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Open Access Electronic Journal Publishing: Opportunities at KU

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KU THE UNIVERSITY OF
KANSAS



The Rise of Library Publishing

In the late 1990's, faced with rising subscription costs and flat budgets, libraries began to look for ways to return control of scholarly publishing to the academy.

Library journal programs were one of the strategies employed.

In 2005, KU Libraries' started a journal publishing pilot that became the journal program that is in place today.

Journal Publishing @ KU

January, 2020

Two platforms:

- KU ScholarWorks (DSpace) – 12 journals
- [Journals@KU](#) (OJS) – 25 journals

Library/IT Staffing*:

- Direct user support – .25 percent FTE (me)
- Layout services – As needed
- Metadata librarian – Metadata services to enable preservation/DOIs
- Part of a system/application administrator

*More resources needed for a new program



Services we offer

- No-cost journal hosting that supports the entire editorial workflow from submission to peer review to publication
- Excellent IT support results in a robust publishing system with very little downtime
- Someone to help editors to learn the system and to answer questions
- Layout services for issues and articles


Services we offer

- Several themes to choose from that allow editors to customize the look of the journal's website
- DOIs provided for all articles free of charge
- Upload of articles to the Directory of Open Access Journals and soon, a pilot to upload to PubMed
- Preservation of all journal content in Portico




*Services we
don't offer*

- Copyediting of journal content
- Graphic design, though we can add graphics provided to us to websites, issues and articles
- Printing of journal issues
- Promotion of journals beyond mention on Libraries social media
- Custom programming to modify the OJS journal software



Benefits of our library journal program

- Library publishing services are provided free of charge to KU-edited journals; the only costs to journals are time and effort
- No author publishing charges
- Since there's no need to be commercially viable, journals can experiment with new forms and combinations of scholarship with very little risk



Benefits of our library journal program

- Library publishing systems follow best practices that make journal content discoverable by web search engines like Google Scholar
- Open Access Initiative Protocol for Metadata Harvesting (OAI-MPH)
- Machine-readable licenses indicate how content can be used
- No-cost hosting means journal editors can spend more time finding and publishing great peer-reviewed research and less time fundraising



Visibility is the key to success

Articles in the 37 Journals@KU journals were downloaded over 3 million times in 2019

Visibility for Medical Research

Kansas Journal of Medicine has been available on our journal system since June, 2019. In the last half of 2019, articles in the journal were downloaded 40,000 times.

A new clinical neuromuscular journal will launch in 2020.



*Common
Strategies
For Visibility*

Open Access

- Make as much content as possible publicly available without a paywall
- Use Creative Commons licenses
- Add back content



*Common
Strategies
For Visibility*

Make articles easier for search engines to find

- Assign DOIs
- Include authors' ORCIDs
- Machine-readable CC licenses
- Follow Google Scholar's guidelines

Result: Higher download statistics



*Common
Strategies
For Visibility*

Editors as partners

- The reputation of the journal is directly tied to the scholarly reputation of the journal team
- Editors coached in successful journal promotion
- Take advantage of scholarly networks
 - Social media
 - Disciplinary distribution lists
 - Conferences



Common Strategies For Visibility

Editors as partners

- Ensure that public information about the journal (author guidelines, licenses, publication agreement) is clear and complete
- Include abstracts with articles
- Ask authors to use ORCIDs
- Encourage authors to share articles in their institutional repository

Additional Resources

- [Journals @ KU](#)
- My white paper: *Journal Programs and Cross-Disciplinary Research*
<https://doi.org/10.17161/merrill.2019.13290>
- [Resources for Editors of Scholarly Journals](#)
- KUEDITORS-L discussion list

Further Reading

- Willinsky J (2006) *The Access Principle: The Case for Open Access to Research and Scholarship*, MIT Press, Cambridge, Mass. USA.
<http://hdl.handle.net/10150/106529>
- Piwowar H, Priem J, Larivière V, Alperin JP, Matthias L, Norlander B, Farley A, West J, Haustein S. 2018. The state of OA: a large-scale analysis of the prevalence and impact of Open Access articles. *PeerJ* 6:e4375
<https://doi.org/10.7717/peerj.4375>
- National Academies of Sciences, Engineering, and Medicine. 2018. *Open Science by Design: Realizing a Vision for 21st Century Research*. Washington, DC: The National Academies Press.
<https://doi.org/10.17226/25116>

Next steps

- Join our KUEDITORS-L discussion list that is open to KU editors of any journal
- Contact Marianne Reed (mreed@ku.edu) to schedule an appointment to talk about your journal

*Questions or
comments?*

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