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Scholarly Communication Services: Repository-based Library Publishing

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Scholarly Communication Services: Repository-based Library Publishing

OLA Preconference

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The resources mentioned in this presentation are listed in alphabetical order at the end.

Background

- The University of Western Ontario
- Research-intensive university
- Internationalization
- Best student experience



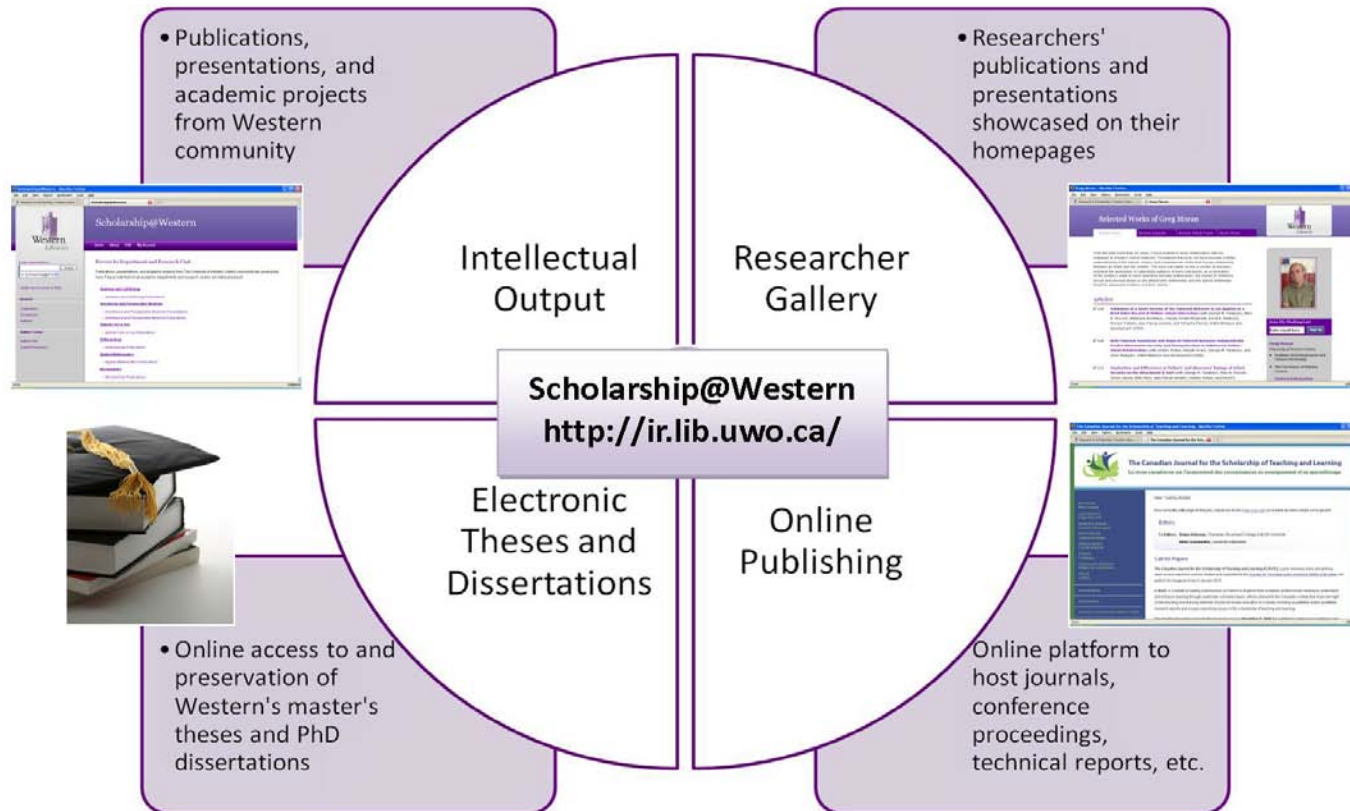
Create Change at Western

- Increase the university community's understanding of scholarly communication issues such as the economy of journal publishing, open access, author rights, and copyright management
- Goal: Members of the community will take appropriate actions to address these issues

Create Change at Western

- Explore collaboration opportunities with different constituencies on campus to broaden the dissemination of scholarly content
- Goal: Scholarship@Western will be integrated into the dissemination of scholarly content at Western

Scholarship@Western



Online Publishing

- Online journals
- eBooks
- Conference proceedings
- Electronic theses and dissertations
- Working papers

How to Attract Users of Online Publishing Services?

Strategy 1: Identify Stakeholders and Advocates on Campus

- Key stakeholders:
 - ✓ University administration
 - ✓ Faculty and researchers
 - ✓ Scholarly society leaders and journal editors
 - ✓ Research centres/institutes
 - ✓ Departmental presses
 - ✓ Students, especially graduate students
 - ✓ Units that play an active role in supporting research and scholarship
 - ✓ Librarians

Strategy 2: Reach out and Listen

- Customize the message
- For university administration: Emphasize how Scholarship@Western and related services align with the university's strategic directions
- Marilyn Moody: "It's not about the library; it's all about the university... The university's strategic priorities are the library's strategic priorities." (Scholarship@Western: Strategic Change and Alignment: ScholarWorks at Boise State University)

Strategy 2: Reach out and Listen

- For faculty and researchers: Emphasize how new scholarly communication practices enhance access to their publications, increase impact of their research, and contribute to the peer recognition of their accomplishments
- Association of Research Libraries' Scholarly Communication Education Initiatives

Strategy 2: Reach out and Listen

- For scholarly society leaders and journal editors: Alert them to new scholarly communication practices and explore possible collaboration opportunities
- Association of Research Libraries' guidelines on promoting positive change and a continuing role for scholarly societies

Strategy 2: Reach out and Listen

- For research centres and institutes: Focus on how Scholarship@Western and related services can help raise their profiles
- For departmental presses: Explore opportunities for collaboration or even partnership
- SPARC's Campus-based Publishing Resource Center

Strategy 2: Reach out and Listen

- For graduate students: Emphasize how new scholarly communication practices help jumpstart their academic careers
- For campus units that support research and scholarship: Explore opportunities for collaboration

Strategy 2: Reach out and Listen

- Listen to the stakeholders and find out how they view scholarly communication issues
- Create a dialogue with the stakeholders and gather their input
- Be proactive and ongoing in order to build momentum and generate impact

Strategy 3: Provide Suggestions and Services

- Seek opportunities to build working relationships with the stakeholders
- Provide services and be available to answer questions
- Goal: Members of the university community understand that the library provides services to facilitate various forms of scholarly communication

Strategy 4:

Partner with Stakeholders

- Form partnerships with the stakeholders to sustain growth of Scholarship@Western
- Partnerships provide valuable opportunities for the library to reach out to more faculty and students
- They also raise the profile of the library as an integral part of the university that supports research and scholarship

Strategy 5:

Offer Information Sessions

- Provide an overview of how the publishing system works
- Information sessions present opportunities for me to discuss scholarly communication issues with participants and to gather input

Strategy 6: Use Word-of-mouth Marketing

- An effective means to promote Scholarship@Western and its related services
- A way to network with stakeholders who care about scholarly communication issues

Strategy 7: Engage Librarians

- Heather Leary: Liaison librarians support the growth of the institutional repository ([Liaison Team Supports IR Collections at Utah State](#))
- Queen's University Library: Information kit about institutional repository ([QSpace Promotional Kit](#))
- UBC Library: Environmental scan of scholarly communication activities in different disciplines ([Scholarly Communications: Planning for the Integration of Liaison Librarian Roles](#))

More than an Online Publishing Platform

Assist with Copyright Policy

- Explain the benefits of liberal copyright policy
- Provide examples for reference
 - ✓ PLoS journal license
 - ✓ ALPSP Licence to Publish *
 - ✓ Rockefeller University Press copyright policy *
- Introduce Creative Commons licenses

* This is not created for an open access journal, but certain wording can be used for reference.

Enhance Discovery of Content

- Indexed by search engines
- Listed in library online catalogues
- Indexed by academic databases
- Indexed by free online finding aids
- Work with indexing (from Online Guide to Open Access Journals Publishing)

Other Support Services

- Provide assistance with reviewer training (in case of student journals)
- Apply for an ISSN or ISBN
- Assign digital object identifiers for published articles

Other Support Services

- Provide journal editors with download statistics periodically
- Explore ways to preserve published content
- Provide assistance with the marketing of the journals

What Other Services?

Resources Mentioned

ALPSP Licence to Publish

<http://www.alpsp.org/ForceDownload.asp?id=315>

Creative Commons Licenses

<http://creativecommons.org/licenses/>

Liaison Team Supports IR Collections at Utah State

<http://digitalcommons.bepress.com/newsletter/5/>

Online Guide to Open Access Journals Publishing

<http://www.doaj.org/bpguide/>

PLoS Journal License

<http://www.plos.org/journals/license.php>

Resources Mentioned

Promoting Positive Change and a Continuing Role for Scholarly Societies

<http://www.arl.org/sc/faculty/coi/coitalkpoints2009.shtml>

QSpace Promotional Kit (from Queen's University Library)

<http://library.queensu.ca/services/qspace/promo>

Rockefeller University Press Copyright Policy

<http://www.rupress.org/site/subscriptions/terms.xhtml>

Scholarly Communication Education Initiatives

<http://www.arl.org/bm~doc/spec299web.pdf>

Scholarly Communications: Planning for the Integration of Liaison Librarian Roles

<http://www.arl.org/bm~doc/rli-265-kirchner.pdf>

Resources Mentioned

SPARC's Campus-based Publishing Resource Center

<http://www.arl.org/sparc/partnering/>

Strategic Change and Alignment: ScholarWorks at Boise State University

http://works.bepress.com/marilyn_moody/17/

Working with Indexing (from Online Guide to Open Access Journals Publishing)

<http://www.doaj.org/bpguide/publish/#4-1-6-work-with-indexing>

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