Library as Publisher: New Publishing Ecosystems

March 10, 2015
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Head, Mason Publishing Group/
George Mason University Press

The publishing
landscape is changing

Flickr: The Ewan

Libraries are becoming community spaces and research centers

Flickr: Mal Booth

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

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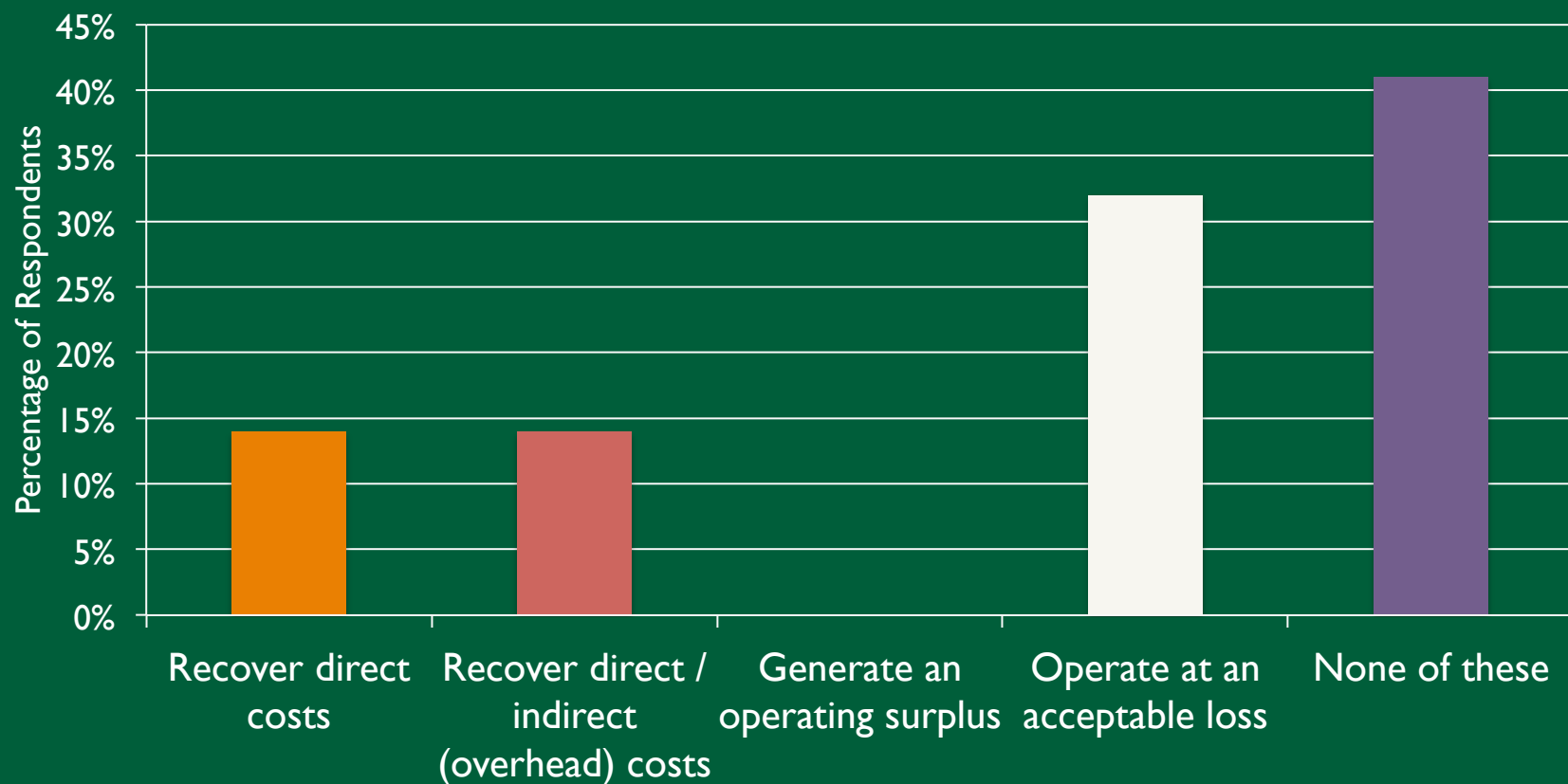
Funding sources for publishing programs is expected to change over time

Library's Current and Projected Funding Sources
for Publishing Operations

IMLS Library Publishing Services: Final Report
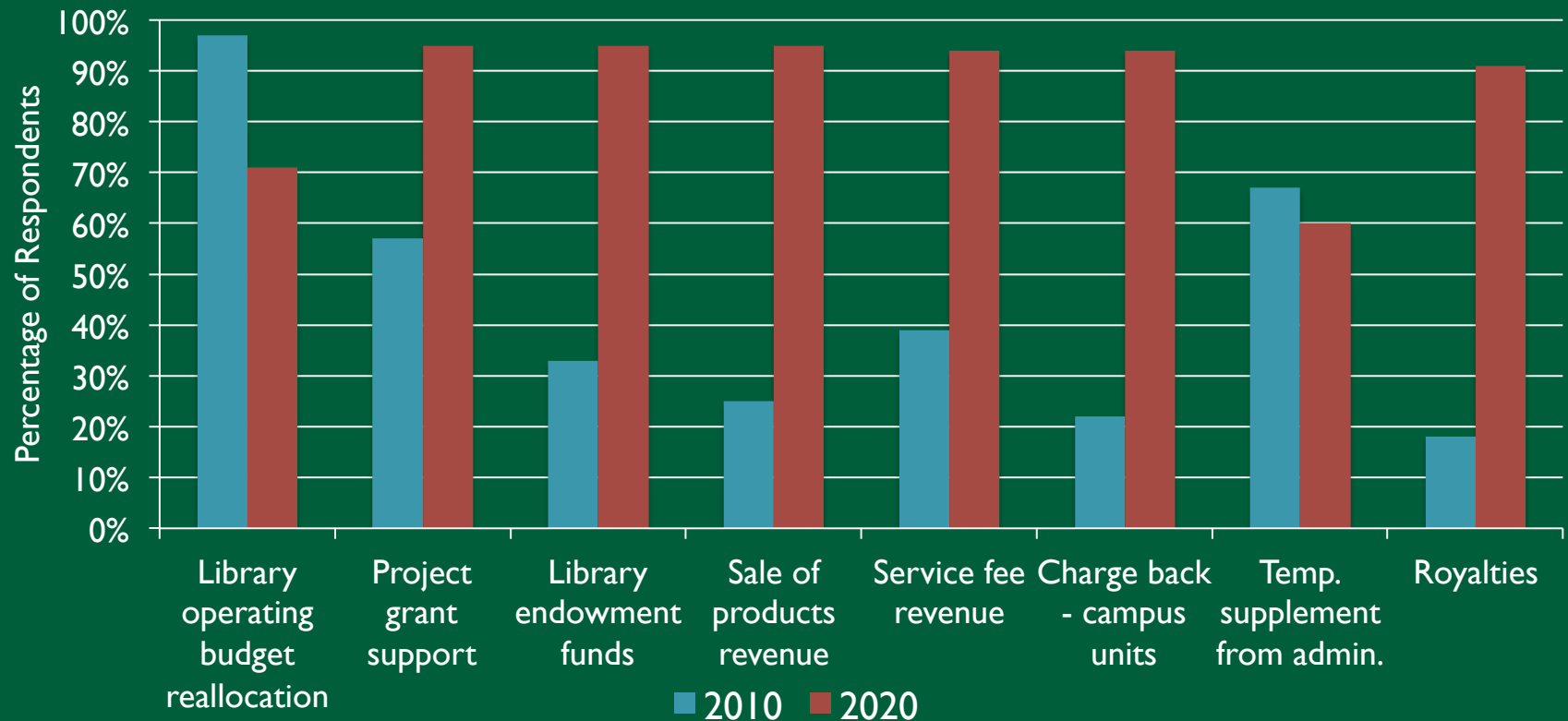
Nevertheless, library directors view library publishing as a likely future scenario

Future Library Scenarios to 2025:
Survey of ARL Library Directors
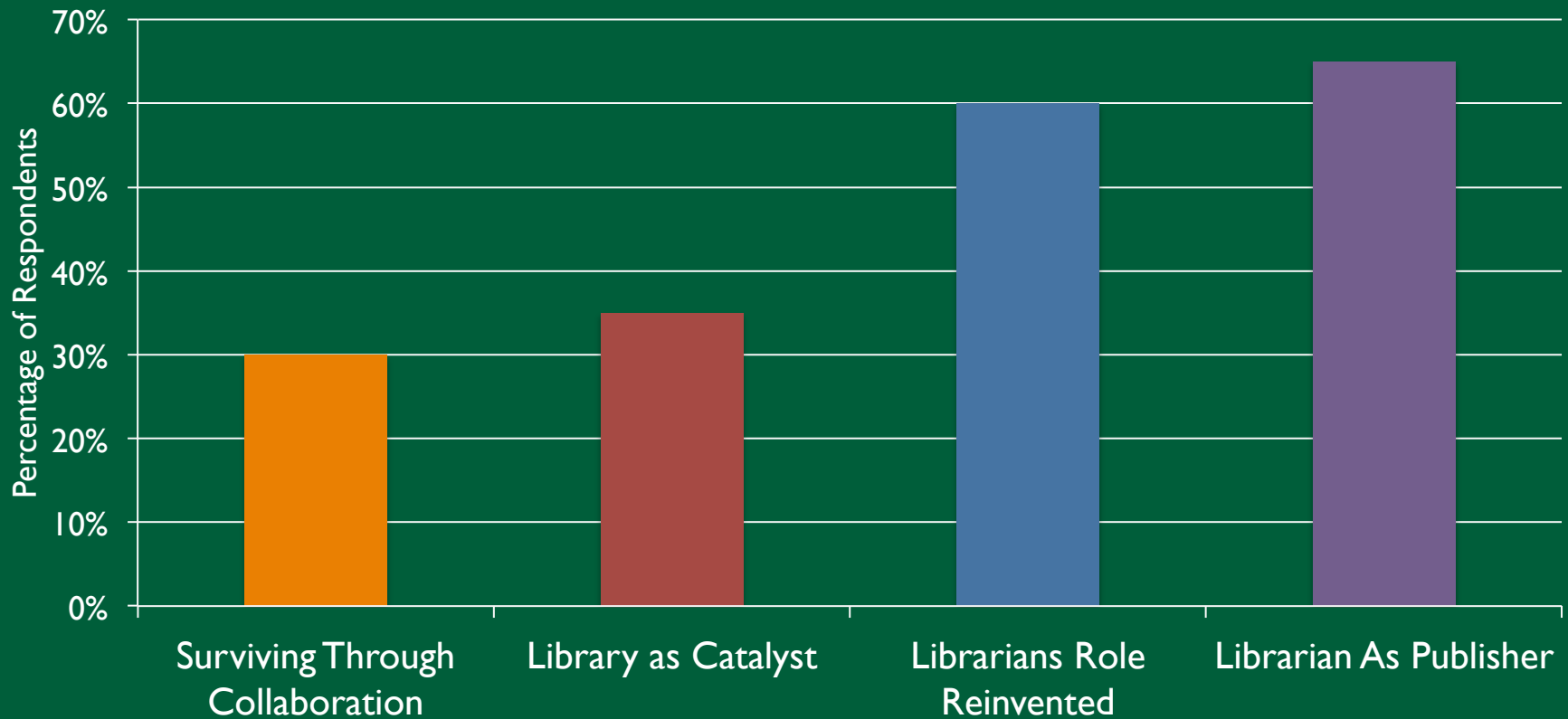
Envisioning the Library's Role in Scholarly Communication in the Year 2025

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

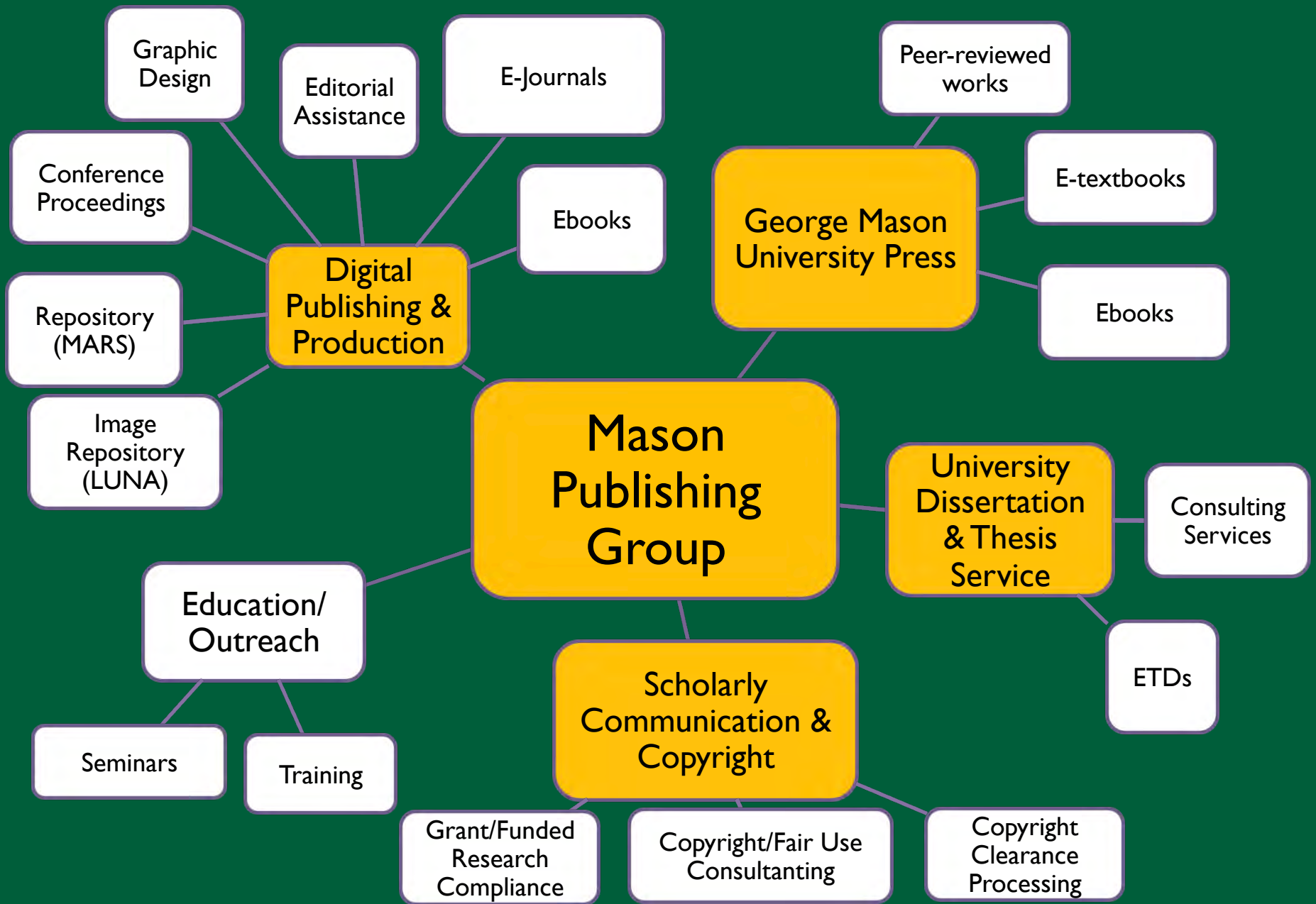IMLS Library Publishing Services: Final Report
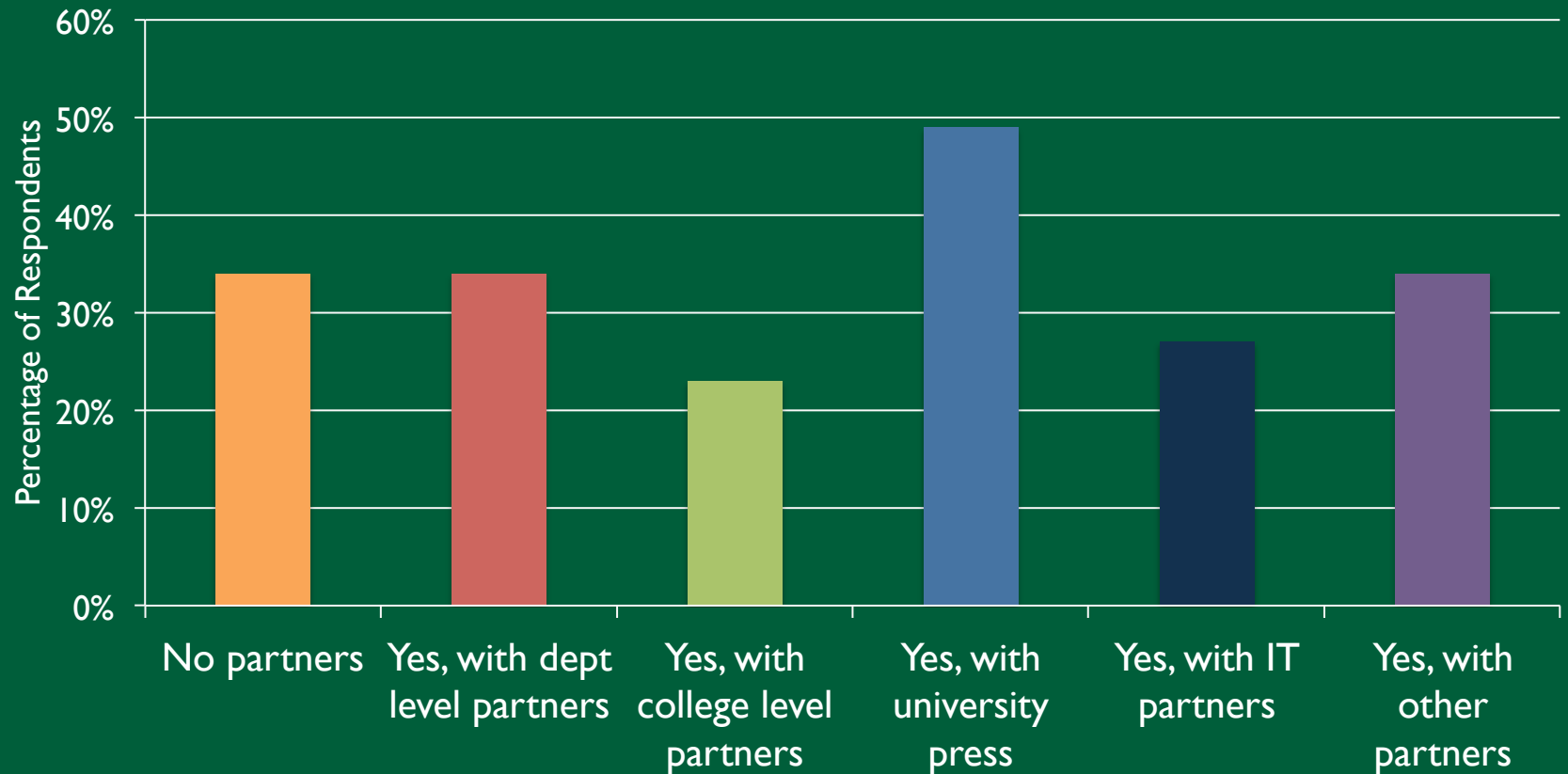
George Mason University Library has been developing expertise and capacity in digital publishing

- 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

- Digital Publishing & Production
  - Graphic Design
  - Editorial Assistance
  - E-Journals
  - Ebooks
  - Conference Proceedings
  - Repository (MARS)
  - Image Repository (LUNA)
- George Mason University Press
  - Peer-reviewed works
  - E-textbooks
  - Ebooks
- University Dissertation & Thesis Service
  - Consulting Services
  - ETDs
- Scholarly Communication & Copyright
  - Grant/Funded Research Compliance
  - Copyright/Fair Use Consultanting
  - Copyright Clearance Processing
- Education/Outreach
  - Seminars
  - Training

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

CSC | Center for
Social Complexity

Krasnow Institute for Advanced Study

GEORGE
MASON
UNIVERSITY

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: Kalev H. Leetaru Date and Time: Friday, May 9, 2014 - 3pm Location: Research 381 Kalev H. Leetaru...

Research/Projects

TraCCC's Curriculum Development Projects

Open World Leadership Program 2002-2011

Identifying and Assessing Links Between Organized Crime and Terrorism

Study Centers in Eurasia ▾

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

Search

Teaching + Learning   **Research + Tools**   **Collecting + Exhibiting**

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

1 2 3

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

George Mason University Press

Pre- and post- prints

Theses and dissertations

Technical Reports

Student Journals

Conference proceedings

Professional Journals

Monographs, Books, eBooks

Apps, APIs, Datasets

Mason Publishing Group

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 Altmetics
- 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

Software   Research   Community   Services   Support

Public Knowledge Project > Open Journal Systems

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 to 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).

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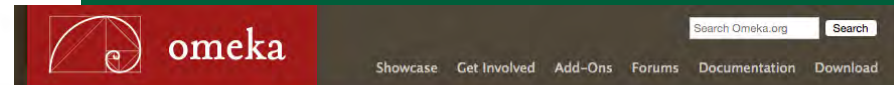
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System Requirements   No server? Try Omeka.net!

Omeka in Action

News

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What Is Omeka

03:42   vimeo

Gulag: Many Days, Many Lives

GULAG   MANY DAYS MANY LIVES

The Soviet Gulag existed neither as a single unified experience, nor as a single unified institution. This massive and lethal machine influenced the lives of

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 [...]
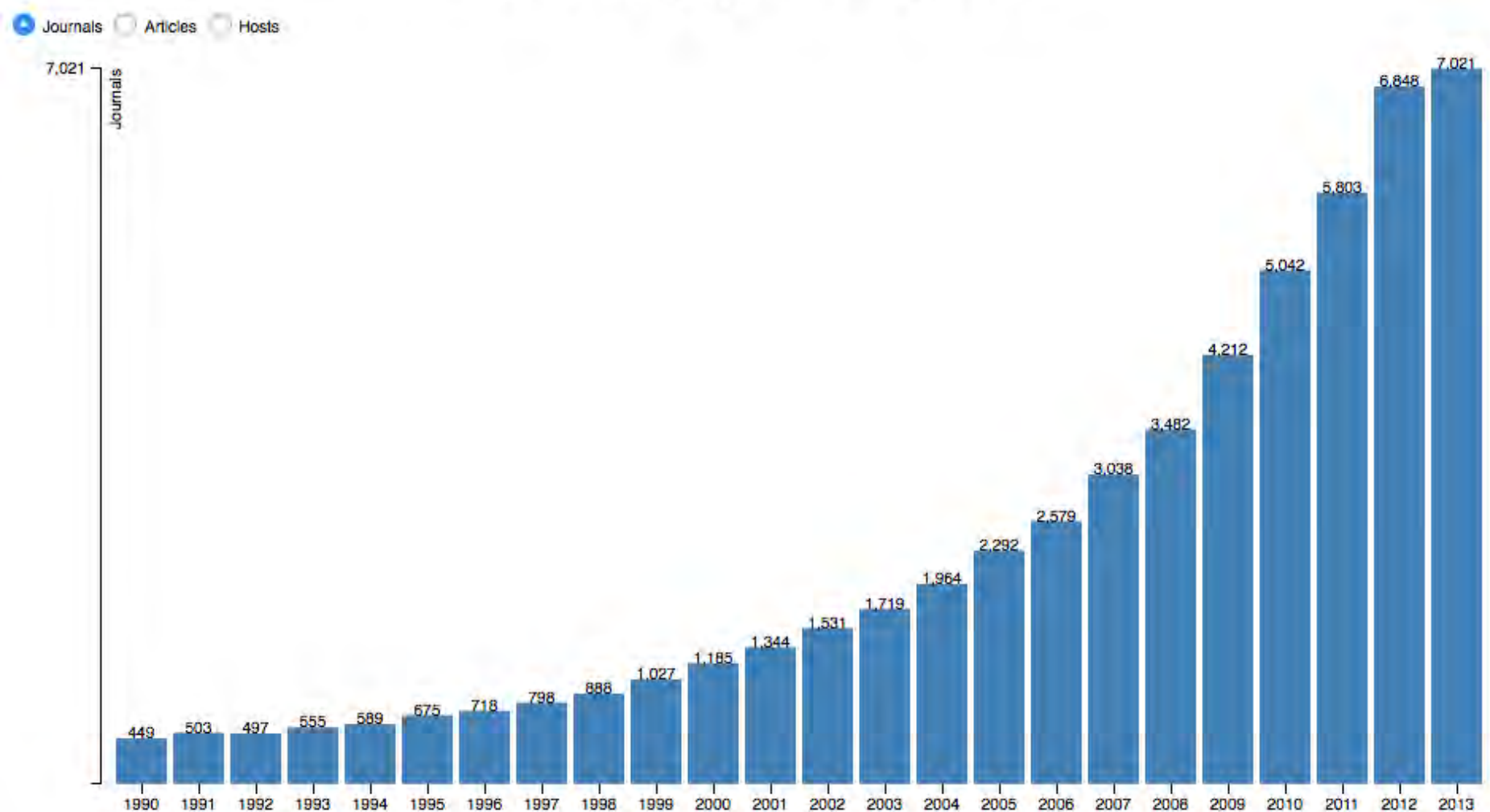
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Previous Posts

- 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!

RSS | News Archive

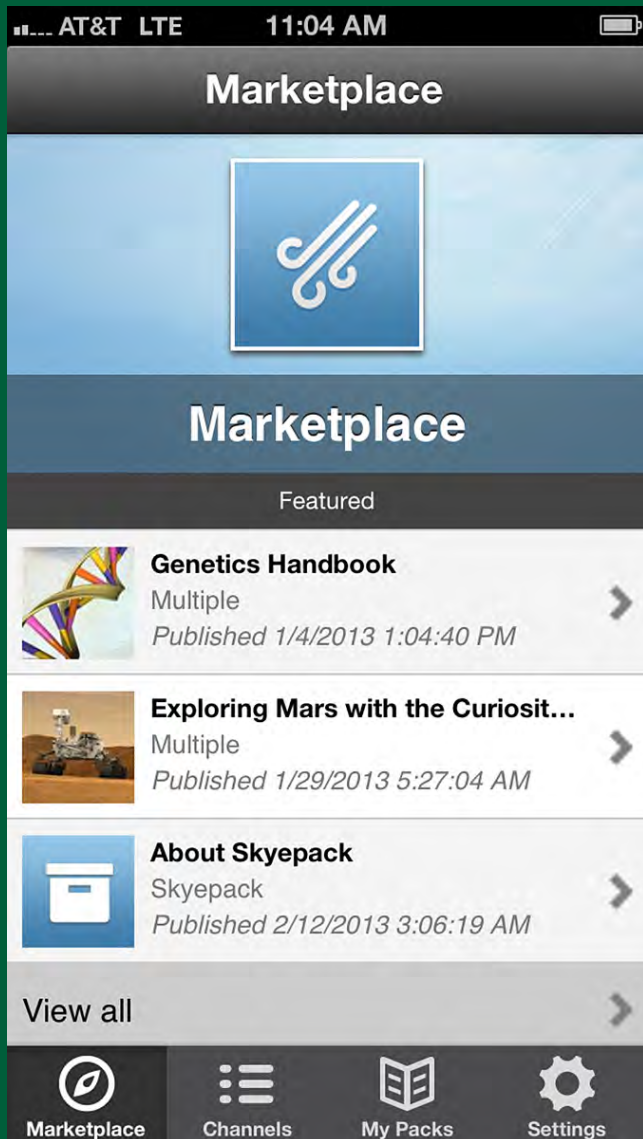# The number of journals using Open Journal Systems has risen dramatically

Journals using Open Journal Systems

○ Journals ○ Articles ○ Hosts

Year	Journals
1990	449
1991	503
1992	497
1993	555
1994	589
1995	675
1996	718
1997	798
1998	888
1999	1,027
2000	1,185
2001	1,344
2002	1,531
2003	1,719
2004	1,964
2005	2,292
2006	2,579
2007	3,038
2008	3,482
2009	4,212
2010	5,042
2011	5,803
2012	6,848
2013	7,021

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

Format flexibility (html, pdf, epub, POD)	Discoverability
Personalization	Multimedia
Monetization	Mobile reading
Minisites	Altmetrics
Research Data	Filtering

Ensure titles incorporate responsive design to work optimally on multiple devices
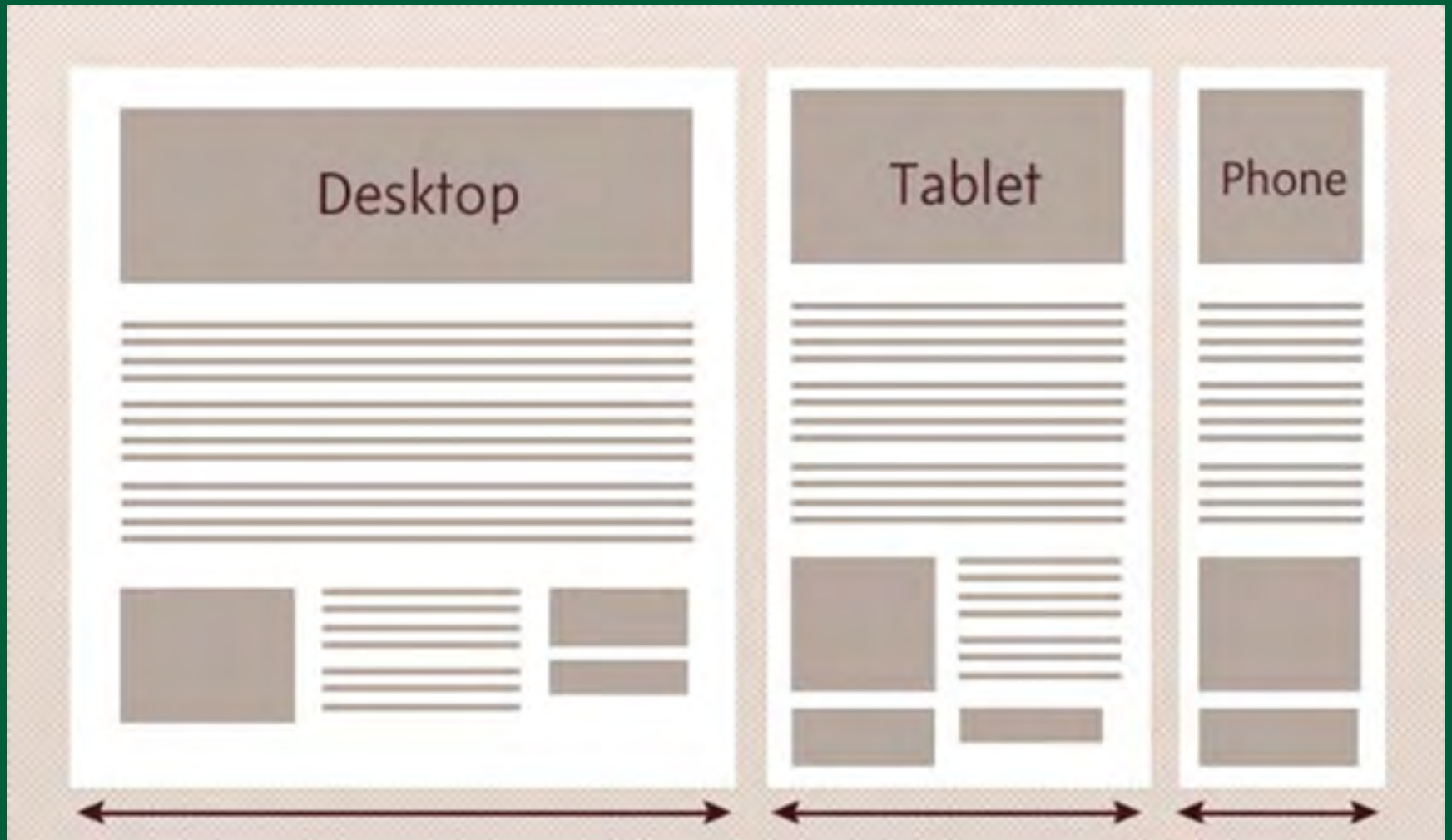
The definition of the book is in flux

- 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

HASTAC
Humanities, Arts, Science, and Technology Alliance and Collaboratory

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Digital Media and Learning Competition

HASTAC is proud to administer the DML Competition supported by the MacArthur Foundation dedicated to envisioning new forms of Connected Learning that serve the goals of a global society.

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CFP - Trans_ : An Anthology of Tarps

Recent Comments

Cost of Digital Databases and

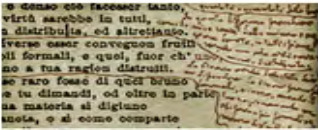# Move beyond the book to collaborative, social learning

MyDante

Visit the site

A PERSONAL AND COLLABORATIVE SPACE FOR THE STUDY OF DANTE'S **DIVINE COMEDY**

1 READ   2 ANNOTATE   3 ILLUSTRATE   4 COLLABORATE   5 CREATE

Purgatorio Paradiso Community **Me**

Inferno, Cant

Me
- My Dashboard
- My Journal
- My Posts
- My Media
- Sign Out

departing; the dark air

g beings of the earth

eariness; and I n

> undergo the bat

Lo ... aere bruno

to... in terra

7 O Muses, o high genius, help me now;   O muse, o alto ingegno, or m'aiutate;
   o memory that set down what I saw,   o mente che scrivesti ciò ch'io vidi,
   here shall your excellence reveal itself! qui si parrà la tua nobilitate.

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

a commons press
scholarship in open formats

Planned Obsolescence
Publishing, Technology, and the Future of the Academy

CONTENTS   COMMENTS   ACTIVITY

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"

[E]lectronic 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.

— Jean-Claude Guédon and Raymond Siemens, "The Credibility of Electronic Publishing: Peer Review and Imprint"

4 Comments on the whole page

Maria Bustillos
28 September 2009 at 6.32 pm

The other revolution produced by the web (aside from r... changes in content distribution) is the rise of the 'outsid... citizen journalists on dKos, a number of whom (Greenw... Marie Cox) have vaulted into the highest ranks of the tr... the mad obsessives of Wikipedia, who have brought val... knowledge to the attention of an interested public way b... could have gotten to know of it otherwise (especially tru... case of living notables and new fields of study.)

The big questions here might really be, who now qualifi... 'peer'?? And what now qualifies as "authorization"?

I imagine you'll be getting into this later, but I didn't wa... forget to comment on that; as a civilian who is intereste... scholarly matters, this question is of particular interest.

REPLY TO MAR...

Kathleen Fitzpatrick
1 October 2009 at 4.02 pm

Experiment with new forms of peer review and participatory content creation

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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  johnwwarren@gmail.com

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