LIBRARY-BASED PUBLISHING IN THE UNITED STATES

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XIV ENEC
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Goals

• What does library-based publishing look like in the U.S.?
• What is the Library Publishing Coalition and why do we exist?
What is the Library Publishing Coalition?

A two-year project (January 2013 to December 2014) led by 60 academic libraries, in collaboration with the Educopia Institute, to design and build a membership organization dedicated to advancing the field of library publishing.

LPC will launch as a membership organization in Jan. 2015.
What is library publishing?

Library publishing is the set of activities led by college and university libraries to support the creation, dissemination, and curation of scholarly, creative, and/or educational works.

Generally, library publishing:
• requires a production process;
• presents original work not previously made available;
• and applies a level of certification to the content published, whether through peer review or extension of the institutional brand.

Based on core library values and building on the traditional skills of librarians, it is distinguished from other publishing fields by a preference for Open Access dissemination and a willingness to embrace informal and experimental forms of scholarly communication and to challenge the status quo.
Surveying the field

• Conducted in July 2013
• 115 complete responses (primarily from U.S. and Canada)
Who is doing library publishing?

<table>
<thead>
<tr>
<th>Category</th>
<th>2010* (have or are interested in)</th>
<th>2013** (have active program)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research-intensive universities</td>
<td>57</td>
<td>56</td>
</tr>
<tr>
<td>Mid-size universities</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Small colleges</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>Other universities and colleges</td>
<td>--</td>
<td>47</td>
</tr>
</tbody>
</table>

* [http://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1166&context=lib_research](http://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1166&context=lib_research)
** Library Publishing Coalition survey ([http://www.librarypublishing.org/resources/directory-library-publishing-services](http://www.librarypublishing.org/resources/directory-library-publishing-services))
Publishing service model

Scholar
- content
- focus
- peer review

Librarian
- production
- hosting
- distribution
- marketing
- preservation
- metadata
- copyright
- consultation
- training

Publication
Digital publishing platforms

- OJS/OCS: 45%
- DSpace: 37%
- Digital Commons (bepress): 35%
- Locally developed software: 20%
- Wordpress: 19%
Services: Access, discovery, preservation

- Metadata (85%)
- Cataloging (63%)
- Assignment of identifiers (42%)
- Digital preservation (active or under discussion) (95%)
Services: Outreach and education

- Outreach (55%)
- Training (67%)
- Author copyright advisory (78%)
- Other author advisory (35%)
Services: Editorial and production

- Peer review management (29%)
- Copyediting (23%)
- Typesetting (20%)
- Graphic design (40%)
- Marketing (40%)
- Compiling indexes (11%)
- Print-on-demand services (16%)
- Digitization (77%)
Services: Business planning

- Budget preparation (6%)
- Business model development (12%)
- Contracts and licenses (28%)
Publications

- Electronic theses/dissertations (79%)
- Faculty-driven journals (75%)
- Student-driven journals (56%)
- Monographs (37%)
- Textbooks (10%)
- Technical/research reports
- Data
- Conference proceedings
- Digital humanities projects
Editorial programs

- Specific disciplines (e.g., philosophy, ecology, education)
- Geographic areas (e.g., the American South)
- Institutional focus (e.g., alumni mag., undergrad research)
Scientific publishing in libraries
Motivation

• Provide alternatives to traditional publishers
• Publish work that doesn’t “fit” elsewhere
• Complement existing campus publishing operations
Partners: On campus

- University presses
- Campus departments
- Research centers
- Individual faculty
- Students
Partners: External

- Scholarly societies
- Research institutes
- Individual faculty
- Museums
- Private collections
- Library networks and consortia
- Non-profits
Sustainability: Costs

- Lightweight publishing workflows keep costs low
  - Digital-only or digital and print-on-demand
  - Reduced emphasis on “legacy” services
- But there are still significant costs
  - **Staff time**
  - Platform implementation and maintenance
  - Content storage and preservation
  - Production
Sustainability: Funding

- Library operating budget
- Library materials budget
  - redirect resources from purchase to publish
- Sales revenue
  - usually through hybrid OA models
- Charge backs to content creators/editors
- Non-library campus budget
- Grants
Challenges

• Scaling services
  • Developing policies
  • Identifying partners
  • Streamlining workflows
• Sustaining services
  • Securing funding
  • Demonstrating value
• Raising credibility and visibility
  • Mainstreaming practices
  • Encouraging adoption
LPC Project Foundation

- **Strategies for Success** project and report
  - IMLS-funded project led by Purdue University, Georgia Tech, University of Utah, and SPARC
  - Survey of academic libraries of all sizes
  - 120 attendees at three workshops

- Evidence-based recommendations
  - Develop best practices
  - Collaborate to create community-based resources
  - Formalize skills and training
Our Mission

The Library Publishing Coalition promotes the development of innovative, sustainable publishing services in academic and research libraries to support scholars as they create, advance, and disseminate knowledge.
Aims and Ambitions

• Encourage mainstreaming of library publishing in a range of forms, appropriate to different institution sizes and goals;

• Establish effective channels and networks, both within the library community and between library publishing efforts and other publishers, that ultimately improve the scholarly communications ecosystem; and

• Provide services to practitioners.
LPC Contribution: Scaling & Sustaining

• Develop best practices
• Maintain knowledge base
• Facilitate networking
• Identify opportunities for collaboration
• Coordinate resource sharing and collective purchasing
• Provide training and professional development
LPC Contribution: Raising visibility

- Compile *Library Publishing Directory*
- Host Library Publishing Forum
- Document range of activities
- Bring libraries into conversation
  - with one another
  - with other publishers
  - with other organizations
  - with the international community
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www.librarypublishing.org

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