Western Washington University

From the SelectedWorks of Rebecca M Marrall

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“Library-Led Publishing Services.”

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Available at: http://works.bepress.com/rebecca_marrall/20/
Library as Publisher: A New Initiative for RUSA?
Beth Boatright, Crystal Boyce, Sarah Espinosa, Angela Kent, Rebecca Marrall

Library Publishing Services support patron participation in publishing by assisting with one or more elements of the publishing process. They are typically non-profit in philosophy and practice.

Education and Instruction
Educational services or events such as:
- Idea Generation
- Language and Literacy
- Copyright
- Platforms and Formats
- Budget
- Planning and Consulting

NYPL joined forces with Sandy Storyline to help patrons contribute to a "participatory documentary" about Hurricane Sandy and its aftermath. Members of the public contributed audio, video, photo, and text to the project; an interactive display rotates among branch libraries. The collaboration included a writing workshop.

83% of respondents think they’ll offer these services in the future
88% of respondents want to learn more about this type of service

Content Design and Editorial
Developmental services such as:
- Writing Workshops
- Hackathons, Unconferences
- Research Services
- Editorial Services
- Fact-Checking
- Peer/Expert Review

A University of North Texas Libraries imprint provides fee-based editorial services including developmental and substantive editing, fact-checking, and design work. The Libraries host a semi-annual roundtable for discussion of scholarly editing issues. Curated online resources provide access to useful materials for content editors.

53% of respondents think they’ll offer these services in the future
74% of respondents want to learn more about this type of service

Product Design and Production
Production services such as:
- Cover Design
- Print or E-Book Layout
- Copyright Clearance Services
- Digital Repositories
- Print-On-Demand Technology
- Digitization

Michigan State University community members can print library-quality paperbacks from an on-demand catalog or their own materials. Assistance with formatting and other publishing elements is available for a fee. Online instructions include an extensive library guide called “Publishing and Book Design Basics.”

63% of respondents think they’ll offer these services in the future
71% of respondents want to learn more about this type of service

Marketing and Dissemination
Post-publication services such as:
- Press Releases or Advertising
- Author Fairs or Book signings
- Provision of assessment metrics
- Metadata development
- Facilitating Open Access
- Cataloging and Indexing

The British Library publishes up to 40 non-fiction books a year in subjects broadly relating to the collections of the British Library. Publications are sold around the world and contribute to the Library’s international reputation, as well as garnering positive reviews and generating revenue that supports the Library’s work.

67% of respondents think they’ll offer these services in the future
74% of respondents want to learn more about this type of service

What professional tools are currently available?
Our environmental scan revealed:

Most existing resources are webinars, conference proceedings and directories. They offer short-term tools rather than ongoing support.

ACRL, ARL, SPARC, and the Library Publishing Coalition support publishing services in academic libraries only. No group is committed to supporting publishing services in other library types.

Few resources address sustainability, inclusion, representation, or accessibility.

What do librarians say?
Our survey of 270 librarians found:

Many respondents learned about library publishing services on the job; few have formal training and nearly 20% did not indicate any training at all.

Respondents would find workshops, webinars, and standards/guidelines most useful for developing library publishing services.

After ACRL, respondents believe LITA and RUSA are the most likely ALA divisions to support library publishing services.

Conclusions
There is a need for an organized community of practice for librarians supporting library publishing services beyond academia.

RUSA could choose to develop publishing-related resources, learning opportunities, and communities.

Recommendations
Initiate a RUSA-led discussion group or interest group.

Build an online space for library publishing resources.

Offer workshops focused on education and instruction services.

Read our full report:
bit.ly/RUSA-EL15