

Terps Publish: A Student Publication Fair

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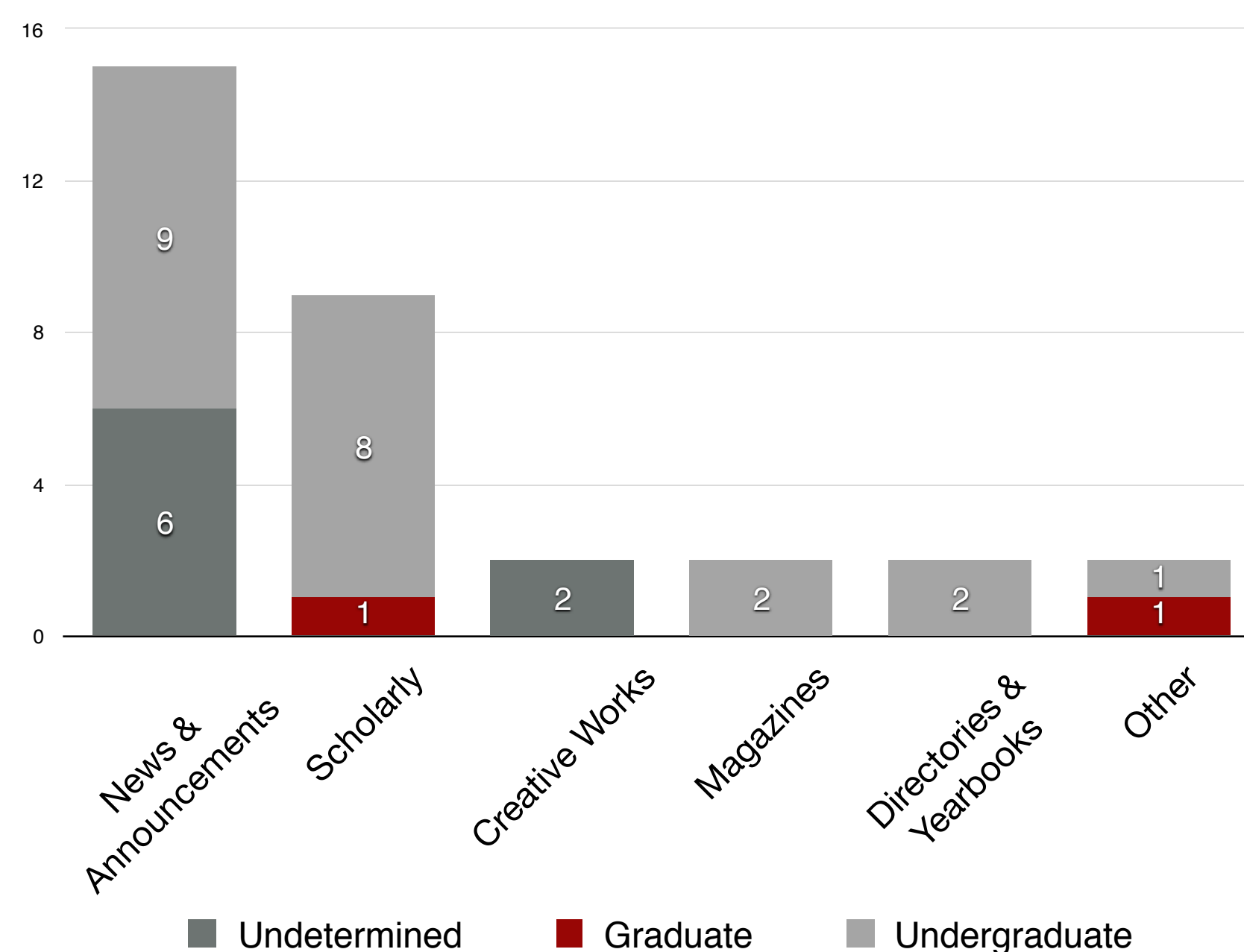
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Student-run publications are valuable to the campus and scholarly record, serving as an academic playground for emergent forms of publishing and media. However, student publications face many of the same sustainability problems affecting the broader publishing industry as well as unique problems inherent in student publications, such as routine turnover, unreliable or shifting income sources, and few networks to share knowledge.

Student Publishing at the University of Maryland

UMD fosters a robust and diverse student publishing community, with over 30 known publications on campus. Many student publications on the UMD campus are independently produced and managed, without institutional support. Students from across the iSchool, College of Journalism, College of Behavioral and Social Sciences, College of Arts and Humanities, and the College of Computer, Mathematical, & Natural Sciences participate in publishing content.

Types of Student Publications at UMD



Student publications on university campuses frequently operate in isolation from one another, yet

could benefit from a robust network of knowledge and expertise among peer publications, libraries, and professional publishers. To address this need, staff from Digital Programs & Initiatives collaborated with University Archives and Communications to plan the inaugural Terps Publish event at UMD. Modeled on successful programs at Georgetown University and Ohio University, Terps Publish consisted of two discrete events: a discussion-based Roundtable for students, and an open-to-all Fair for student publishers to showcase their work and efforts. Both events were held on April 11th, 2017.

Roundtable

The Terps Publish working group valued student participation as part of the planning and organization process. Towards that end, the student founders of Maryland sports blog *The Left Bench* were invited to facilitate the roundtable discussion. Nine students representing six publications (20% of the known UMD student publications) attended the discussion session, with staff representatives from the Libraries, the College of Journalism, and *Terp Magazine*.

Fair

Five student publications tabled for the Terps Publish Fair, showcasing print and electronic publications to interested staff and students. Over fifty visitors attended the event.

Outcomes & Assessment

Roundtable Discussion Outcomes

The majority of student publication participants in the roundtable were Journalism students, and discussion focused heavily on the concerns of news-oriented organizations. Emerging discussion points addressed:

- Founding a student publication
- Sustaining a publication through a leadership or organizational change
- Website and digital content management
- Business and revenue decisions
- Editorial management
- Maintaining independence or choosing support from the University



Students discuss publishing challenges at the Terps Publish 2017 Roundtable.

Future Events and Program Sustainability

Terps Publish has the potential for expansion, with interest from numerous campus groups for formal sponsorship and participation. During the planning process, the Libraries met with the staff from the Stamp Student Union and the

College of Journalism, both of whom expressed interest in promoting and endorsing the program with their respective student populations. Future events could involve increased collaboration between campus units, student publishers, and formal resource and expertise sharing.



The Left Bench founders explain the mission of their publication to Fair attendees.

Similar student publishing programs support additional activities, including maintaining a directory of student publishers, supporting curriculum, and providing publishing services.