Navigating the Political Waters of Open Access Publishing in Libraries

Carol Ann Davis
Wendy C Robertson, University of Iowa
Charlene N. Simser, Kansas State University

Available at: https://works.bepress.com/carl_ann_borchert/27/
Navigating the Political Waters of Open Access Publishing in Libraries

Carol Ann Davis, Wendy C. Robertson, Charlene N. Simser
# 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:

<table>
<thead>
<tr>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing platform</td>
</tr>
<tr>
<td>Institution Size</td>
</tr>
<tr>
<td>Year Publishing Began</td>
</tr>
<tr>
<td>Geographic Region</td>
</tr>
<tr>
<td>Number of Titles Published</td>
</tr>
<tr>
<td>Public or Private Institution</td>
</tr>
</tbody>
</table>
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

- Biblioboard
- Digitool
- Drupal
- Dspace
- Islandora
- Scalar
- Tizra
- Eprints
- Fedora
- Locally Developed
- Wordpress
- OJS/OCS/OMP
- Digital Commons
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

Image CC BY-NC-SA https://www.opensymbols.org/symbols/arasaac/puzzle?id=7785
Services and Staff levels

Basic

- Server Space
- Maintaining software
- Externally hosted space
- Initial set-up/training
- Ongoing Troubleshooting
- Layout
- Open Source platform
- Graphic Design
- Marketing
- Copyright Assistance
- Building a platform
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

Not a ‘natural’ activity

Don’t have enough time / want to do more

Double-edged sword
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

Safe by Jan Tik courtesy of Flickr Creative Commons licensed by CC BY-SA 2.0: https://flic.kr/p/3yigw
Recommendation no. 6: Manage Editor Expectations

Expectations vs Reality by Kristian Bjornard courtesy of Flickr Creative Commons licensed by CC BY-SA 2.0: https://flic.kr/p/7ys8nH
Recommendation no. 7 - Meet professional publication standards
Recommendation no. 8: Tie OA publishing efforts to the university’s mission and goals

Photo Courtesy of US Army CC BY, pulled from http://www.robbymiles.com/execute-your-mission-to-achieve-your-goals/
Politics - A Rough Storm?

“What politics?”

Questions?

Carol Ann Davis  borchert@usf.edu
Wendy Robertson  wendy-robertson@uiowa.edu
Char Simser  csimser@ksu.edu