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Navigating the Political Waters of Open Access Publishing in Libraries

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Methodology

Pulled information from 32 libraries from the *2015 Library Publishing Directory* and the *Carnegie Classification of Institutions of Higher Education* and selected 19

Criteria:

Publishing platform

Institution Size

Year Publishing Began

Geographic Region

Number of Titles Published

Public or Private Institution

Institutions Interviewed

- Boston College
- Claremont Colleges
- Columbia University in the City of New York
- East Carolina University
- Emory University
- Grand Valley State University
- Kansas State University
- Macalester College
- Oregon State University
- Pacific University

- Purdue University
- Simon Fraser University
- University of Iowa
- University of Massachusetts-Amherst
- University of North Texas
- University of Pittsburgh
- University of South Florida
- Wake Forest University
- York University (Toronto)

Types of questions asked

Advocacy

Managing editor expectations

Staffing

Funding

Decision-making processes

Business plans

Relationship with university press

Stakeholders

Platform selection

Preservation

Faculty perceptions of OA

Subscription content

Scope of Library Publishing

Library Publishing Coalition:

> "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."

From: http://www.librarypublishing.org/about-us

OA or not OA?

Transition to fully OA

Would allow subscriptions/embargo

No new embargoed titles

OA only to adhere to library's values

Print subscriptions, but OA online

Platforms - What Library Publishers Looked For
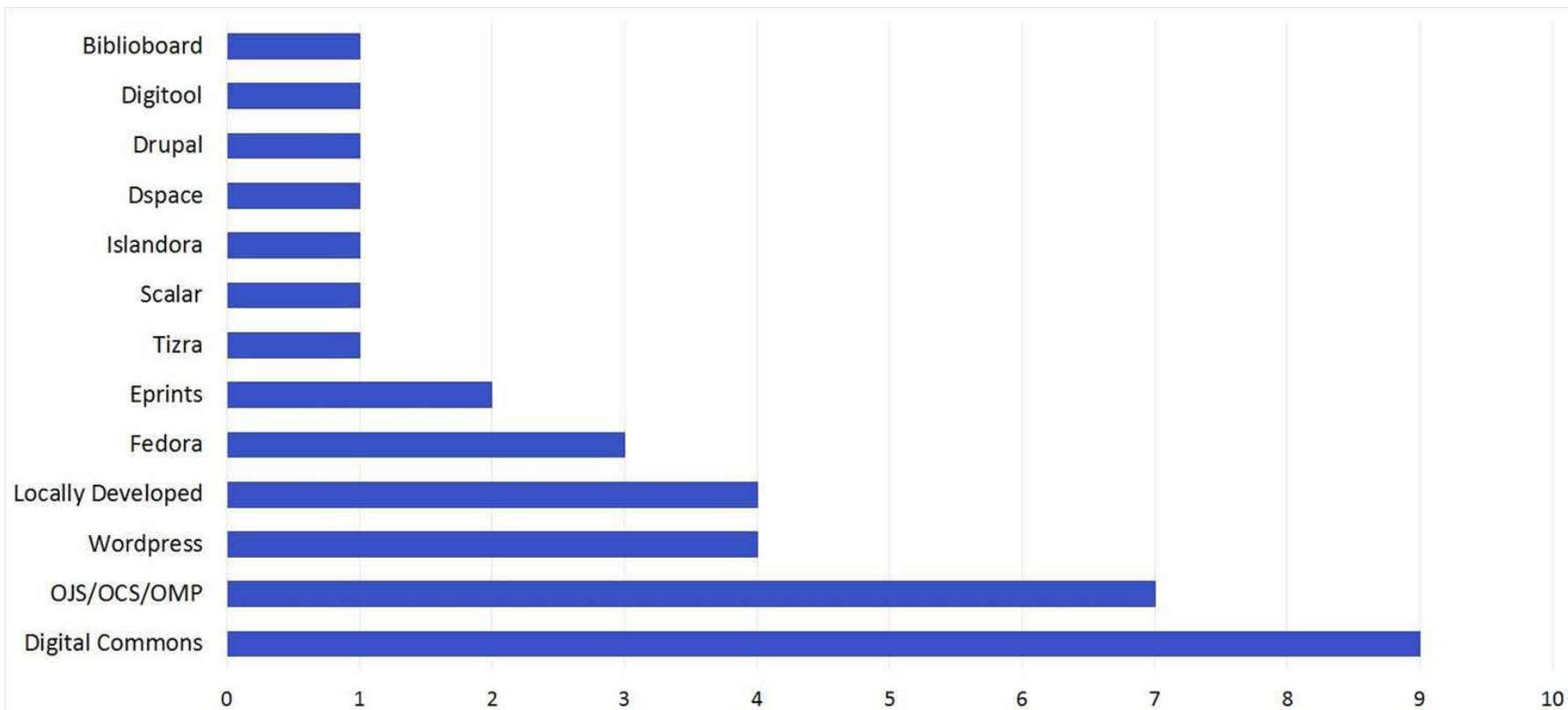
Open source vs. hosted solutions

Publishing capabilities

Control/input into design

Ease of use - for staff, editors, authors

Platforms - Many Choices

Staffing models

Hire new staff

       Librarians or other skill sets?

       Reassign a vacant line?

Reassign existing staff

Experiment with partial assignments of one or more people
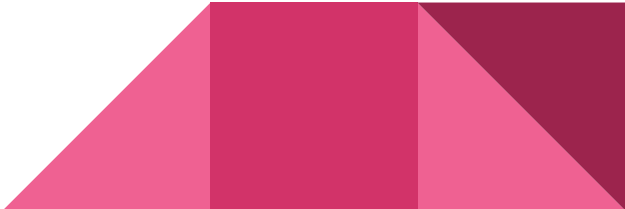
Form a new department

Services and Staff levels

Basic

Server Space

Externally hosted space

Layout

Marketing

Maintaining software

Initial set-up/training

Open Source platform

Building a platform

Ongoing Troubleshooting

Copyright Assistance

Graphic Design

Training

Self Taught, in-house, software community lists

Sending staff to outside training

Hiring staff who already have needed skills

Keeping up with changes in the field

Publishing Services - What are Libraries Offering

Training

Copyright consultation

Basic layout/design

Copyediting

Indexing consultation

DOAJ Application

Provide DOIs

Create/provide HTML version

Production workflow advice

Other editorial guidance

Intellectual property advice

Complete applications for major indexes

Conversion to ebook formats

Cataloging

Meet with student journal editors annually

Image permissions/finding images

Manage editorial permissions on the site

Hosting only

Tier-based cost and services

Monograph options - services cost-based

Advanced design/layout

ISSN registration

ISBN registration

XML version

LOCKSS

Portico

Preservation (other)

Adding to link resolvers

Share metadata via OAI-PMH

Enhancement of metadata

ORCID

Funding Models

Publishing units typically are funded by the library budget, but often have additional sources of funding

More formal publishing units typically have some funding outside the Library and may include additional services for a fee, especially if connected to a University Press

Creating a Business Plan

What are the objectives of the unit and how will you achieve them?

How many staff will be needed to accomplish the objectives?

Identify new sources of funding

Plan a marketing strategy

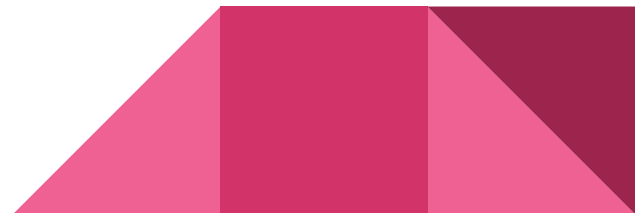Might be supplemented by a strategic plan or collection development plan

Preservation

LOCKSS, Private LOCKSS Network, Portico, MetaArchive

[The Keeper's Registry](#)

Backups & Internet Archive ≠ Preservation (but still important)

Promotion & Marketing - Tools

Editors meetings

University news outlets

Not a 'natural' activity

Don't have enough time / want to do more

OA Fund

Double-edged sword

Twitter

Staff education

Subject liaisons

Faculty Dept. Meetings

OA Week

Brochures

OA Policy

Usage Statistics

Informal conversations

New faculty orientation

Promotion & Marketing - Advocacy

Who advocates for us?

- Editors

- Faculty

- University administrators

And why?

- Connections to educational goals and mission of university
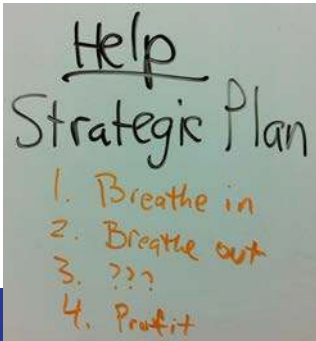
- OERs and OA funding initiatives

Recommendation no. 1: Business/Strategic Plan

Business Plan

- How do we get there?
- Start a business
- Obtain funding
- Direct operations

Strategic Plan

- Where do we want to go?
- Sets strategic direction
- Establish mission, vision, goals, objectives
- Extends out 3-5 years

Recommendation no. 2: Outreach

Work with library colleagues on outreach:

- Public Services

- All staff

Recommendation no. 3: Involve the metadata specialists!

Recommendation no. 4 - Continue to Educate Researchers

Recommendation no. 5: Preserve Content in Trusted Digital Repositories

Recommendation no. 6: Manage Editor Expectations

Recommendation no. 7 - Meet professional publication standards

Recommendation no. 8: Tie OA publishing efforts to the university's mission and goals

Politics - A Rough Storm?

"What politics?"

Questions?

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