SLIDE ONE

Introduction:
Thank you for the opportunity to discuss scholarly publishing and institutional repositories. It will be fun to try to merge the two huge concepts within a brief presentation.

First, a bit of information about Berkeley Electronic Press aka bepress.

We are located on Telegraph Avenue in Berkeley right above a yoga studio. Fitting for a Berkeley-based organization. Every morning we hear chanting and every afternoon incense wafts in through the windows.

We were founded ten years ago by 4 faculty members from U.C. Berkeley. They were frustrated by the inefficiencies of journal publishing and set out to build a better mousetrap. They started with 4 journals and then developed a platform, called Edikit, to publish those journals online. We publish around 50 journals today. In 2001 we collaborated with the University of California’s central library organization, CDL, to create a hosted repository and publishing solution for the 10 UC campuses. The journal publishing platform, Edikit, was integral to the model of enabling libraries to offer publishing services as part of the repository service. That solution is our Digital Commons.

There are three things that make our Digital Commons repository solution unique. First, and most importantly, bepress is focused upon providing services to our subscribers. Our client service group is the largest, hardest working and fastest growing group in the company. We pride ourselves on doing all of the back-end technical work, site design and customizations, and trainings so that our subscribers can focus their energies on engaging scholars and administrators on campus. Secondly, we care about design. We believe that presentation is important. The library is typically the most beautiful building on campus. The IR needs to appeal to the same stakeholders. It needs to be a "research showcase." Lastly, as I mentioned before, Digital Commons was built on top of a flexible publishing system that enables libraries to offer their faculty the means to publish peer-reviewed journals and other peer-reviewed series online.

Agenda: My discussion focuses on Scholarly publishing: Obstacles and Opportunities.

There are two parts to “obstacles” in publishing:

1) First, professional or commercial scholarly publishing and what it means to the academic institution and the faculty member. We can’t really offer a solution to this issue but I do want to talk a bit about it.

2) Second, non-commercial scholarly publishing. These tend to be journals published within a school or by a small society. This has two aspects to it: a) the large number of one-off and hard-to-find journals being created and b) the difficulty to sustain these journals because they generally lack financial resources.

The Opportunities explores how technologies like Digital Commons are being used by agencies like libraries to offer really interesting publishing services to faculty. In the latter part of the presentation I would like to show examples of what schools are doing around the world.

A very brief environmental scan of the publishing landscape:
There are over 25,000 active scholarly peer-reviewed journals as of early 2009, collectively publishing about 1.5 million articles a year. [From an August 2009 report from STM: International Association of Scientific, Technical and Medical Publishers, Oxford OX2 7HT UK]

Between 8000 to 8500 of these are owned by commercial publishers (including the larger university presses)

Almost 5000 journals are published by these publishers on behalf of societies and associations. Note that these titles have to be financially viable for a publisher to manage.

There are about 9,000 non-commercial journals – let’s call these “self-published” journals. “Self-published” journals are defined as not utilizing the publishing platforms and services of commercial publishers.

Of real importance to this presentation are the journals published within universities and colleges but not by a University Press. There are almost 2500 of these titles today. They include department titles, editor-driven, student run like law reviews, managed titles and titles held smaller societies that don’t usually have the potential to reach a large audience. There’s a lot of exciting stuff going on in this area that I want to explore a bit later on.
Scholarly Publishing: In Crisis?
SLIDE TWO

You would think that with such a large number of journals, that there are tremendous opportunities for faculty to publish their research, to explore their ideas in a peer-reviewed forum. However... David Shulenburger, VP of Academic Affairs at “Association of Public and Land-grant Universities” (formerly NASULGC), in a keynote speech at a Scholarly Publishing and Academic Resources Coalition (SPARC) meeting in Nov 2008 stated that “Scholarly publishing was [historically] based on the principle of gifts: authors give their treatises to others in exchange for access to theirs. In the 1960s, commercial publishers began to produce scholarly journals and charge prices that produced a profit for them. This profit motive now drives many scholarly societies as well.”

A recent report by the University of California taskforce on University Publishing [Catherine Candee & Lynne Withey] stated “Vice Chancellors for Research and Deans are witnessing the gradual diminution of publishing options and opportunities for UC faculty, particularly in the arts and humanities. Junior faculty are beginning to struggle to get the book contracts they need for tenure and promotion; faculty working in innovative fields or non-traditional projects are constrained by a publishing model that cannot serve their needs; and campus resources are increasingly compromised by the commercial publishing culture”

Faculty aren’t alone. A 2008 study by the Association of Research Libraries (ARL) stated that “Many small publishers struggle with declining subscription bases, particularly domestically and even research libraries report regular journal cancellations projects. Most of the journals that are lagging in the development of electronic formats are from publishers who print one or a handful of titles.”

Many of the small scholarly societies that support one or two journals are slowly dying, unable to keep membership, and unable to make the transition from print to electronic for their publications. Academic libraries are bearing the brunt of the economic recession. On January 19, 2009 a message was sent to all scholarly publishers from the International Coalition of Library Consortia (ICOLC): “The ICOLC library consortia consider the current [economic] crisis of such significance that we cannot simply assume that libraries and publishers share a common perspective about the magnitude of the crisis and the best approaches to cope with it.”

The University of California study added: “UC faculty would like to see the university play a more active role in blunting the effect of the commercialization of academic publishing, but they will not and cannot risk their own academic lives to make it happen. The university must step in.”

So how can you step in? Do the Elseviers of the world control all scholarly publishing?

We believe that the white knight here ought to be the library. When the library supports publishing services, it can begin to open the publishing gates that are either monopolized by commercial publishers or are too costly for individuals or departments within a school.

The library has traditionally focused on the products of scholarship, on being a collection-centered organization. A very interesting report by Karen Williams at the University of Minnesota came out in August where she points out that libraries’ traditional role is changing and is no longer the center of the information universe. Rather, libraries are being prompted to understand and support the processes of scholarship. That means re-defining its mission and leveraging its expertise and value-added services:
1. Being the leader in authors’ rights, copyright and working with faculty to educate them about the implications of publishing

2. Becoming the provider of extraordinary information experiences – directly engaging in the lives of individual students, scholars and citizens to support achievement of their goals.

What are the benefits of order?
We are launching on behalf of our customers more than 5 new journals every month within their Digital Commons. Journals and “events publishing” (which I’ll discuss later on) are the more active services within Digital Commons. There are increasing numbers of academic libraries beginning to formally offer publishing services on behalf of the college or university. So why is that?

Most of the reasons can be understood under the rubric of “Order.” By order, we mean:

- Authority: it’s a signal of quality for a publication to be managed by the library. Someone believes that it is good enough to be part of library services
- Service: Someone (the library) is sharing the work of publishing with faculty, making sure that it looks good and providing the resources to help sustain the publication
- Discoverability: publications can be found (and found again)
- Place: these journals are gathered together and can be browsed.
- Libraries are a central hub within the college or university. Librarians work with every department. It’s a natural expansion of their role to provide these services.
  - Much of a school’s in-house publications like journals, reports, series, conference proceedings, even student works like theses, dissertations and senior projects are systematically managed in their creation, in distribution to the public or in preservation.

From the perspective of the library to provide publishing services means:

- The library has a stronger reason to work with all departments, faculty and researchers.
- It inserts the library into the scholarly workflow. Librarians can offer an active service to the institution and its communities. The library has an impact on scholarly life.
- It helps the repository too, as it provides not just content published elsewhere, but fresh, alive content. The content produced in Digital Commons journals is often the most popular content in the repository. Copyright for journals published by the school is also a bit easier than negotiating with commercial publishers.
- It facilitates the responsibility of the library to preserve born digital materials by having them originate within the repository. That can be especially important for conference and workshop proceedings and symposia.

From the perspective of faculty and departmental journal editors: why should they care whether their journal is in Digital Commons or not.

Well, the answer is also “order”. Using the Institutional Repository and the Publishing system can be used to provide order to an individual journal publishing programs.

--Look at these stacks: What does it give you that the first slide in this presentation did not? Presentation is pleasing, makes one want to browse, to explore

- Easier to locate what you are looking for
- Easier to trust the things that you find
- Easier to find related things
- Next time, you know where to go
Advantage of order is **greater reader impact**
---Can’t find the journal on the Web
---Journal looks amateurish, and reflects poorly on itself or the institution
---How does reader know how to weigh the value of the journal
---How does the journal take advantage of “e”
Digital Commons establishes journal authority
SLIDE FOUR

AUTHORITY
There’s a lot of content on the web. How do you know what can be trusted? How do readers separate the wheat from the chaff? Well, one way that a reader does this is to see where this content is coming from. The producer of that content (both the author AND the authority behind it) provides an immediate signal to the reader about whether or not they can trust the material.

If your journal is online and NOT in an Institutional Repository, it is harder for readers to know that it is serious. And given that readers typically spend a few seconds deciphering whether or not something is “legit” before moving on, your IR needs to quickly and efficiently establish your institutional brand and let folks know that they can trust the content.

Your institutional brand is probably the most powerful signal of quality for your content. Your institutionally branded Digital Commons repository provides the **stamp of authority** that is essential.
Digital Commons provides services that promote journal efficiency.
SERVICE
Digital Commons offers valuable services that help scholars to produce and disseminate scholarship much more efficiently.

- Digital Commons journals benefit from state of the art peer review management software
- A Digital Commons license offers unlimited Training and support
- Digital Commons is fully hosted and offers professional design

This frees editors to focus on their jobs: building great journals.

There’s another benefit to offering publishing services through a central campus service provider (the library) and that is significant cost savings.

- Print journals are costly to print and distribute (even a run of 500 can cost more than $10,000 per year to just print and mail)

With library services, there’s consolidation of resources lessening the need to re-invent the wheel each time a new journal is started.
Digital Commons promotes discovery and use of journal content.
SLIDE SIX

DISCOVERABILITY
Content on the web has NO IMPACT if it is difficult to find and used. We do a lot of work to make sure that articles from Journals supported by Digital Commons are easily discovered online. Navigation to the journals are important. As we mentioned earlier, there are about 25,000 active scholarly peer-reviewed journals in early 2009, collectively publishing about 1.5 million articles a year. [From © 2009 STM: International Association of Scientific, Technical and Medical Publishers, Oxford OX2 7HT UK]. That’s a lot of scholarly noise. How can a small in-house published journal be noticed?

1. Full-text indexing in Google and Google Scholar, and quarterly fine tuning to improve Google ranks.
2. Notification service to viewers who want to hear when a new issue or article on a topic is published. Digital Commons has tens of thousands of saved searches
3. Download reports to authors and editors that strip out crawlers, bots, spiders so that they can see usage.
4. Adding more branding and links within the PDF to related content in the repository for greater impact.
5. Doing innovative things with content and the technology that appeal to your audience. Faculty know what their peers want to read and see. Why shouldn’t they also manage how it is presented to the world.
   - DC’s state of the art national and international standards compliance means that more readers can find and interact with your content
     - Full text indexing in Google and Google Scholar
     - Content Stored as qualified Dublin Core
     - Full OAI Compliance
     - Standard UI for readers/browsers
     - Standard Submission Interface for authors
   - DC’s archiving and preservation strategy follows leading industry standards to ensure that published articles remain available perpetually
     - bepress has a detailed preservation strategy to ensure that posted content remains available online into the future. Elements of our strategy include: a robust backup and disaster recovery plan for your content; digital commons is LOCKSS compliant; we store all native files that are uploaded to the system so they may be used for future migration strategies as applicable; bepress is committed to maintaining all PDF files in Digital Commons and will migrate these files as necessary.
     - Many journals don’t live forever. Having the library involved as a service provider ensures that even a discontinued born-digital journal continues to be available for students, scholars and the world.
Digital Commons can help make your journal a destination
The goal isn’t just to get your journal up on the web, but to get people interacting with your content and coming back for more (some people call this “stickiness”).

How do you do that?

You make the experience richer:
Journals benefit from being showcased alongside the wealth of other research and scholarship produced at your institution. The other content increases understanding and makes the experience richer.

You tie your journal into a continuum of content:
• much more goes into a journal than just the paper. Allow users to discover the rich materials to accompany that
  • Digital Commons offers New media formats and tools that **enhance the traditional article** and give you room to grow
Digital Commons: publishing hub
SLIDE EIGHT

How are libraries using Digital Commons to provide new publishing services to faculty and departments? How are these services providing significant value to the institution and its public?

I have a fairly broad definition of publishing. Digital Commons, as the hub, starts with the traditional publishing and moves to the increasingly unusual or new types of services being provided by libraries to their internal and external stakeholders.
Publishing: Journals, peer-reviewed series...

McMaster University: Russell Journal
Okayama University: Acta Medica
Policy Studies Organization (PSO)
Bond University: Spreadsheets in Education
SLIDE NINE

McMaster: The Russell journal is a subscription-based peer-reviewed journal that was started in 1971 by Russell’s archivist. The library persuaded the editors to move from print to electronic in 2002 for a variety of reasons including

- Costs savings of electronic over print & distribution
- Far easier to manage editorial management and peer-review of submissions. Especially when the editors, reviewers and submitters are scattered across the globe
- Increased audience
- Create a collection and resource site for papers, links and other materials that enhances the value of the journal. For example, see “Russell’s Texts.”

Okayama University: Acta Medica is a peer-reviewed journal publishing original peer-reviewed articles by faculty within the Okayama School of Medicine. The journal was started in 1928 and has undergone several transformations, most recently going electronic and being published within Digital Commons. The journal enables faculty to share their research and projects in a formal way with their peers. Publishing is becoming one of the most compelling services for the library. Librarians are working with individual faculty, with department heads, institute, think tanks and small scholarly societies to support their publishing efforts to move existing print journals to the digital world and increase their audience. One of the more interesting trends has been to use DC and its publishing capabilities to work with the University Press or even incorporate Press-like services as part of the library’s role. For example, Utah State University’s library will be managing the University Press and intends to use DC to create new journals and perhaps other scholarly materials. Collaborations between the Press and the Library are in place at Purdue University and University of Massachusetts where open access Press content has been placed in Digital Commons.

Small societies are also finding a home: For example, the Society for Medieval Feminist Studies (SMFS) was originally founded in 1992 as a support network for those scholars who labored to connect the relatively new theoretical perspectives surrounding Gender Studies with the traditional fields of medieval studies. And they launched a journal to support and unify members. Over the years, it became difficult to entice younger members to publish in the journal because it was paper, had a very small subscription base and wasn’t peer reviewed. Membership was declining. A University of Iowa librarian was asked if the library might help the society, and the journal was re-born within Digital Commons as an e-journal with peer-review.

The Policy Studies Organization (PSO) manages four of its journals within what it calls Policy Studies Commons. Publishing within Digital Commons allows it to organize its journals together and provide other valuable content such as its proceedings and access to experts within its membership (using bepress’ SelectedWorks). See the journal “Poverty and Public Policy.”

Bond University (Australia) Spreadsheets in Education is a peer-reviewed journal that explores uses of spreadsheets within the classroom. The article is combined with the spreadsheet – something that isn’t possible in print. They are also building up a collection of classroom materials that can be re-used by teachers for their classes.
Books

University of Nebraska's Online Dictionary of Invertebrate Zoology
Cranes of the World

Digital Commons
SLIDE TEN

Story about the Online Dictionary of Invertebrate Zoology: This manuscript was peer-reviewed but then rejected by a University Press. It sat on the author’s shelf for 15 years. The Nebraska Repository Manager noticed it and offered to digitize it and place it within Digital Commons. Over the past two years, it has been the top downloaded object in the Nebraska DC repository: over 50,000 downloads. Nebraska has also linked it to Lulu for people who want a print copy.
Applied research

University of Massachusetts: Scholarly engagement
University of Massachusetts: Community engagement
University of Nebraska: Community engagement
SLIDE ELEVEN

UMass: Scholarly engagement: A scholar of Etruscan studies approached the library to see about placing a digitized version of Etruscan fonts in Digital Commons. The library did that but as part of the collaboration the scholar realized the potential of being able to have a center, a community, devoted to Etruscan studies. Ability to provide a link to Etruscan fonts in digital form led to the creation of Center for Etruscan Studies including a new journal dedicated to that subject.

The other two examples show the ability of the repository and library services to support the institution’s outreach to external communities: These examples are indicative of library and departmental collaboration to provide services to specific communities. The ability to publish directed and community relevant content directly speaks to the academic institution’s mission to share its knowledge. And the ability to utilize technological tools like Digital Commons’ publishing system, Google maps and Earth, and include a variety of related materials makes this an ever richer resource for community engagement.

The Univ of Nebraska example is particularly powerful. The Dean of Libraries uses the repository to show university administration how the library is collaborating with faculty. The repository can be used by administration to show that the University is actively working with its external communities to distribute its knowledge. We’ve included two reports using Google analytics to show repository usage by the Nebraska farming community.
Student Scholarship

USU's Intermountain West Journal of Religious Studies
University of Pennsylvania: CUREJ
Texas State University - San Marcos: Thesis
Bryant College: student scholarship and the historical material
SLIDE TWELVE

Huge growth in publishing student research: from undergrad research papers to doctoral students’ dissertations.

- Utah State’s IMW Journal is entirely student run with an academic review board consisting exclusively of scholars in the field. The staff consists of USU students; Two students act as editors in chief, one as managing editor, and six serve as associate editors. Though student editors participate in screening submissions, membership in the academic review board is limited to professional scholars.
- The Univ of Pennsylvania’s CUREJ (“courage”) is a growing collection of peer-reviewed undergraduate papers written in collaboration with a faculty mentor. It was an annual print publication for multiple years but in 2005 the Dean of the College of Arts and Sciences came to the library and mentioned that he had this “great publication, with outstanding undergrad research, but it's PRINT”. The Library was able to respond with "well let's try online publishing with Digital Commons”

- historically 3rd or 4th of the "Top 10 Most Downloaded" items from all of Penn's DC come from CUREJ.
- CUREJ was such a success that about 6 months later the Wharton School came to the library and asked to do the same thing for its students

- ETDs The Texas State Student Master’s thesis is a nice example of using multi-media to showcase the document and entice the reader. The author was a teacher and coach who now works with at-risk teens. The streaming video clip presents one of his talks. The library wanted to include Collins’ video to demonstrate his speaking abilities. Students are using their works within the repository as part of their job search, as part of their portfolio.
- Bryant College: A librarian and a student were going through boxes of archived materials when they came upon letters written during WW2 from servicemen who had been students at Bryant. These materials are gradually being digitized into Digital Commons. Students are beginning to write papers about these materials, and the library is publishing those papers beside the letters. See letters from John Renza.

At Cal Poly, the University President really understood the potential of their Digital Commons when he saw DC’s ability to showcase senior students’ final research project. As he stated: this is where prospective students and parents could see what the university expects of them during their 4 years at Cal Poly.
Events Publishing: conferences

University of Pennsylvania's Proceedings
Macalester College: Library Technology conference
Illinois Wesleyan University: John Wesley Powell Conference
Pacific University: College of Optometry conference
Utah State University: IR Day
SLIDE THIRTEEN

Events Publishing is the last of the examples we are showing in this presentation. It takes advantage of the publishing platform built within Digital Commons. Events Publishing is intended to support and manage content for conferences, workshops and similar types of meetings.

Penn’s Digital Proceedings of the Lawrence J. Schoenberg Symposium on Manuscript Studies in the Digital Age shows the possibilities of events publishing. The proceedings take advantage of the institutional repository’s ability to handle different types of files, from a traditional textual article to a PowerPoint presentation.

What makes Events Publishing exciting is that the library can work with conference and workshop organizers to organize the conference papers or presentation by the actual conference sessions. Macalester College is a nice example of that way of organizing the conference proceedings. The module can also manage future workshops and conferences. This can include a call for papers, workflows for submissions of papers or presentations, review by the conference organizers and selection of papers, and finally collect the papers after the event. A side benefit of managing these submissions within the repository is that copyright permissions can be dealt with up-front during the submission process, making it far easier for the organizers and librarians to manage and make accessible those conference proceedings.
Conclusion
Conclusion:
There is a crisis in scholarly communication. Faculty struggle to be published. Libraries groan under the economic burden of acquiring journals, monographs and other types of knowledge while their budgets are static or declining.

Institutional repositories are usually haphazard and peripheral projects within the library that have little impact on the school or even the library. In-house publishing is also rarely a significant endeavor within the school, usually created and sustained by a few isolated individuals. But, as we’ve seen, there are exciting things beginning to happen within the IR that have the potential to maybe change the scholarly world. A Dean of Libraries recently stated that the potential of the IR and of library publishing services was so significant that she believes it will become the center of the library. When the school’s administration and senior faculty become stakeholders and partners with the library acting as the central hub, there is really no limit where we can go.
Additional Resources

Presentations about Digital Commons:
http://digitalcommons.bepress.com/presentations/

Research about Institutional Repositories:
http://works.bepress.com/ir_research/

Portal site listing institutions using Digital Commons and journals created within Digital Commons:
http://digitalcommons.bepress.com