic libraries
- In collaboration with the Educopia Institute
- Over 80 members, including a couple of consortia
- Member benefits:
 - Engage with an international community of practice
 - Jump-start or enhance local library publishing initiatives
 - Lead change in scholarly communications and publishing



Library Publishing Coalition Resources

- <u>Library Publishing Directory</u> (updated annually)
- Webinars
- Professional Development Guide
- Job Board
- Shared Documentation Portal*
- Ethical Framework for Library Publishing
- <u>Library Publishing Curriculum</u>
- How-To Guide for Library Publishers: Directory of Open Access Journals Application
- <u>Library Publishing Bibliography</u>

Publishing Coalition

^{*}Available to members only.

3 major LPC initiatives

- Appointment of Cheryl Ball (Wayne State) to 3 year term as Editor-in-Chief of the <u>Library Publishing Curriculum</u>
 - Created in partnership with Educopia as part of an IMLS funded project
 - Curriculum is moving to its permanent home as an ongoing program of the LPC
- Educopia, LPC, and 12 partner libraries received IMLS Leadership Grant
 - Investigate & document journal publishing workflows in a variety of library publishing programs
 - Goal to create a set of model workflows that can be adopted and adapted by other libraries
- Second round of <u>LPC Fellowship Program</u>
 - encourage participation in LPC community by important voices not from a member institution
 - broaden access to library publishing to underrepresented groups
 - mentor new library publishers

Where are we today?

- Long-term goal for library publishing?
- Ensuring sustainability at the community level?
 - Staffing and expertise development
- Ensuring interoperability/integration of (mostly) grant-funded tools?
 - Business models, standards
- Regional variations in OA strategies Implications for library publishing?
 - Redalyc and AmeliCA > Dr. Arianna Becerri-Garcia
- How to continue growing library-centered publishing?

Shift from operational to strategic

- Educopia's Mapping the Scholarly Communication Landscape 2019 Census
 - https://educopia.org/2019-census/
- The Red Queen's Race
 - https://educopia.org/red-queens-race/ Katherine Skinner
- Invest in Open Infrastructure https://investinopen.org/
- Mind the gap https://mitpress.mit.edu/blog/mind-the-gap
 - environmental scan of all available open-source software for publishing

https://mindthegap.pubpub.org/

"If the goal is to build a viable alternative to proprietary publishing models, then open publishing needs new infrastructure that incentivizes sustainability, cooperation, collaboration, and integration."

 John Maxwell, Associate Professor and Director of the Publishing Program at Simon Fraser University

What is needed from the **community** to move this forward to greater impact?

- LPC + fill in organizations here... (we are stronger together)
- Local investments
- Boost best practices and refine standards
- Develop and share common body of <u>expertise and knowledge</u>
- Lead development of what a library publishing ecosystem <u>at scale</u> means
- Solutions for libraries at <u>all resource levels</u>

Takeaways

- Library publishing is robust and maturing, but faces strategic challenges
 - Maturation of ecosystem from start-up ad hoc project mentality to systemic practice
- Many different tools available are they sustainable?
 - Tailor to local needs and local goals.
- Editorial production, Discoverability, Preservation, ...
- Integration and Interoperability!

References and further reading



- Bonn, M., & Furlough, M. (Eds.). (2015). Getting the word out: Academic libraries as scholarly publishers. Chicago,
 IL: Association of College and Research Libraries
- Fenlon, K. & Senseney, M., Bonn, M. & Swatscheno, J. (2019). Humanities scholars and library-based digital publishing: New forms of publication, new audiences, new publishing roles. *Journal of Scholarly Publishing*, 50(3), 159-182. https://doi.org/10.3138/jsp.50.3.01
- Hawkins, K. S. (2019). Creating a library publishing program for scholarly books: Your options are limited. *Journal of Librarianship and Scholarly Communication*, 7(1). doi: http://doi.org/10.7710/2162-3309.2262
- Invest in Open Infrastructure (2019). Retrieved from https://investinopen.org/
- Library Publishing Coalition Ethical Framework Task Force. (2018). *An ethical framework for library publishing,* Version 1.0. Atlanta, GA: Educopia. Retrieved from http://dx.doi.org/10.5703/1288284316777
- Library Publishing Curriculum Advisory Board. (2018). *Library publishing curriculum*. Atlanta, GA: Educopia. Retrieved from https://educopia.org/library-publishing-curriculum/
- Maxwell, J. et al. (2019). *Mind the Gap: A Landscape Analysis of Open Source Publishing Tools and Platforms*. Burnaby, BC: Simon Fraser University. Retrieved from https://mindthegap.pubpub.org/.

References and further reading continued

- McCready, K. and Molls, E. (2018). Developing a business plan for a library publishing program. *Publications*:
 Business Models in (Digital) Academic Publishing, 6(4), 42. https://doi.org/10.3390/publications6040042
- Mirza, R., Currier, B., & Ossom Williamson, P. (2017). *Memorandum of understanding collection*. Retrieved from https://rc.library.uta.edu/uta-ir/handle/10106/25646
- Okerson, A., & Holzman, A. (2015). *The once and future publishing library*. Arlington, VA: Council on Library and Information Resources. Retrieved from: https://www.clir.org/pubs/reports/pub166/
- Sandy, H. M., & Mattern, J. B. (2018). Academic library-based publishing: A state of the evolving art. *Library Trends*, 67(2), 337–357. doi: http://doi.org/10.1353/lib.2018.0040
- Schlosser, M. (2018). Building capacity for academy-owned publishing through the Library Publishing Coalition. *Library Trends* 67(2), 359-375. doi: http://doi.org/10.1353/lib.2018.0041
- Skinner, K. (2019). *Mapping the Scholarly Communication Landscape 2019 Census*. Atlanta, GA: Educopia. Retrieved from https://educopia.org/2019-census/.
- Skinner, K. (2019). Why Are So Many Scholarly Communication Infrastructure Providers Running a Red Queen's Race? Atlanta, GA: Educopia. Retrieved from https://educopia.org/red-queens-race/.

Questions?

This presentation is shared under a

Creative Commons 4.0 Attribution (CC BY 4.0) license.



Follow-up contact info:

Scott Warren: sawarr01@syr.edu



Transition Underway: Emerging Open Models

Curtis Brundy Iowa State University



Why NOW?

An old tradition and a new technology have converged to make possible an unprecedented public good.

BOAI 2002

Do not expect our support for any effort premised on the extinction of our journals.

Society Publishing Director, 2019

Funders SPEAK

Plan S

Making full and immediate Open Access a reality

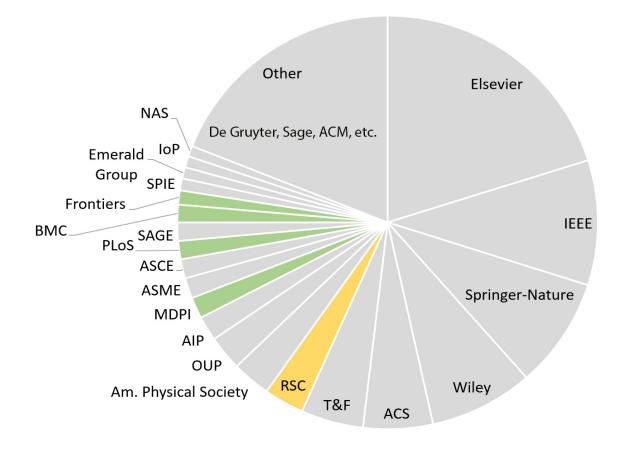
Global



others **S**SAGE MAAAS BMC NAS frontiers **SPRINGER** @ PLOS **NATURE** AIP **WILEY** A A S IOP OXFORD

Max Plank Top 20 - 2019

Fowa State Top 20



100% OPEN ACCESS

Emerging Open Models



Royal Society PAR

Fixed Read Fee based on paywalled articles

+

Publishing fee based on negotiated APC and publishing estimate

= Total Cost



Tiered Model

Top 100 Publishing Institutions

5%

Total Subscriptions Revenue

31%
Total Publishing

| Tiers Level | Article Output Range | Tier Pricing (\$) | # Institutions | Tier Revenue (\$) | Cumulative Revenue (\$) |
|-------------|-------------------------|-------------------|----------------|-------------------|----------------------------|
| 1 | 75+ | \$100,000 | 11 | \$1,100,000 | \$1,100,000 |
| 2 | 60-74 | \$75,000 | 15 | \$1,125,000 | \$2,225,000 |
| 3 | 40-59 | \$60,000 | 38 | \$2,280,000 | \$4,505,000 |
| 4 | 30-39 | \$45,000 | 45 | \$2,025,000 | \$6,530,000 |
| 5 | 20-29 | \$35,000 | 87 | \$3,045,000 | \$9,575,000 |
| 6 | 16-19 | \$25,000 | 54 | \$1,350,000 | \$10,925,000 |
| 7 | 12-15 | \$17,500 | 100 | \$1,750,000 | \$12,675,000 |
| 8 | 8-11 | \$12,500 | 174 | \$2,175,000 | \$14,850,000 |
| 9 | 4-7 | \$10,000 | 450 | \$4,500,000 | \$19,350,000 |
| 10 | 0-3 | \$2,500* | 3246 | \$8,115,000 | \$27,465,000 |
| | 19,700 Total in 2018 | Totals | 4220 | \$27,465,000 | |

Subscribe To OPEN



SCOAP3

Scielo

Knowledge Unlatched

Cooperative Models
Like OLH

Libraria S20

100% OPEN ACCESS



• By Paul Hames / California Department of Water Resources - California Department of Water Resources, Public Domain, https://commons.wikimedia.org/w/index.php?curid=56730324

Open Access Books and Beyond

NextGen ScholComm: Models to Move Us Forward

LYRASIS Member Summit 10/04/19

Charles Watkinson

AUL, Publishing, University of Michigan Library

Director, University of Michigan Press



"There is a striking lack of interest in open access among academics from the humanities and social sciences and little evidence that masses of people are longing to read humanities and social sciences monographs – especially online, as opposed to in print."

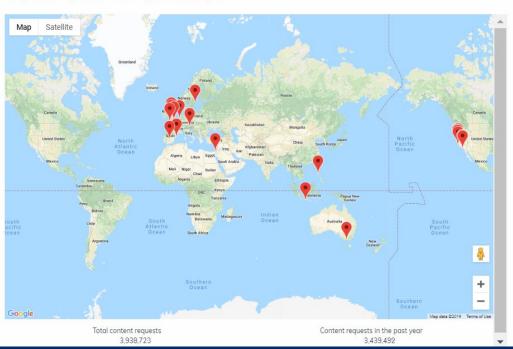
Ivon Asquith, Oxford & Edinburgh UPs, 2019



Our Reach

Michigan Publishing advances scholarship for U-M and beyond.

MICHIGAN PUBLISHING





"The ebook is a stupid product. It is exactly the same as print, except it's electronic. There is no creativity, no enhancement, no real digital experience."

Arnoud Nourry, CEO Hachette, 2018



"Enhanced Ebook" vs. "Interactive Scholarly Work"

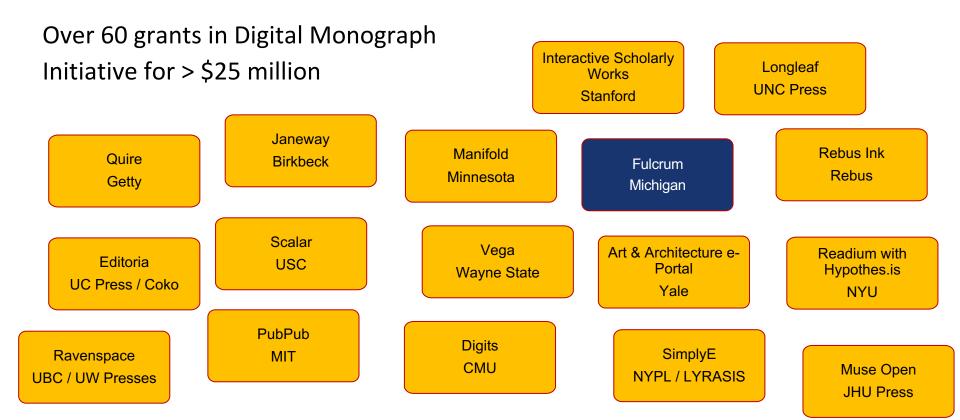
- 1. **Open e-books**. These monographs might include scholarship with a limited audience, for which publication through a traditional sales model is unlikely, or on a humanities topic that could reach a broader audience as an open publication. A print counterpart may also be made available for sale where possible and desirable.
- 2. Digitally enhanced e-books that extend the capabilities of print books. Examples of enhancement include embedding audio or video, or linking directly to primary evidence from an open access e-book. An enhanced e-book might simultaneously be made available in a print form without the digital features. It might also link to a companion website developed in conjunction with the book.
- 3. Interactive scholarly works: Multimodal works that could not exist in a print environment. Such monographs would integrate text and digital components within a single publishing platform. They must provide evidence of significantly advancing a scholarly question within a field of research. They must also undergo vigorous pre-publication peer review that assesses both the work's academic quality and the integrity of its digital design.

Elliott, Michael A. "The future of the monograph in the digital era" of Electronic Publishing 18.4 (2015). http://dx.doi.org/10.3998/3336451.0018.407

Journal



Mellon Digital Monograph Initiative 2013/14 -



| Authoring/ Editing | Ingest/ Conversion | Submission Management | Review / Edit Workflow | Publishing | Layout / Typesetting | Reading/ Annotation | Library Preservation | Metrics |
|-----------------------|-----------------------|--------------------------|---------------------------|------------|-------------------------|---|-------------------------|---|
| Libero Producer | r Libero Reviewer | | Libero Publisher | | | Libero Publisher | | |
| | Manifold | | Manifold | | | Manifold | | |
| | Fulcrum | | Fulcrum | | epub.js | | Fulcrum | |
| Vega | | Vega | | | | | | |
| Wax | | | Editoria | | paged.js | | | 0 9 6 6 5 7 0 0 0 0 0 |
| PubPub | | | PubPub | | | PubPub | | |
| Scalar | | | Scalar | | | Scalar | | 2 |
| Mukurtu | | | Mukurtu | | | N | Mukurtu | |
| Omeka | | | Omeka | | | 0 | Omeka | |

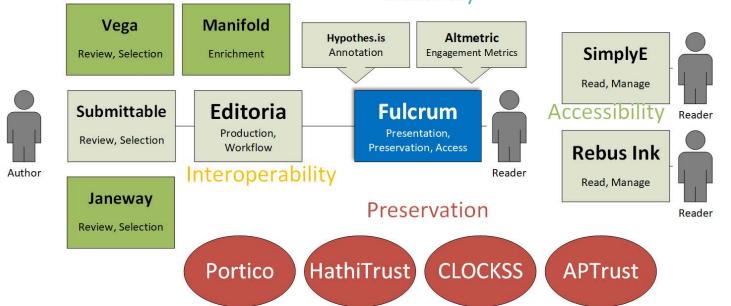
"Software development across hypothetical workflow stages" from
Maxwell, J. W. et al (2019) Mind the Gap: A Landscape Analysis of Open Source Publishing Tools and Platforms.
https://mindthegap.pubpub.org/



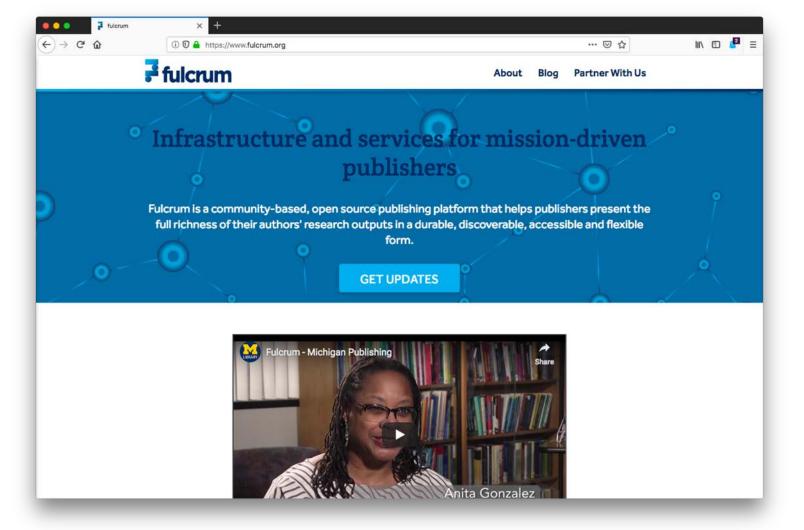




Discovery

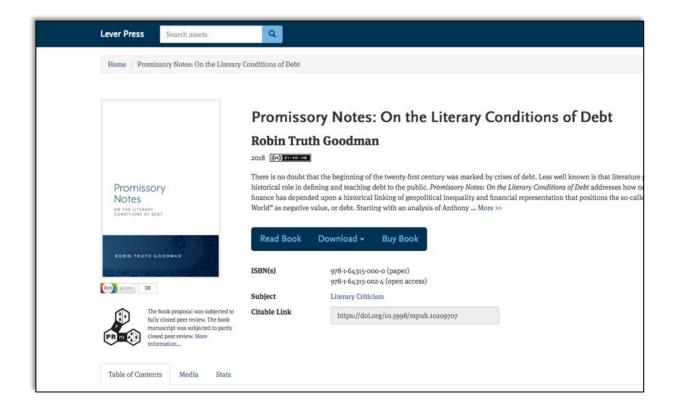






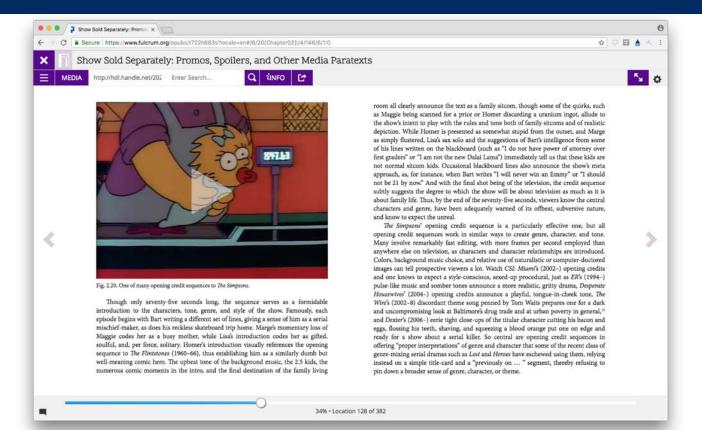


"Open e-book"



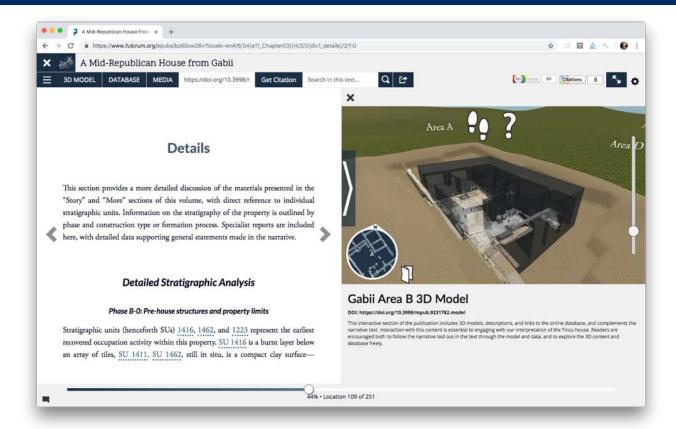


"Enhanced e-book"



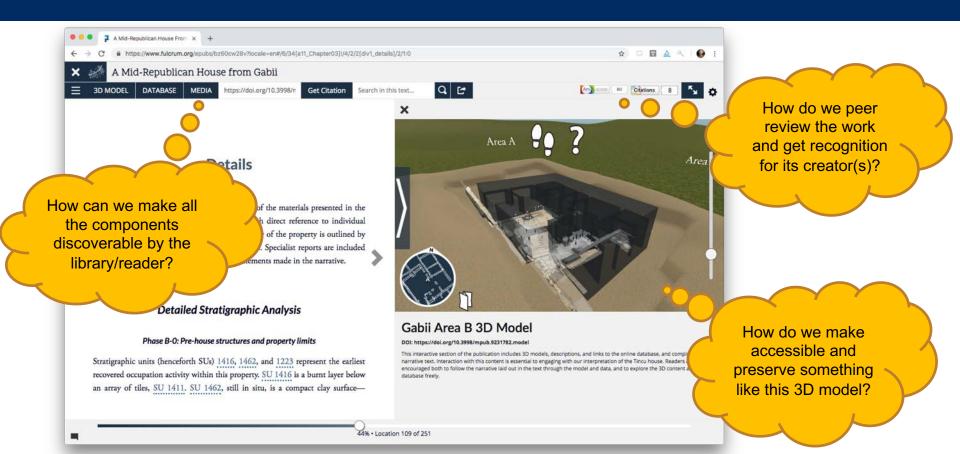


"Interactive scholarly work"

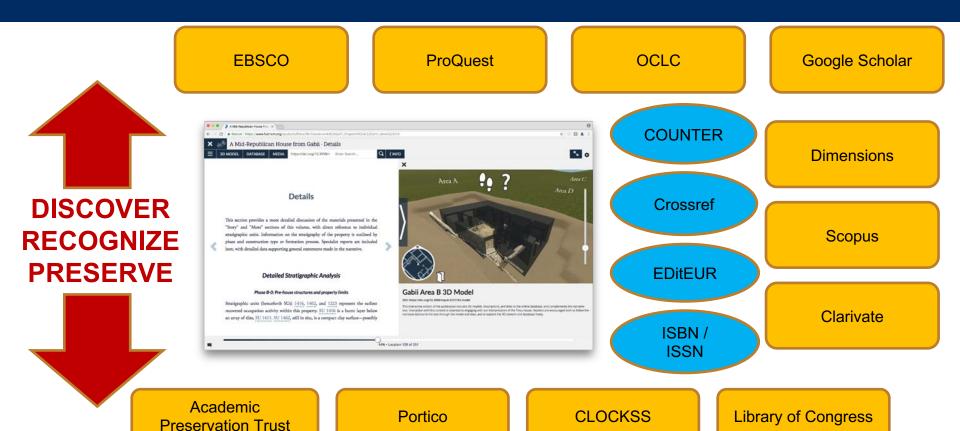




New challenges for libraries and publishers



New challenges for the whole supply chain





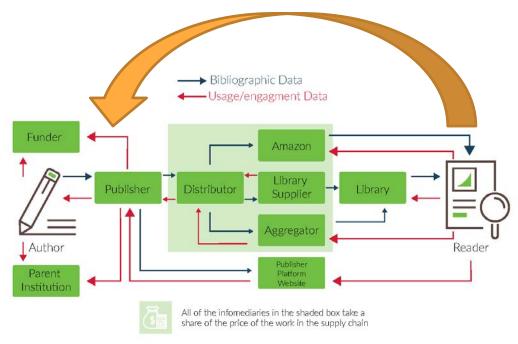
https://www.digitalscience.com/blog/news/ the-state-of-openmonographs-dsreports/

June 11, 2019



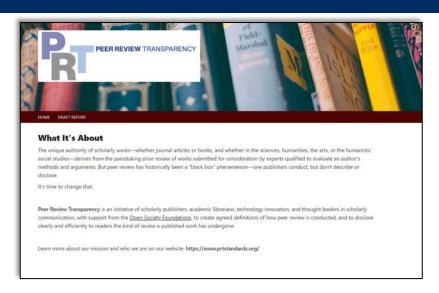
Models to Move Us Forward - Discovery







Models to Move Us Forward - Recognition

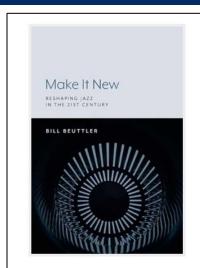


https://www.prtstandards.org/









The complete manuscript of this work was subjected to a partly closed ("single blind") review process. For more information, please see our Peer Review Commitments and Guidelines.

Table of Contents

Resources

Stats

"Partly Closed (Single-Blind) Review. Reviewers may be informed of the author's identity, but the author is not informed of the identity of the reviewers. Publication occurs after the author's revisions in response to reviewers' comments satisfy the editors and the Editorial Board."



Models to Move Us Forward - Preservation

NEWS RELEASE

NYU Receives Major Grant from The Andrew W. Mellon Foundation; Collaborative Effort Aims to Meet the Challenge of Preserving New Forms of Digital Scholarship

Apr 17, 2019

Modified Apr 17, 2019

Posted in Arts and Culture

New York

New York University has received a grant of \$527,000 from The Andrew W. Mellon Foundation.

New York University has received a grant of \$527,000 from The Andrew W. Mellon Foundation for a project to help ensure the preservation of complex new forms of digital scholarship. In the collaborative project, "Enhancing Services to Preserve New Forms of Scholarship," participating preservation service organizations will test the limits of their capabilities today, using their existing tools or drawing on partnerships to preserve a series of



increasingly complex works from participating scholarly publishers. The ultimate goal is a clearly defined range of currently preservable technologies, as well as a set of guidelines and best practices for the publishing field.







What we can all do . . .

Be aware of the structural impediments to new forms of long-form publications and use our market power to engage with them . . .

- Stop assuming that reduced sales of monographs means that book usage and readership is declining.
- Request that library discovery services and library service platforms expose books better, especially open access books and new forms of scholarly work.
- Encourage book authors' use of DOIs and ORCIDs and leverage the potential for including enriched metadata such as peer review signifiers.
- Connect the worlds of "special collections" and "publications" preservation to ensure the longevity of new forms of book-like publication.