Library as Publisher: New Publishing Ecosystems

March 10, 2015
John W. Warren
Head, Mason Publishing Group/
George Mason University Press
The publishing landscape is changing
Libraries are becoming community spaces and research centers
Instead of storage places for books.
Academic libraries have long been involved in scholarly communication

Traditional role of libraries in scholarly communication has been:

- **Organize** and **provide access** to physical and virtual collections
- Assist researchers and scholars in finding relevant sources
- Assist researchers and faculty members in locating citations to their published works
- **Preserve** the written works of scholarly community at their institution
Research libraries are increasingly embracing open scholarship and publishing

- A 2012 survey of 144 academic libraries found that 54 percent were considering or providing publishing services
- Library-based publishing is defined as ‘the organized production and dissemination of scholarly works in any format as a service provided by the library’
- Academic libraries have invested in digital repositories and have pursued models for open scholarship
- 75 percent involved in publishing publish 1–6 journals, the majority distributed electronically only and are less than three-years old
Library publishing can comprise a wide variety of related activities

- Academic commons: repositories of digital scholarly work and research
- Licensing, registration: ISBNs, DOIs, ORCID, etc.
- Research to publication support/consulting: editorial services, copyrighting, project planning, etc.
- Digital publishing: journals, ebooks, conference proceedings, Open Educational Resources, textbooks
- Digitization and long-term preservation: printed texts, images, multimedia
- Conversion of content into XML
- Data publishing, archiving, and other services
- Intellectual property rights consulting
- Grant/federally funded research compliance: OA, accessibility
Sustainability of these programs may be a longer-term issue

Library's Financial Objective for Publishing Operations

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recover direct costs</td>
<td>15%</td>
</tr>
<tr>
<td>Recover direct / indirect (overhead) costs</td>
<td>20%</td>
</tr>
<tr>
<td>Generate an operating surplus</td>
<td>40%</td>
</tr>
<tr>
<td>Operate at an acceptable loss</td>
<td>35%</td>
</tr>
<tr>
<td>None of these</td>
<td>45%</td>
</tr>
</tbody>
</table>

IMLS Library Publishing Services: Final Report
Funding sources for publishing programs is expected to change over time

Library's Current and Projected Funding Sources for Publishing Operations

<table>
<thead>
<tr>
<th>Percentage of Respondents</th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library operating budget reallocation</td>
<td>90%</td>
<td>80%</td>
</tr>
<tr>
<td>Project grant support</td>
<td>80%</td>
<td>70%</td>
</tr>
<tr>
<td>Library endowment funds</td>
<td>70%</td>
<td>60%</td>
</tr>
<tr>
<td>Sale of products revenue</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>Service fee revenue</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>Charge back campus units</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Temp. supplement from admin.</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Royalties</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

IMLS Library Publishing Services: Final Report
Nevertheless, library directors view library publishing as a likely future scenario.
Scholarly publishing is facing significant challenges

• Print sales declining—or flat at best; ebooks sales may not be enough to pick up the slack
  – Despite robust digital initiatives, ~90 percent of Harvard University Press revenue comes from print

• Running two businesses: a legacy print business and a digital start up

• Desirability of open access competes with need for sales revenue
  – University Presses experimenting with OA, but no known long-term sustainable model for OA books has emerged to date

• Institutional support may be hard to count on in the long run
Strategic partnerships with faculty, researchers, and students are key.

Library's Collaboration with other Units in Publishing

- No partners
- Yes, with dept level partners
- Yes, with college level partners
- Yes, with university press
- Yes, with IT partners
- Yes, with other partners

Percentage of Respondents

IMLS Library Publishing Services: Final Report
George Mason University Library has been developing expertise and capacity in digital publishing

• Over past decade, library had initiated copyright office, digital repository, ETDs, open access journals, and data services

• George Mason University Press was transferred to the Library in July 2013

• Provided the catalyst to launch a multifaceted publishing program for the University

• Provost Stearns endorsed the initiative in Fall 2013
Mason Publishing Group broadens the library’s involvement in the research cycle

- Advances activities supporting the **creation**, **dissemination**, and **curation** of scholarly, creative, and educational works
- Provides a platform that supports and brands the intellectual output of the University
- Offers an alternative to traditional publishers
- Publishes work that doesn’t “fit” elsewhere
  - Undergraduate research projects, conference papers, working papers, datasets, digital humanities, media files, etc.
- Leverages digital workflows to encourage open-access publishing
Mason Publishing Group will succeed based on sound strategic priorities

• Align with George Mason University’s strengths and mission
• Integrate digital opportunities throughout Mason Publishing Group and the George Mason University Press
• Engage with communities in core academic and professional fields
Strategic Priority 1: Align with George Mason University’s strengths and mission
Mason Publishing aligns with strategic priorities of George Mason University

• **Sharpen focus on research and scholarship** by increasing focus on strategic research themes, and increasing collaboration, support, and attention to results

• **Enrich the quality and breadth of learning** by engaging students in research, integrating research into teaching, ensuring programs have defined and measurable outcomes, broadening student experience, and increasing interdisciplinary opportunities

• **Fully integrate the university with the community** (local and global)
Align Mason Publishing Group editorially with key centers and departments

• College of Humanities and Social Sciences
• School of Public Policy
• College of Education and Human Development
• School of Management
• School for Conflict Analysis and Resolution
• Krasnow Institute for Advanced Study
• Center, Terrorism, Transnational Crime and Corruption
Welcome to the Center for Social Complexity

The Center for Social Complexity at George Mason University is a specialized venue for pursuing interdisciplinary advanced research, discoveries, and inventions that support exploration and analysis of human social phenomena. It was created in 2002 under the Provost's Initiative in Computational Social Science and Social Complexity.

News and Events

Behind the Scenes of Really Big Da

Presenter: Kalle H. Leetaru
Date and Time: Friday, May 9, 2014 - 3pm
Location: Research 381
Kalle H. Leetaru...
TraCCC’s Curriculum Development Projects

Anti-Trafficking Curriculum for Russian Government Officials

Curriculum Development for the U.S. Border Patrol Academy

Anti-Trafficking Curriculum Development Project

In 2005, TraCCC received a grant from the U.S. Department of State to develop a human trafficking awareness training curriculum for local and regional Russian government officials. TraCCC in partnership with its academic and NGO colleagues in four regions of Russia have created a training manual based on actual trafficking cases in the Russian Federation and relevant Articles in the Russian Criminal Code. In 2006, this manual was utilized in trainings for representatives of the local government, NGO and academic communities that were held in the cities of Saratov, Irkutsk, Vladivostok and Moscow. During Spring 2007, trainings were held in Smolensk, Chelyabinsk, Stavropol, Khabarovsk, Vladivostok, Ussurisk, Nakhodka, Irkutsk, and Moscow.

As part of this project, in order to provide access to the anti-trafficking training materials to a wider audience than was reached during the course of the training activities, as well as access beyond the project end-date, TraCCC and its Russian partners established an Online Resource Center. This website is maintained by our partners in Saratov and hosted by the Saratov State Academy of Law. The website provides access to all of TraCCC’s Russian-language training materials, guidelines for practitioners wishing to conduct regional trainings, and relevant
Pursue technological and pedagogical partnerships with innovative Mason centers

- Center for Teaching and Faculty Excellence
- Roy Rosenzweig Center for History and New Media
- Center for Global Education
- Center for Digital Media Innovation and Diversity
- Graduate and Professional Student Association
Innovations in Teaching & Learning Conference

Home » Professional Development » Innovations in Teaching & Learning Conference

INNOVATIONS in Teaching & Learning

2014 CALL FOR PROPOSALS

Signature Learning Experiences

Friday, September 19, 2014
Teaching + Learning

Improving teaching and learning about the past through innovative digital resources, tools, and strategies.

Case Studies

Teaching History

Sharing quality content, tools, and strategies to improve teaching and learning American history.

Read the Case Study

Featured Educational Projects

Sea of Liberty

Providing interactive tools for teaching, exploring, and sharing the power of Jefferson's ideas across cultures and borders.

Learn More | Visit the Site

100 Leaders

Encouraging exploration of leadership and legacy in world history through voting, classroom activities, and teaching resources.

Learn More | Visit the Site

Teachinghistory.org

Sharing quality content, tools, and strategies to improve teaching and learning American history.

Learn More | Visit the Site
Engage an advisory board with key center directors and department chairs

- Provides guidance on how to enhance the impact of George Mason University’s scholarship by developing publishing products closely aligned with Mason’s strengths
- Helps to align George Mason University Press’s editorial focus with Mason’s key strengths
- Focus on campus partnerships that add mutual value
Share staff and infrastructure between two scholarly “imprints”

- **George Mason University Press**: branded; peer-reviewed; actively marketed and distributed; books and journals aligned with Mason’s mission; discipline-focused

- **Mason Publishing Group Services**: less formal, theses and dissertations, technical reports, conference reports; institution-focused, discovery-based
Provide advice, training, and workshops to key stakeholders on campus

- Provide workshops on best-practices in publishing
- Help faculty regarding publishing, how to promote their scholarship, trends in Altmetrics
- Offer support, instruction, and distribution services for departments, centers, and student organizations interested in publishing academic journals
- Learning about scholarly publishing advances key skills for undergraduates and graduate students
JOURNAL OF MASON GRADUATE RESEARCH

JMGR provides Mason, and the broader academic community, a quality peer-reviewed, open access journal for graduate research.

ANNOUNCEMENTS

INAUGURAL ISSUE PUBLISHED!

In January of 2014, the newly formed Journal of Mason Graduate Research (JMGR) published Volume 1, its inaugural online issue, with the theme of Innovations in Education. The Editorial Board of the JMGR is very proud of this first volume, which contains the following articles and can be accessed at http://journals.gmu.edu/jmgr/issue/view/71:

1. Welcome Letter by Dr. Mary Zamon, Faculty Adviser and inspiration for the JMGR

2. Editorial by Marilyn Sharif, Editor-in-Chief of the JMGR

3. Article by John Lunsford, "Innovation in the Tropics: An Autoethnography of a Multidisciplinary Field School, George Mason University Field School: Bali, Indonesia"
Strategic Priority 2:
Integrate digital opportunities throughout Mason Publishing Group and the George Mason University Press
Incorporate digital from acquisitions to EDP, from multiple outputs to discovery

• XML-first or early for flexibility and repurposing content across platforms

• Construct efficient digital workflows
  – Input, production, ebook creation and distribution, metadata

• Open source publishing software and platforms

• Focus on metadata and discovery

• Partner with digital education vendors
  – Digital shorts and enhanced eBooks
  – Interactive websites, e-textbooks, Apps
XML for editorial, copyediting, file conversion, asset management, distribution
Open source software for journals, papers, conference proceedings, and monographs.

PKP
PUBLIC KNOWLEDGE PROJECT

PKP is a multi-university initiative developing (free) open source software and conducting research to improve the quality and reach of scholarly publishing.

Open Journal Systems

“Scholars need the means to launch a new generation of journals committed to open access, and to help existing journals that elect to make the transition to open access...”
Budapest Open Access Initiative, 2002

Open Journal Systems (OJS) is a journal management and publishing system that has been developed by the Public Knowledge Project through its federally funded efforts to expand and improve access to research.

OJS Features

1. OJS is installed locally and locally controlled.
2. Editors configure requirements, sections, review process, etc.
3. Online submission and management of all content.
4. Subscription module with delayed open access options.
5. Comprehensive indexing of content part of global system.
6. Reading "Tools for content", based on field and editors' choice.
7. Email notification and commenting ability for readers.
8. Complete context-sensitive online help support.

OJS assists with every stage of the refereed publishing process, from submissions through online publication and indexing. Through its management systems, its finely grained indexing of research, and the context it provides for research, OJS seeks to improve both the scholarly and public quality of refereed research.

OJS is open source software made freely available to journals worldwide for the purpose of making open access publishing a viable option for more journals, as open access can increase a journal's readership as well as its contribution to the public good on a global scale (see PKP Publications).

Omeka

Serious Web Publishing

Create complex narratives and share rich collections, adhering to Dublin Core standards with Omeka on your server, designed for scholars, museums, libraries, archives, and enthusiasts. Learn More

Download Omeka

System Requirements

Omeka In Action

Tour Omeka

Let them make Posters!

January 27, 2015

We are pleased to announce the release of the Posters plugin, which allows guest users to add, edit, share, print, or delete their own collections of public content from your Omeka site. This is the much-anticipated update of the posters function of MyOmeka, a plugin from version 1.5. Posters requires the plugin GuestUser, together, these [...] Continue reading

Previous Posts

- Omeka One-Click Installs
- IMLS funds Opening Omeka for Close and Distant Reading
- Omeka.net to Upgrade to 2.2
- Exhibit Builder 3.1.2 Released!
- IMLS funds Omeka Everywhere
- New and Updated Plugins: Omeka Api Import, CSS Editor, and more!

Gulag: Many Days, Many Lives

GULAG: MANY DAYS, MANY LIVES

The Gulag Archipelago is a single unified experience, as a single unified omission. The Gulag and what mediated flows of data...
The number of journals using Open Journal Systems has risen dramatically.
Skyepack is a hybrid of ebook and mobile application

- Allows anyone to create classroom teaching materials that students can view on computers or smartphones (see video)
- Uses “freemium” model: Users can create and distribute initial digital packs at no cost; additional publishing space added for a fee
- Authors can combine video, specialized calculators, interactive media, Google maps, presentation slides, interactive quizzes and self-assessment tests with e-book text
Inkling and iBooks Author provide low-cost digital textbook authoring.
Pursue technologies that make a difference in production, dissemination, and discovery

<table>
<thead>
<tr>
<th>Format flexibility (html, pdf, epub, POD)</th>
<th>Discoverability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personalization</td>
<td>Multimedia</td>
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<tr>
<td>Monetization</td>
<td>Mobile reading</td>
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<tr>
<td>Minisites</td>
<td>Altmetrics</td>
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<tr>
<td>Research Data</td>
<td>Filtering</td>
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</table>
Ensure titles incorporate responsive design to work optimally on multiple devices.
The definition of the book is in flux

• What is a book in the digital age?
• Interactivity, hyperlinks, audio and video, gaming, auto-assessment and artificial intelligence are beginning to change what a “book” means and represents
• Opportunities to collaborate with organizations specializing in online learning/MOOCs
• Publisher book or dataset as API
• Chunking and micro-content are increasingly pervasive
Strategic Priority 3: Engage with communities in core academic and professional fields
Contribute to communities of learners and teachers in core subject areas

- Be a resource: a locus of activity via conferences, website, social media, webinars
- Provide metrics for teachers and authors, etc.
- Try to move fields forward by aggregating information and resources that help learners and teachers
  - i.e. collect and post technical papers, conference proceedings, stimulate conversations and debates
- Personalize the publishing process for authors
Promote engaged learning

• Partner with learning centers, online educators, and digital entrepreneurs to expand delivery

• Provide dynamic, repurposable content for communities of online and blended education
  – MOOCs and online education
  – Games and simulations

• Create new opportunities for networked learning
Share news, tools, research, insights, and projects that promote engaged learning.

Join our Conversation: How To Write & Defend Your Digital Dissertation!

Move beyond the book to collaborative, social learning

Through commentary, videos, and audio guides, MyDante will help you to develop the method of “contemplative reading,” which allows you to experience Dante’s poem on multiple levels of meaning. By moving from the literal to the metaphorical to the allegorical, you will begin to see how Dante’s story relates to your own life.

MyDante presents Dante’s original Italian text side-by-side with an English translation, as well as an audio version of the Italian text read aloud. Original commentary by Professor Ambrosio will guide you through your reading of the poem, and the Biblioteca section of the site houses a variety of supplementary texts.
Redefine what constitutes “authority” in the digital age

One: Peer Review

In a world where knowledge is being made available at a rate of millions of pages per day, it is comforting to know that some subset of that knowledge or science has been critically examined so that, were we to use it in our thinking for our work, we would be less likely to have wasted our time.

— Ray Spier, “The History of the Peer-Review Process”

Electronic publishing distinguishes between the phase where documents are placed at the disposal of the public (publishing proper) and the phase where ‘distinctions’ are being attributed. It used to be that being printed was ‘the’ distinction; electronic publishing changes this and leads us to think of the distinction phase completely separately from the publishing phase. However, doing so changes the means by which distinction is imparted, and imparting distinction is a sure sign of power. In other words, those who now hold that privilege are afraid of losing it (‘gate keepers’) and they will [use] every possible argument to protect it without, if possible, ever mentioning it.


The other revolution produced by the web (aside from radical changes in content distribution) is the rise of the ‘outsiders’—citizen journalists on dKos, a number of whom (Greenwald, Marie Cox) have vaulted into the highest ranks of the traditional media. The mad obsessives of Wikipedia, who have brought valuable knowledge to the attention of an interested public way beyond what they could have gotten to know of it otherwise (especially true in the case of living notables and new fields of study.)

The big questions here might really be, who now qualifies as ‘peer’?? And what now qualifies as “authorization”?

I imagine you’ll be getting into this later, but I didn’t want to forget to comment on that; as a civilian who is interested in scholarly matters, this question is of particular interest.
Civic Participation among Undocumented Immigrants in the Era of Deportation

Alvaro Corral
Draft—9.24.13

Introduction

The story of the ‘American Dream’ has been at the heart of political culture in the US. For some the American Dream has become a reality—the quintessential story of immigrant success that serves as a touchstone for migrants the world over. For others, however, the American Dream is more complicated. Consider two stories. The first is of Gaby Pacheco, an undocumented immigrant who in 2010, along with three other students, made the 1,500 mile trek from Miami, FL to Washington, DC, dubbed the “Trail of Dreams” in support of the DREAM Act. The second story is of Benita Veliz. Benita became the first undocumented immigrant to speak at the Democratic National Convention in 2012. She was a valedictorian of her high school in San Antonio, Texas at the age of 16. Despite this accomplishment in 2009 Benita was almost deported after being stopped for a minor traffic violation. Gaby and Benita have been at the heart of recent nation-wide campaigns like United We Dream, and the END (Education Not Deportation) Campaign made up largely of non-citizen youth and their...
Integrate social media throughout the press

• Develop a consistent voice on a few key platforms
• Include social media links/buttons on home page, catalog, brochures, advertisements, email newsletters
• Include “share this” buttons/widgets on all web pages, including individual title pages
• Cross-promote social media sites on each platform
• Educate authors about what they can do to create twitter feeds, blogs, effective Facebook presence
• Measure and monitor social media ROI
Redefine what it means to be a scholarly publisher

• Challenge the status quo and conventional wisdom; question entrenched processes and systems
• Less about finding “hits” and managing authors, more about managing digital assets and metadata for increased customization and findability
• Create and maintain a culture of meaning and learning
• Ensure that everyone’s voice is heard and everyone makes a contribution
• Make workflow more efficient
• Develop and maintain a culture of high expectations—for people and content
• Be environmentally sensitive
Questions / Discussion

• Please contact me with any questions or for a copy of this presentation:
  
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  jwarre13@gmu.edu
  703-993-3636
  johnwwarren@gmail.com
Sources/Bibliography


Sources/Bibliography (2)