The Benefits of Collaborative Marketing at Purdue University Libraries / Press

SSP/ARL “Partnering to Publish” Seminar
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Purdue University

- ~38K students, ~1.8K faculty
- West Lafayette, Indiana
- A public, “land grant” institution
- Strengths in science, technology, agriculture, & engineering.
- ARL library with 12 subject-oriented Libraries + units
- University press a unit of Libraries
Purdue University Press

- An academic publisher, founded in 1960
- One of 133 members of Association of American University Presses (AAUP)
- Staffed by 4.5 FTEs. A Group 1 (< $1.5m) Press.
- Director reports to Dean of Libraries
- Offices in Library Admin since August 2009
- Publishes ca. 30 books a year and 15 journals
- Backlist of ca. 500 books
- Strengths in Jewish studies, Philosophy, Comp Lit (?)
Purdue Libraries e-Pubs

- Repository services: e-Pubs, e-Archives, e-Data
- Digital Commons is used for e-Pubs
- Staffed by 1 FTE with liaison assistance
- Repository of Purdue Scholarship
- Also Online Publishing System
- 14,067 papers to date
- 1,085,967 full-text downloads to date
- 450,213 downloads in the past year
Continuum of Scholarly Communication Needs in the Digital Environment

Source of scholarship

- Faculty
  - Non-research output
  - Faculty Journal
  - Faculty Conference
  - Datasets /Primary research
  - Newsletter
  - Masters Thesis
  - Committee Meetings

- Student
  - Honor Papers
  - Undergrad Conference
  - Undergrad Journal

- Admin
  - Admin Report
  - Alumni Magazine
  - Historical Collection
  - Commencement address

- Unaffiliated
  - Historical Collection
  - Symposium
  - Policy Report
  - Research Finding
  - Research Reports
  - Dissertation

Scholarly Impact of Content

Low

Pre Print

Red stars = Purdue UP?
Blue stars = Purdue e-Pubs?

Post Print

(with thanks to J.G. Bankier, Berkeley Electronic Press)
Collaborative Projects Now

• Open Access Journals
• Open Access Backlist Books
• Supplementary Data for New Books
Journals

• 10 OA journals (online or in late planning)
• 0.25 FTE GRA + ca. $5,000 a year to Press
The Ecology of Stray Dogs: A Study of Free-Ranging Urban Animals

Alan M. Beck

Download Full Text (9.9 MB)

Series
New Directions in the Human Animal Bond

Page Count
116 pp

Language
English

Description
“This readable contribution should be in the hands of any city or state agency dealing with dog problems or with public health problems. The book should also be of considerable interest to all ecologists, behaviorists, and biologists.”

Choice
Supplementary Data
Collaborative Projects in Future

... more and better of the same and

- Technical Reports and White Papers
- Volumes originating in conferences / workshops
- Subscription-based journals (for societies)
- New model publications, e.g., HABRI Central

... all more and more interlinked.
What is “Marketing” in Publishing?

Three distinct key audiences:

• Marketing to authors and potential authors to get more and better content, e.g., through conference displays, print advertising, website, review coverage.

• Marketing to users and potential users of content to drive usage / sales, e.g., through direct print and e-mail to end users, through data feeds to resellers such as Amazon, wholesalers and jobbers.

• Marketing to administration (shareholders), e.g., through annual reports, boards of advisors.
Marketing Benefits to the Press

• Repository allows Press to provide a wider range of services to authors – ‘on ramps’ to new lists more aligned with university’s mission.

• Faculty liaison librarians provide introductions and market intelligence.

• Qualitative and quantitative usage data is useful for market research.

• Liaisons can provide practical help in recommending A & I services, publicizing resources to colleagues, etc.
Marketing Benefits to the Libraries

• Press aids in populating and driving usage of the repository.

• The “Open Access conversation” is easier when introduced via “publishing” rather than “mandates” – prestige rather than extra work.

• Publishing capability provides a pathway into richer relationships with disciplinary faculty, e.g., in collaborative research, around data management
Health Check

We are doing some good work in marketing to authors and potential authors (within the institution) and quite well in marketing to administrators . . . but the collaborative benefits in marketing to users and potential users are harder to define.

So let’s think about LIST BUILDING (PubSpeak) and COLLECTION DEVELOPMENT (LibSpeak).
Case Study: List Building in Engineering Education

• Success of one Open Access journal inspires interest from other faculty.
• Liaison librarians make introductions to key faculty and advise on ecology of subject area.
• Quantitative and qualitative data shows field worthy of further exploration.
• Press commissions books and other journals to create “signature area” with involvement from non-Purdue as well as Purdue faculty. Library builds other resources.
• Marketing activities drive usage of the range of different but interlinked types of resources in this subject area.
Press and Editors thought that an Open Access journal would be appropriate in this field because:

- Many practitioner readers outside the academy.
- A methodology that crosses disciplines.
- A global community of interest, including scholars and practitioners in many developing countries.

IJPBL established in 2006

“Problem-based learning is a student-centered instructional strategy in which students collaboratively solve problems and reflect on their experiences.” It is particularly popular in technical fields such as engineering and medical education.
IJPBL: Quantitative Metrics
73,000 downloads since 2006

Full Text Downloads
IJPBL: Qualitative Metrics

13,939 visits came from 121 countries/territories in the "IJPBL" segment

This state sent 666 visits via 49 cities in the "IJPBL" segment
2010 List Building Activities

Journal of Pre-College Engineering Education (JPEER) (OA journal)

Journal of Aviation Technology and Engineering (JATE) (OA journal)

Engineering and Social Justice: In the University and Beyond (book)

+ technical reports (ECE), workshops (IATUL), etc.
The New University Press “List”? 

Books
Faculty Journals
+
Technical Reports
Datasets
Undergraduate Journals
White Papers
Conferences and Symposia
Image collections
etc.

All promoted through:

subject catalogs, conference exhibits, social media activities, . . . and all the other good things university presses do.
Challenges of Press / Library Collaboration

• Branding: Are we in danger of undermining the “idea of a university press” with authors / users / peers? Need to establish “white label” service? A peer-review trustmark?
• Positioning: How selective can we be in Library collections? When should we say “no” to projects?
• Financial sustainability: Is it right to charge for library services? Which costs should Libraries bear, which should be charged back to sponsors? Danger of undercharging so no money for reinvestment.
• Staffing: Faculty demand services as well as infrastructure. What staffing levels and skills do we need to develop?
“Library Publishing Services: Strategies for Success” Project

• Purdue University / University of Utah / Georgia Tech
• Web survey, case studies, literature review
• 3 workshops at member campuses in May 2011

• Award Information: http://bit.ly/libpubgrant
• News and Results: http://www.arl.org/sparc/partnering/

With additional support from:
Berkeley Electronic Press
Microsoft Research
SPARC
Georgia Tech, Utah, Purdue Libraries