

Libraries, Presses, and Publishing

SPEC Survey
Webcast Series
December 6, 2017

/ ASSOCIATION
OF RESEARCH
LIBRARIES /

Introductions



Laurie Taylor



Brian W. Keith

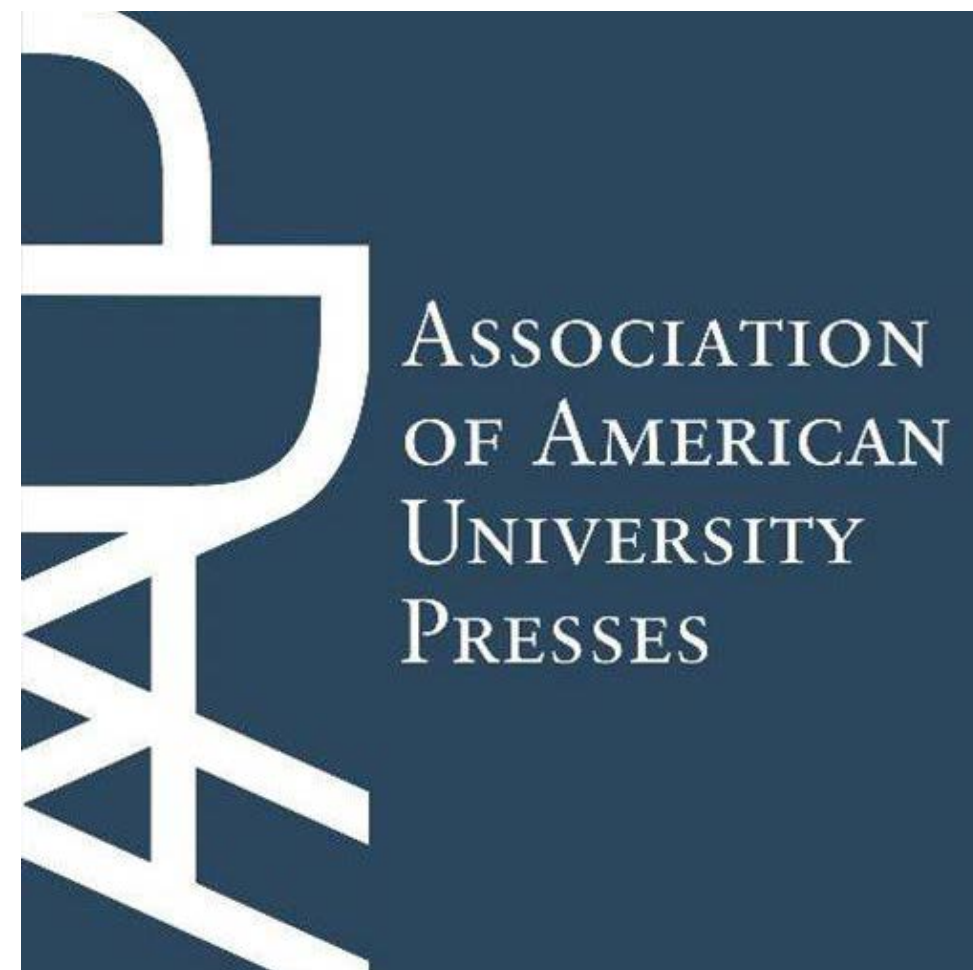
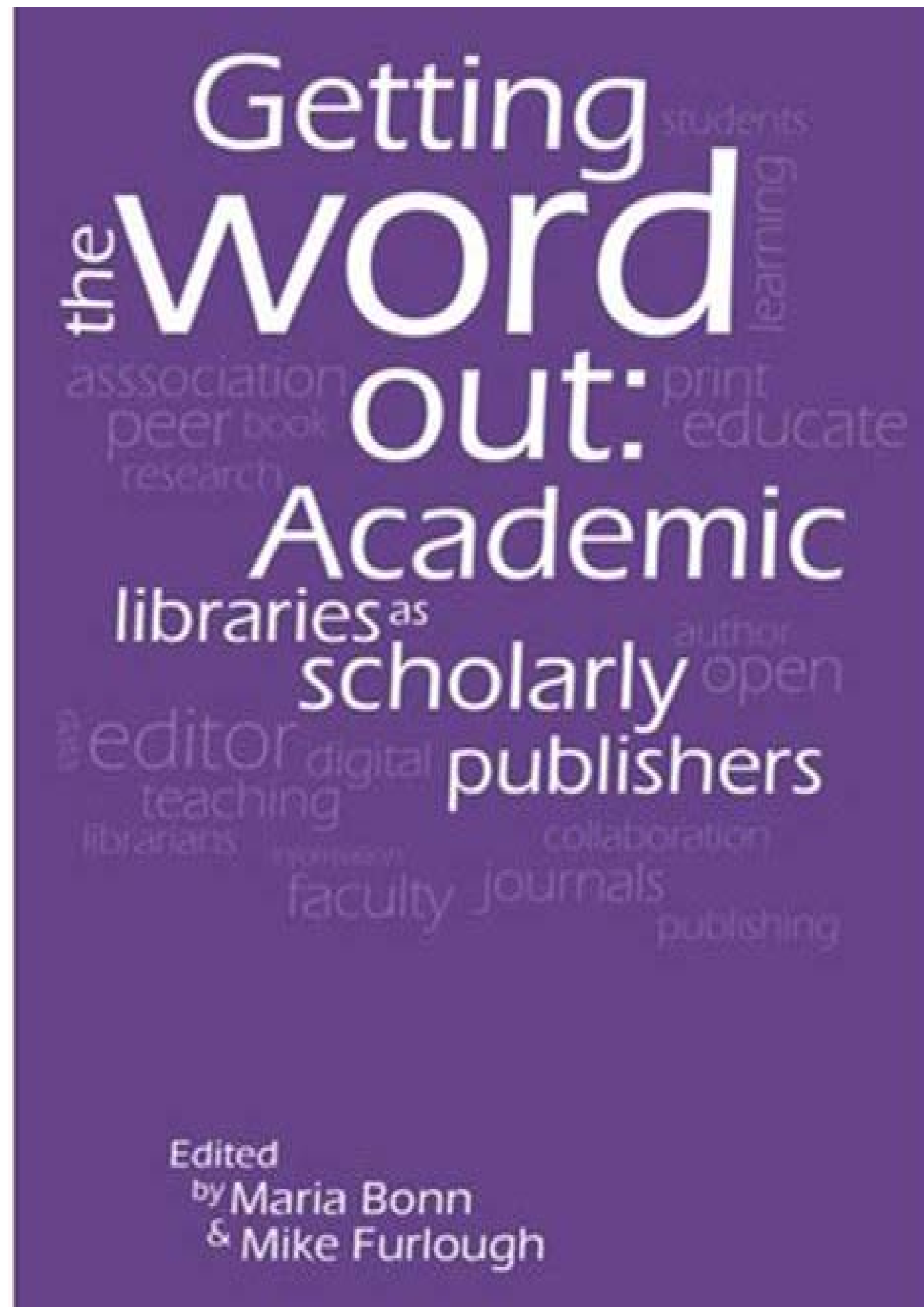


Chelsea Dinsmore



Meredith Morris-Babb

Why Libraries, Presses, and Publishing: Part One



Why Libraries, Presses, and Publishing: Part Two

THE HERALD

Liberty - Equality - Fraternity

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Editorial Columns.

With many apologies we today send forth our first little printed sheet, with the hope that its readers will find in it what was long wanted—a paper for the people.

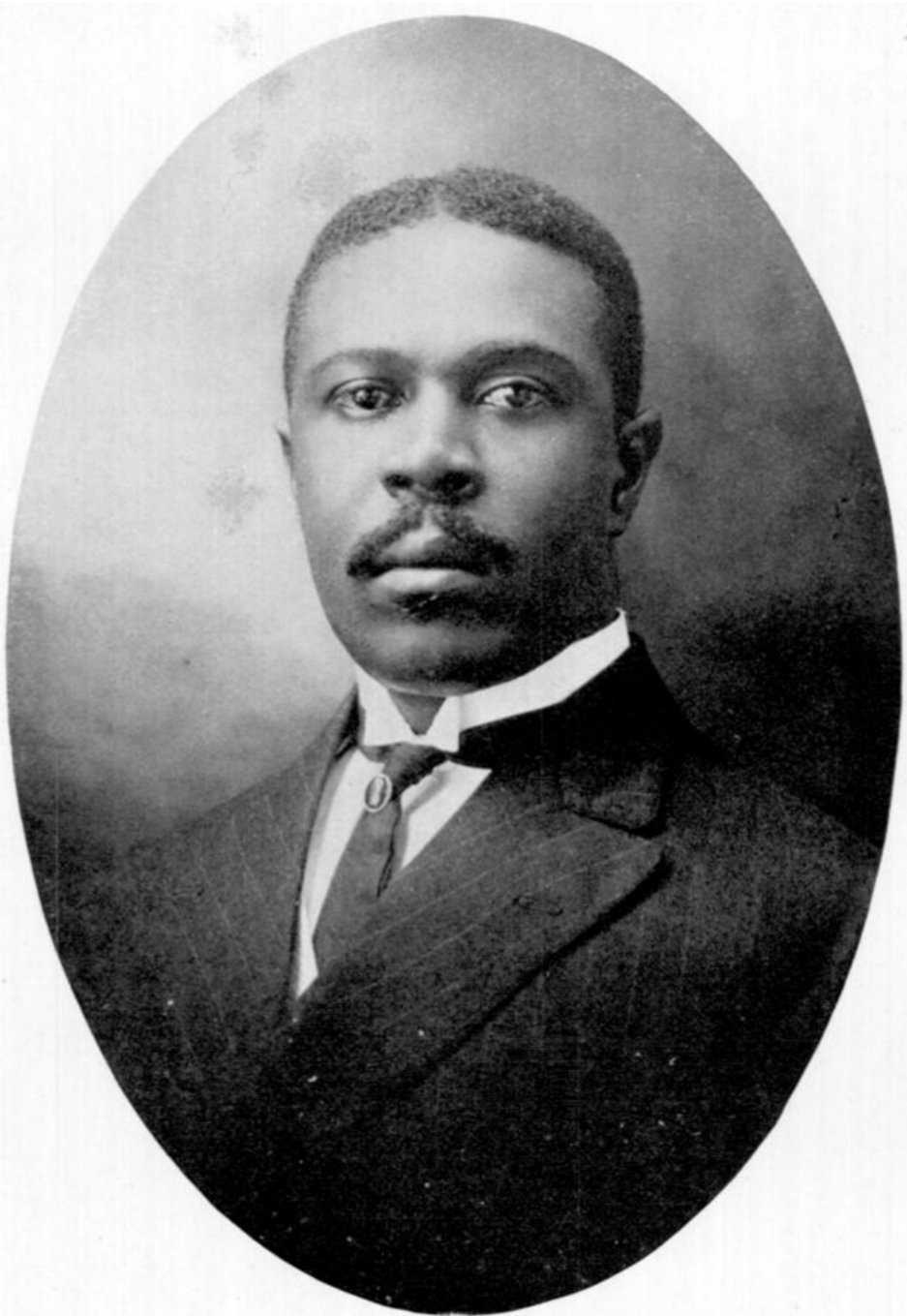
It is not our intention to announce any existing paper or journal, but we certainly are in the field to defend the darker race from attacks by the papers, journals or journalists opposed to their progress—the march toward their heritage.

If we were to tell the truth in its fullness about the present condition of the island they should unhesitatingly lay the blame to the inactivity of the Press. Let us go back to the time when the common people in Denmark had no paper or series of their own, and what do we find there? oppression and semi-slavery. Today, in every little hamlet, you can find the newspaper—the people's newspaper; the paper that tells the farmer all he wants to know; the paper that makes the peasant laugh around the fireside at evening; in short the paper

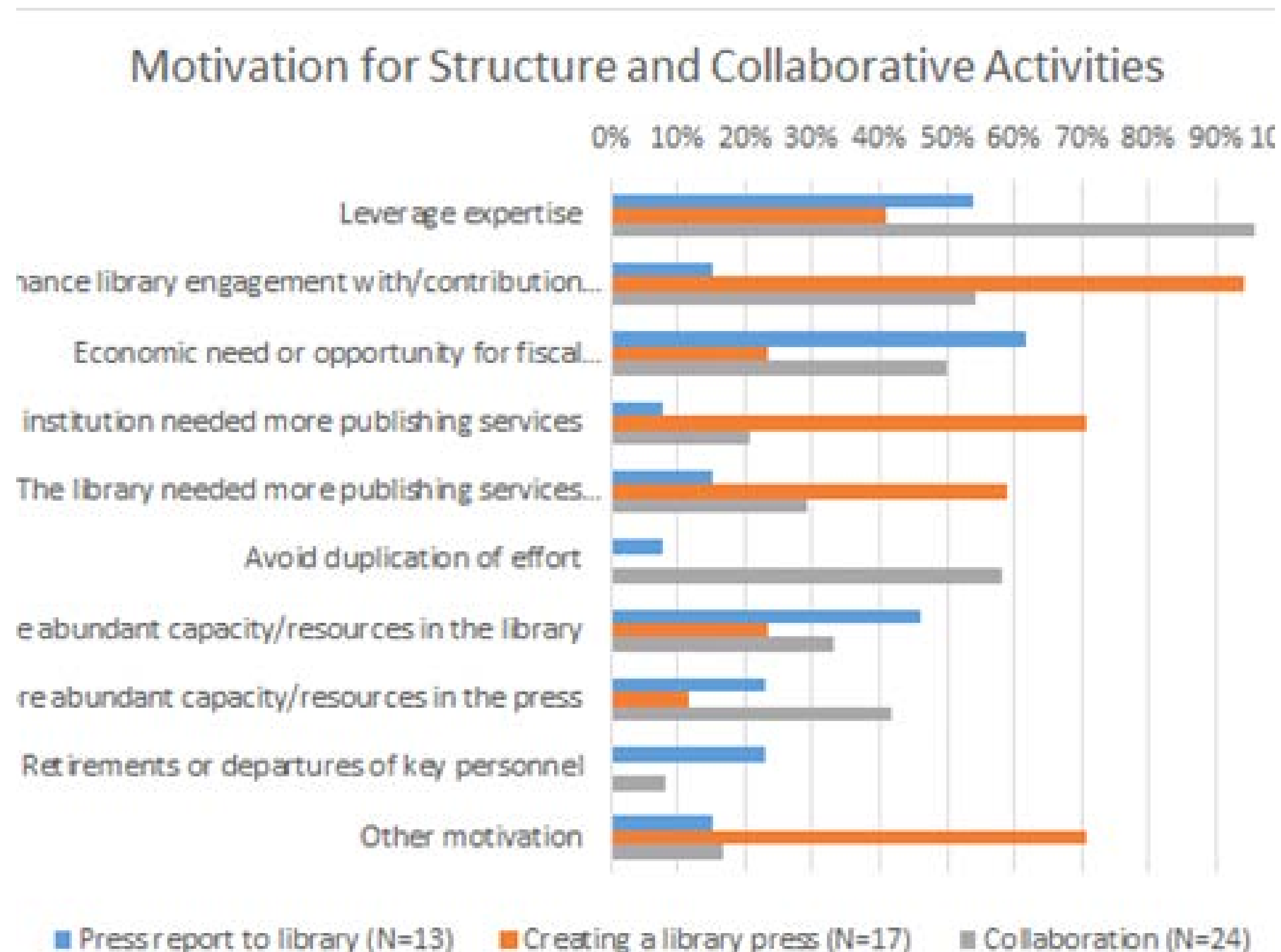
was ready to open our columns to them. Here is to be found a training school for native talent, a starting ground for the untalented lad and for the one who is ready. We are antagonistic to none, but friendly to all. Our aim shall be first and foremost to preserve the people from outrages and to see that justice is administered with equality, and to crush the tyrant wherever found. We shall endeavor to promote a better feeling between the two factions, and hope finally to create a United Saint Croix, not a new people, bonded in love and unity.

A certain great writer once said "Give to the people what they want, and there shall be no dissent." We want our people to have all they are entitled to as citizens; we want them to enjoy the inalienable rights that are due to every free man, to the end that the people shall rule and not be ruled by a few selected houses from the school of tyranny and injustice. Let us look forward, from today, to the time when it shall be said with pride by every person, Danish West Indian: "We have truth and justice."

bers of the Socialist party. The idea did not occur to us before the latter part of our stay in Copenhagen, hence we did not have the opportunity to sell more than Kr. 100 1841.65a worth of bonds. This sum was but a pittance in the great scheme in question, and would have been enough to discourage any ordinary man who had planned such a scheme. But we looked at that small amount; we've always look at the small things as a beginning toward the accomplishment of our plans. We left Copenhagen on the 22nd July, and in our locked cabin, we perfected our plans in this expedition, and when we landed in New York, there was no time for delay. After resting a few days in Copenhagen, we returned to New York and started in to business and here begins the founding of the present Joint Stock Company. We consulted our friends and co-workers Messrs A. Elshov, C. T. Farrer, C. Anthony, and Miss Isabelle George and her sisters as to the possibility of floating shares in New York. It was decided to make the obligations at \$1.00 each, and

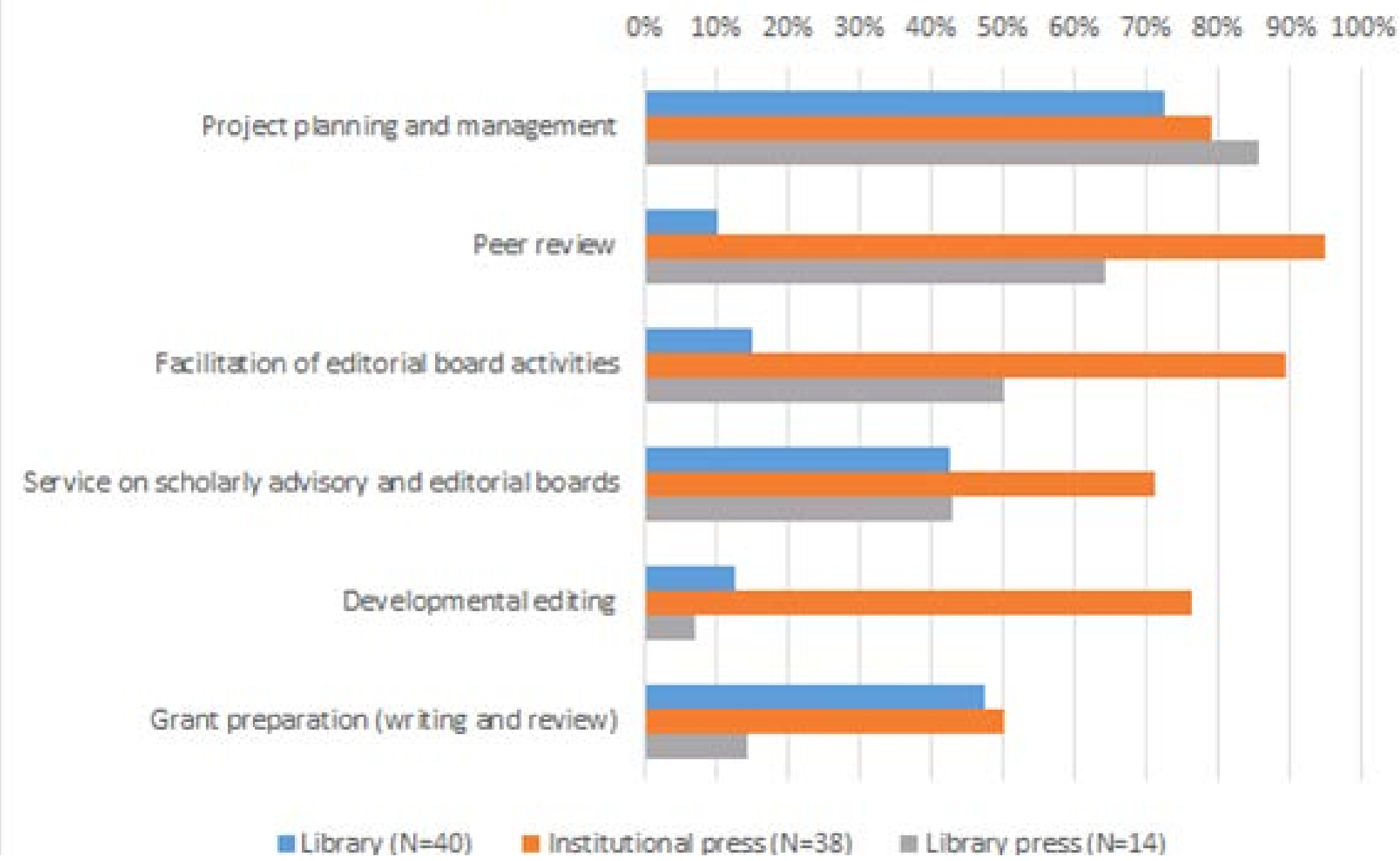


Institutional and Library Presses | Press and Library Relationship

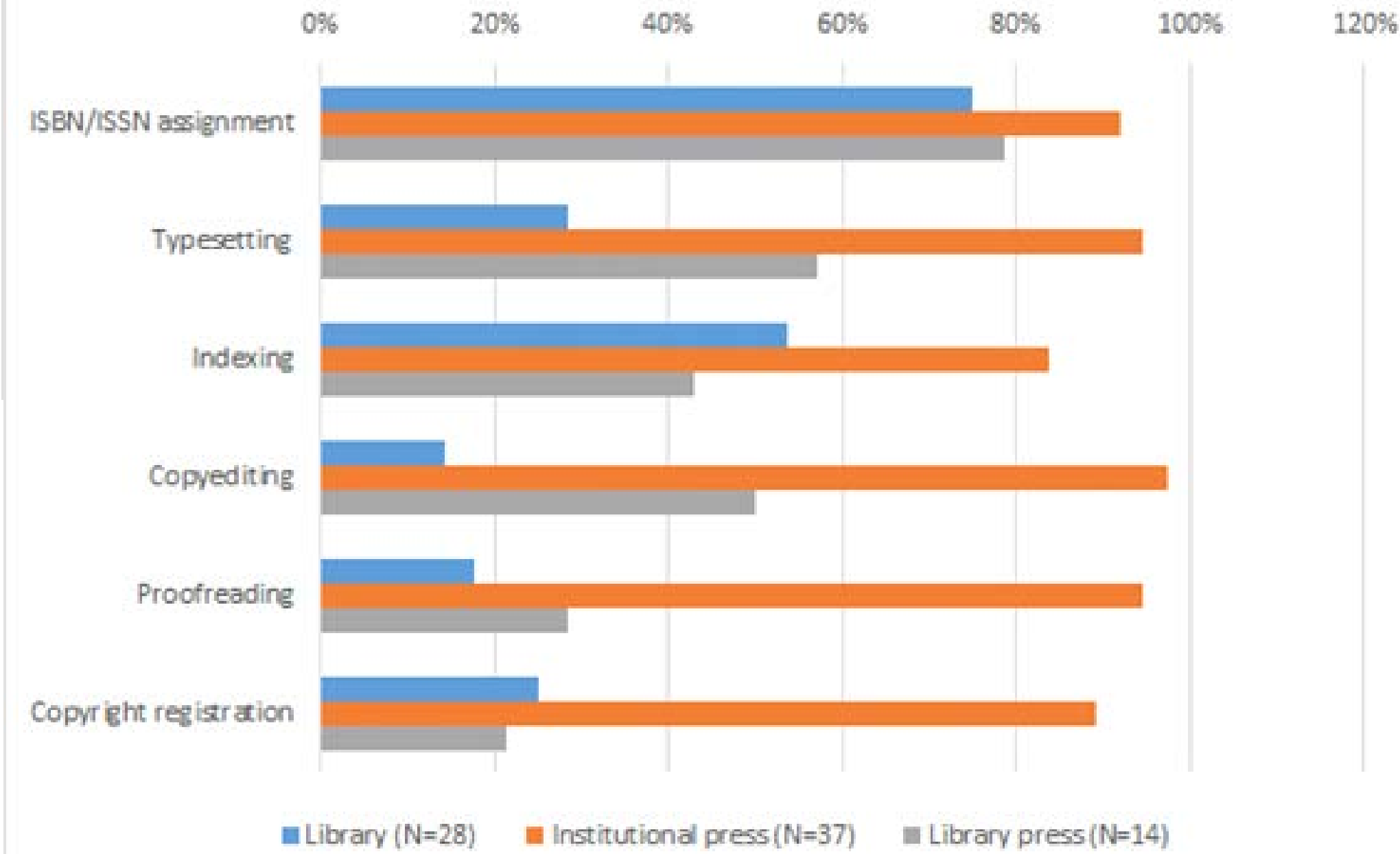


Publishing Activities

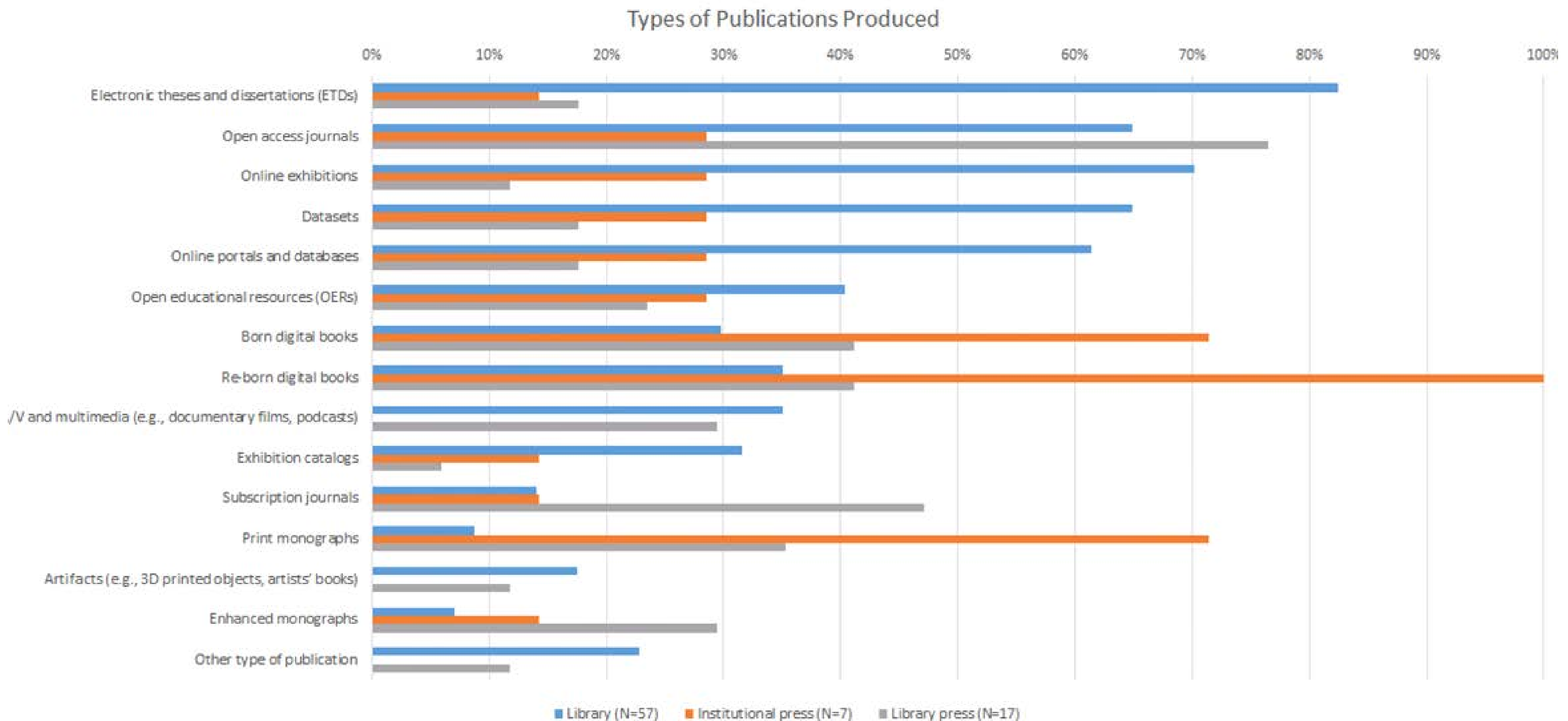
Project Development Activities



Editorial Activities

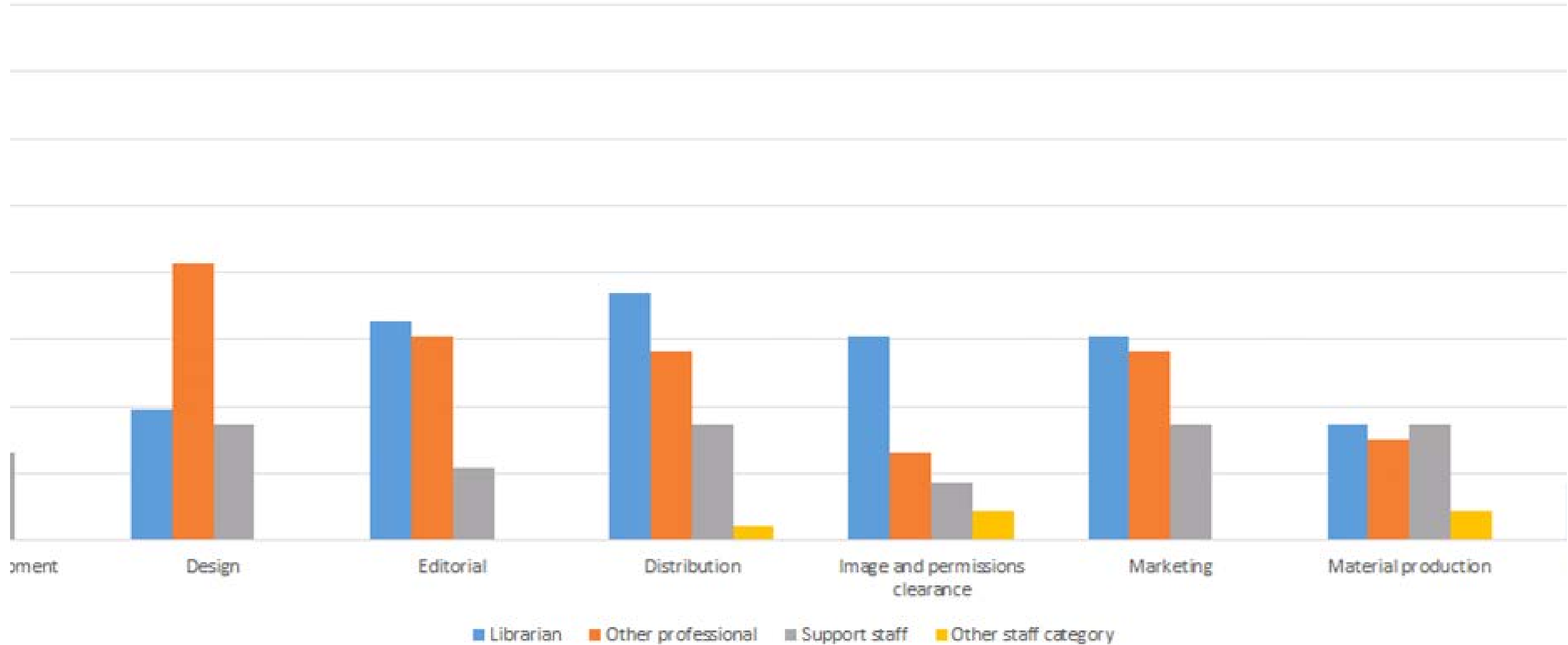


Types of Publications Produced | Systems

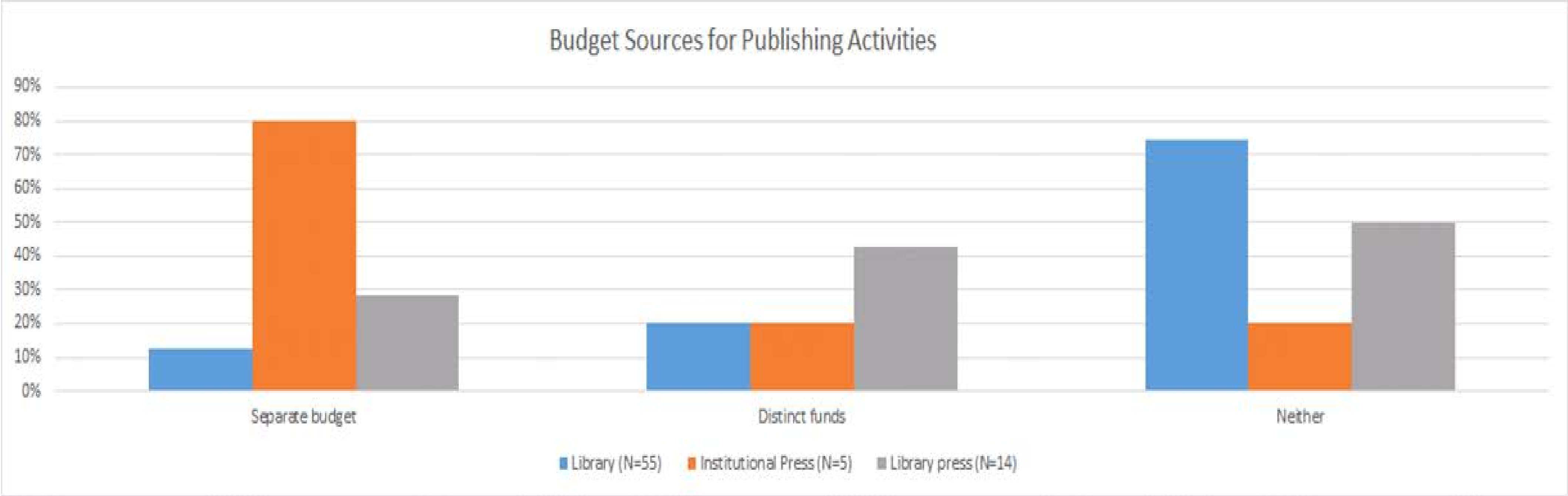


Staffing

Staff Categories by Activity (N=46)



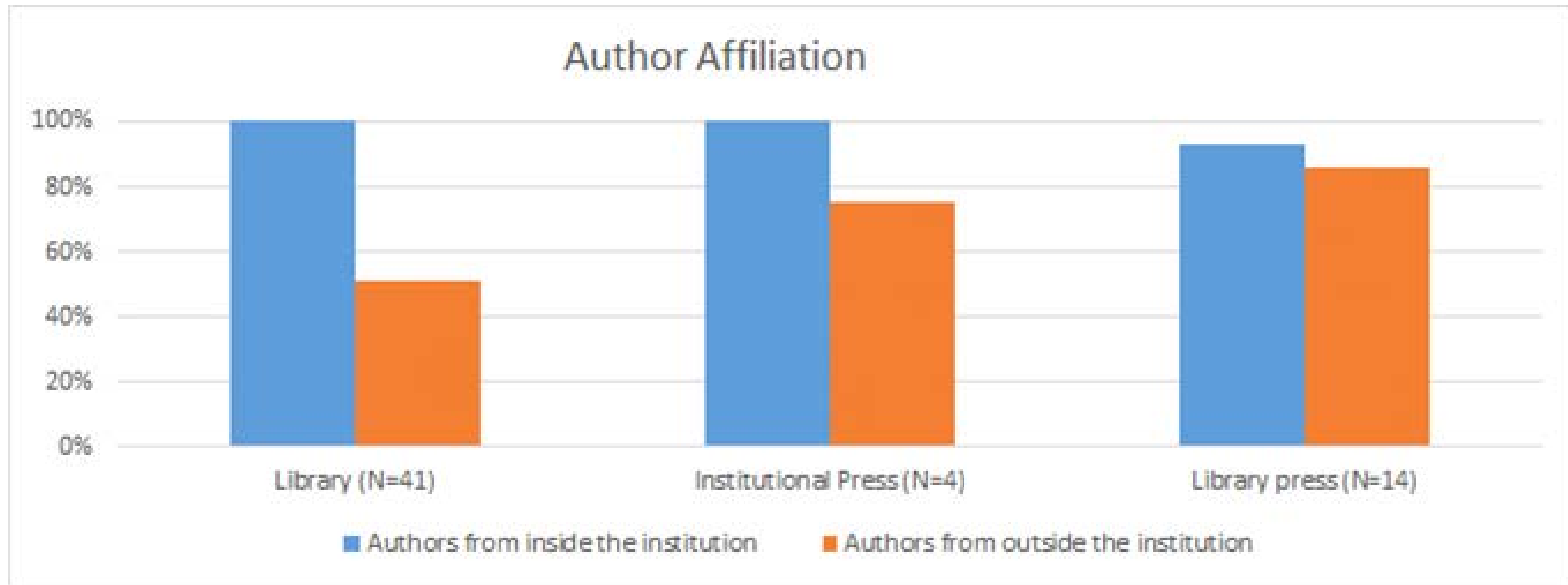
Sources of Funding



External Contractors and Partners

Digital Storage	20	42%
Electronic distribution of e-publications	18	38%
Printing	16	33%
Metadata distribution	16	33%
Print on demand	11	23%
Binding	10	21%
Physical distribution of print	6	13%
Print sales	6	13%
Marketing	5	10%
Physical storage	5	10%
Online sales	5	10%
Scholarly societies (e.g., peer review)	4	8%
Other vendor	17	35%

Author Outreach & Assessment



Lessons Learned



Considerations & Recommendations: Part One



Best practices include shared advisory boards.

Considerations and Recommendations: Part Two

Next phases of growth will be informed and enhanced through collaboration with:

- Institutional presses
- Scholarly advisory boards
- Other libraries
- Related communities/Community of practice:
 - ARL
 - Library Publishing Coalition
 - Association of American University Presses

Questions & Discussion

Join the conversation by
typing questions in the chat
box in the lower left corner
of your screen

Thank you!

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SPEC Survey Webcast on Libraries, Presses, and Publishing

1. Welcome (Lee Anne)

Hello, I am Lee Anne George, coordinator of the SPEC Survey Program at the Association of Research Libraries, and I would like to thank you for joining us for this SPEC Survey Webcast. Today we will hear about the results of the survey on libraries, presses, and publishing. These results have been published in SPEC Kit 357, which is freely available at publications.arl.org.

Announcements (Lee Anne)

Before we begin there are a few announcements:

Everyone but the presenters has been muted to cut down on background noise. So, if you are part a group today, feel free to speak among yourselves.

We do want you to join the conversation by typing questions in the chat box in the lower left corner of your screen. We will answer as many questions as possible at the end of the presentation. I will read the questions aloud before the presenters answer them.

This webcast is being recorded and we will send registrants the slides and a link to the recording in the next week.

2. Introductions (Lee Anne)

Now let me introduce today's presenters:

Laurie N. Taylor is the Digital Scholarship Librarian,

Brian W. Keith is Associate Dean for Administration and Faculty Affairs, and

Chelsea Dinsmore is Director of Digital Production Services, at the George A. Smathers Libraries, University of Florida, and

Meredith Morris-Babb is Director and CEO of the University Press of Florida.

Use the hashtag [ARLSPECKit357](https://twitter.com/ARLSPECKit357) to continue the conversation with them on Twitter.

Now, let me turn the presentation over to Laurie.

3. Why Libraries, Presses, and Publishing: Part One (Laurie)

Before we go into our results, we wanted to provide framing for why we wanted to do this SPEC Kit. There are two huge reasons. The first is practical, and stated in the SPEC Kit:

Many Association of Research Libraries (ARL) members have robust and long-standing publishing activities, often in collaboration with or running parallel to the press of the larger institutional entity. As reported in the Association of American University Presses (AAUP) 2015–2016 annual report, 30 AAUP member presses are in libraries. Eighty-one institutions are both ARL and AAUP members, and at 21 of those institutions, the press reports to the library. Other libraries—including Amherst College Press and the University of Cincinnati Press—launched new presses within libraries. Most of the 123 ARL member libraries are engaged in publishing or publishing support activities such as hosting digital publications, administering open access publishing systems, creating open educational resources, providing editorial services, or participating on scholarly advisory boards.

To address the critical concerns and opportunities available for libraries, presses, and publishing, in 2016, AAUP, ARL, and the Coalition for Networked Information (CNI) hosted the first Publishers Reporting to Libraries Summit to share knowledge and develop best practices for library-press partnerships. In 2015, the Association of College and Research Libraries (ACRL) published *Getting the Word Out: Academic Libraries as Scholarly Publishers*. Also in 2015, the National Endowment for the Humanities and The Andrew W. Mellon Foundation announced the inaugural grants for the Humanities Open Book Program for bringing out-of-print university press books back to life digitally. The Library Publishing Coalition (LPC) started several years prior, and successfully holds an annual meeting to assess the variety and types of activities underway in library publishing. Further, LPC conducts an annual survey that addresses an expanding array of publishing activities and the organizational structure for publishing in libraries. The Coalition offers an

inclusive definition of library publishing that aids in framing discussions on libraries and publishing:

“The LPC defines library publishing as 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. Based on core library values, and building on the traditional skills of librarians, it is distinguished from other publishing fields by a preference for Open Access dissemination as well as a willingness to embrace informal and experimental forms of scholarly communication and to challenge the status quo.”¹

The findings from this survey complement the ongoing work of LPC, ARL, and AAUP on libraries and publishing to inform on the expansive breadth of practice taking place at the intersection of research libraries, presses, and publishing. By investigating ARL institutional landscapes and practices as they relate to presses and publishing, this study complements and extends prior SPEC Kits that focused on digital scholarship, digital humanities, open educational resources, and digital collections and services by exploring aspects of publishing activities in the specific context of press collaborations, integrations, and partnerships.

4. Why Libraries, Presses, and Publishing: Part Two (Laurie)

For our practical reason, there are also practical obstacles. We'll cover the obstacles in this webcast, and it includes the complexity of the current situations and configurations for libraries, presses, and publishing. Not only are these complex; they are also rapidly evolving. The complexity and rapid evolution make the work to assess the current landscape more difficult. However, the same reasons that lead to that difficulty also mean that this is a time of tremendous opportunity for defining what and how libraries, presses, and publishing can be and what they can do.

This brings us to the second part of our answer for why on libraries, presses, and publishing. A short answer is that we needed this information. In our roles in the University Press of Florida, University of Florida Press, LibraryPress@UF, Orange Grove Texts Plus, and the UF Libraries, we are all actively engaged on concerns with libraries, presses, and publishing. We are also all involved with the Digital Library of the Caribbean (dLOC, www.dLOC.com). The images on this slide are from the University of the Virgin Islands' collection in dLOC. The images here are of D. Hamilton Jackson, <http://dloc.com/CA01300776/00001>, and *The Herald* newspaper, which he founded and which was the first free newspaper. The newspaper served as a voice and vehicle for the people to organize, gain civil rights, and gain citizenship.

With libraries, presses, and publishing all at a critical developmental stage, all involved have the opportunity to create new publications and new ways of publishing that can enable change in our world. The digital age has brought new opportunities for public engagement, new forms of scholarly and intellectual work, and new modes and methods for connecting our collections to our communities. The results of this SPEC survey provide foundational information on how we are organizing this work, who is doing the work, what is being done, and what are some of the considerations for the future.

I'll now turn the presentation over to Meredith.

5. Institutional and Library Presses | Press and Library Relationship (Meredith)

The survey results are based on responses from 63 of the 123 ARL member libraries - a 51% response rate.

Of the 63 responding libraries, 44, or 70%, reported that the parent institution has a press. When asked if the library had created a press of its own that is either separate from an institutional press or where no institutional press exists:

- 9, or 14% of respondents, reported they created a separate library press

- 2 reported they created a library press and that there was no institutional press
- 3 respondents reported that the library plans to develop a library press that will be separate from the institutional press, and
- another 3 will develop a library press where no institutional press exists

Interestingly, all of the responding libraries are engaged in some form of publishing activity as defined by this survey. A further analysis of the data indicates seven categories of respondents:

- 31 institutions, nearly half of the respondents, have an institutional press, but no library press
- 9 have both an institutional and a library press
- 3 have an institutional press and plan to also create a library press
- 2 have a library press but no institutional press
- another 3 have no institutional press, but plan to create a library press
- 1 has an integrated single division with a library and institution press, and
- 14 respondents have no press of any kind.

Press and Library Relationship

Respondents who reported that a press exists or is being developed information about the press and library relationship:

Fourteen of 41 respondents, or 34%, stated that the institutional press reports through the libraries. Their comments describe the complexity of these relationships:

- In one example the press director reports to the dean of libraries but their budgets are separate.
- At another institution the press reports to the university librarian who has a deputy provost role.
- In a different example, there is not a direct reporting relationship, but librarians serve on the press advisory board.

68 percent of these respondents affirmed that the libraries and presses are collaborating. Examples include collaborations for specific needs as they emerge, as well as for ongoing programmatic requirements or opportunities, such as publishing books, journal hosting, speaker events, service on editorial boards, archiving and preservation, digitization of the press backlist, publishing companion websites for digital or enhanced versions of print publications, and other activities.

Many respondents noted programmatic collaborative activities that draw the press and libraries into closer ongoing contact, as with librarians serving on press advisory boards, the press co-sponsoring the library journals, the library funding several open access books per year that are published by the press, and the library and press co-funding an editorial position.

The motivations for having the institutional press report to the library, for creating a library press, and for library and press collaboration are varied, as this chart reflects. The 32 respondents reported multiple reasons, but the over-arching motivations included leveraging expertise and efficiencies; and stakeholder need and an opportunity for enhanced library contributions.

6. Publishing Activities (Meredith)

In the survey, we were interested in both the project development and editorial, including project planning and management, peer review, developmental editing, editorial/advisory board activities, and grant preparation, and the editorial activities that are common with publishing services (design, permissions clearance, material production, printing and binding management, distribution and marketing).

The graphs on this page show the many types of publishing and editorial activities, based on engagement by organizational structure. Libraries are engaged in a variety of activities, but less engaged than institutional and library presses in peer review, editorial board supports, copy editing and proofing. Institutional presses are deeply engaged in across the spectrum of activities.

I'll now turn the presentation over to Chelsea.

7. Types of Publications Produced | Systems (Chelsea)

The graphic on this slide depicts the types of publications produced by libraries, and institutional and library presses.

Clearly libraries are creating a broad spectrum of materials. The most frequently library publications were electronic theses and dissertations, open access journals, online exhibitions, datasets, and online portals. These libraries are less likely to produce subscription journals and either print or enhanced monographs. Other categories include:

- digital scholarship websites and visualizations
- larger-scale digital projects/databases
- faculty digital editions for projects
- 3D scans
- grey literature
- promotional materials
- reports, whitepapers, posters, conference proceedings, working papers, and
- learning material, among others

Library presses are most likely to produce open access and/or subscription journals, digital books, and open educational resources.

The survey also queried on which systems or platforms are used to deliver these publications. Responses reflect enormous variety, with dozens of tools in use for the different publication types. As found in the annual Library Publishing Coalition surveys, Open Journal Systems, or OJS, is one of the few platforms in wide use. The responses to this survey demonstrate that libraries are leveraging and integrating digital library and institutional repository systems for publishing. They are also adopting digital scholarship specific tools, such as Scalar and Omeka, and implementing common web tools, such as WordPress.

8. Staffing (Chelsea)

The staffing section of the survey included questions to grapple with the relative newness of library publishing at its current scale and to address changing staffing models. Several types of employees, including faculty and staff, are currently engaged in publishing activities, with varied organizational placements, often under the framing of scholarly communications or digital scholarship. As this chart shows, these personnel are engaged in a wide variety activities, with a predominance of librarians and other professionals.

Select findings regarding staffing, include:

The majority responded that a graduate degree in library/information science was not required for any professional staff engaged in publishing activities.

Libraries have addressed changing responsibilities for staff in a variety of ways, including creating new positions and redefining existing positions.

Survey participants were also asked if the libraries had realized or identified opportunities for enhanced workforce and/or workplace diversity and/or inclusivity (e.g., backgrounds, experiences, races, ethnicities, gender identities, sexual orientation, and perspectives) when creating or reconfiguring positions to provide publishing services. The majority of respondents had not. However, some noted involvement in the AAUP discussions on diversity, joint search committees with representatives from the press and libraries to support an expanded framing, and a diversity internship program with graduate students placed in the department. One finding is that the prevalence of graduate students could present an opportunity for recruiting new professionals into libraries and library publishing.

I'll now turn the presentation over to Brian.

9. Funding (Brian)

The survey also investigated funding, including whether there was a separate budget or distinct funding source for publishing activities and the sources of funds. The responses are depicted in this graph, and reflect separate funding models for institutional presses, but not for library presses.

It is important to note that many respondents had difficulty reporting how much is spent each year on publishing, which may partially be the result of the undifferentiated funding models, but also parallels difficulties with reporting on the number of publishing-related staff. The main reason for this is the large number of people involved publishing, many with only partial time allocations.

The majority of respondents expect funding to remain the same over the next three years.

10. External Contractors and Partners (Brian)

The survey asked what types of external vendors the library contracts with to provide publishing services.

Vendors are most frequently used for digital storage, electronic distribution of e-publications, printing, and metadata distribution. Other services include print on demand, binding, sales and marketing, storage, and peer review by scholarly societies.

11. Author Outreach & Assessment (Brian)

The majority of institutional and library presses publish materials from authors both inside and outside of the institution, although a handful do focus on internal authors. Proportionally, libraries less frequently publish works from external authors, but a significant number of libraries are engaged in this work.

Survey respondents reported numerous activities and outreach methods to enlist and engage authors in publishing activities. These include leveraging the role of liaison librarians, direct messaging and promotion of new stories, workshops and presentations, outreach targeted to journal editors, outreach targeted to the institutional repository, annual fairs and integration in events such as new faculty orientation, word of mouth building from existing activities, calls for proposals, focused activities based on data from institutional faculty performance systems, booths at a scholarly society meeting, conference presentations, and social media.

I'll now turn the presentation back over to Laurie.

12. Lessons Learned (Laurie)

Lessons learned and additional comments were also solicited from respondents. Many lessons were elicited from new publishing initiatives, including the need for:

- sufficient staffing
- proper scoping to implement a service program rather than boutique one-off support
- service tiers for structuring support and guiding conversations
- service framework alignment with the library mission and integration into the strategic plan activities
- structural and organizational documentation support processes (e.g., MOUs, formal service agreements, policies, best practices, standard publishing contracts with clear deadlines)
- clear communication on what services are and are not offered, and
- participation in the professional community's organizations (e.g., Library Publishing Coalition)

Other findings on lessons learned were specific to publishing. The most common single recommendation was to work closely with the institutional press, where one exists, whenever possible, even if it seems like the library publishing and press activities are discrete. Multiple respondents noted the value of having advisory or steering committees to guide and support publishing. Other lessons included:

- Publishing requires a great deal of time to implement as a program, and more time than would generally be expected for library programs.
- Separate branding is important for works that are heavily peer-reviewed versus those that are produced with less editorial investment.
- Implementing a call for proposals process with an evaluative component to support selection and decision-making for new publications can then help create attendant supports based on the editorial level.

- Journal hosting is important for publishing.
- The growth in open educational resources (OERs) may drive development for formalizing library publishing activities.

13. Considerations & Recommendations: Part One (Laurie)

As an initial snapshot of ARL member involvement with library publishing and presses, the results of this inquiry document the current level of complexity. While an increasing number of institutional presses now report to libraries, this relationship often remains administrative rather than representing integrated operations, primarily for financial reasons and following the retirement or departure of key personnel.

The majority of work in library publishing thus far has focused on providing journal hosting and repository platforms. One best practice that emerges is to use existing digital library and repository systems whenever possible, and then to supplement these with appropriate additional systems for specific services, for example, Open Journal Systems (OJS) for journals, Scalar for digital scholarship, and WordPress for web publishing.

There is less work to date on the acquisitions (what presses also term curatorial) and editorial aspects that are core to institutional presses. The results suggest that curatorial and editorial are areas for future growth. For this and other growth areas, respondents reaffirmed the value of learning from institutional presses.

Respondents' comments suggest that one way to accomplish synergy with institutional presses is to establish and operate shared advisory boards for presses and publishing, including stakeholders to review editorial practices and operational designs.

14. Considerations & Recommendations: Part Two (Laurie)

With the majority of ARL members already engaged in publishing or publishing support activities, and many having robust and long-standing publishing activities, next phases of growth will be informed and enhanced through collaboration with institutional presses, scholarly advisory boards,

other libraries, and related communities. The survey findings also suggest a need for greater engagement with the community of practice, through collaboration with ARL and with groups like the Library Publishing Coalition and Association of American University Presses.

I'll now turn the presentation over to Lee Anne for the questions and discussion.

15. Questions & Discussion (Lee Anne)

We welcome your questions. Please join the conversation by typing questions in the chat box in the lower left corner of your screen. I will read the questions aloud before the presenters answer them.

16. Thank you (Lee Anne)

Thank you all for joining us today to discuss the results of the libraries, presses, and publishing SPEC survey. You will receive the slides and a link to the recording in the next week.