University Press/Library Cohabitation and Collaboration

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UNIVERSITY PRESS/LIBRARY
COHABITATION/COLLABORATION

AAUP Annual Meeting
January 22, 2013

Charles Watkinson
Director, Purdue University Press
Head of Scholarly Publishing Services, Purdue Libraries
1960 “Purdue University Studies” created
1974 Became Purdue University Press

1992 Reporting moves to Dean of Libraries
1993 Purdue University Press admitted to AAUP

2008 Press attracts financial scrutiny
2009 Press moved physically into Libraries
2012 Purdue University Press and Scholarly Publishing Services established. Purdue e-Pubs staff start reporting to Director of Press.
PHYSICAL COLLOCATION

Now – 2013 (above)

Then – 2009 (below)

Center of power
 ADMINISTRATIVE INTEGRATION

Dean of Libraries (James L. Mullins)

Director of PUP & Head of SPS (Charles Watkinson)

Managing Editor (Katherine Purple)

Production Editor (w/JTRP) 0.5 FTE (Kelley Kimm)

Production Editor (w/Shofar) 0.5 FTE (Dianna Gilroy)

Editorial Assistant (JTRP) Alexandra Hoff

Editorial Assistant (Jennifer Lynch)

Communications Assistant (Heidi Branham)

JPUR Coordinator (UG) (Elizabeth Hudson)

Repository Specialist (Purdue e-Pubs) (Dave Scherer)

Repository Assistant (Eric Thompson)

Repository Assistant (Supriva Dabholkar)

Repository Specialist (0.75 HABRI + 0.25 e-Pubs)

Sales & Marketing Manager (Bryan Shaffer)

Director of Financial Affairs
Director of University Copyright Office
Director of Advancement
Director of Strategic Communication

University Archivist
Booker Chair in Information Literacy

Admin Assistant (Becki Corbin)

AD for Academic Affairs
AD for Technology and Assessment
AD for Planning and Administration
AD for Research

Planning and Operations Council
Dean’s Council

Information Resources Council
Digital Scholarship Council
SHARED MISSION
PRESS AS FULL PARTNER IN STRATEGIC PLAN

Overarching Goals

Ind

Learning

GOAL: To support the Libraries learning goal that focuses on information literacy and learning spaces and contributes to student success/lifelong learning.

OBJ 1: We will maximize and demonstrate the positive effect of JPUR on student learning and success. We will promote the integration of information literacy components in undergraduate research initiatives.

OBJ 2: We will involve undergraduates in our operations and educate them in ethical publishing practices.

OBJ 3: We will help develop and publish content that promotes best practices in information literacy and science, technology, and engineering education, including materials for educators and students.

Scholarly Communication

GOAL: To enhance the impact of research across the scholarly communication continuum, from discovery to delivery, through provision of information services.

OBJ 1: We will make all the unique scholarly resources Purdue publishes (and has published in the past) available in digital form, open access where possible.

OBJ 2: We will encourage the development of unique Purdue collections in key areas, e.g., in aeronautics, civil engineering, and engineering education. We will work to link text, data, and archival materials where possible.

OBJ 3: We will better articulate the publishing services we make available to the campus community, and find ways of making these sustainable.

Global Challenges

Goal: To use our expertise in the provision of information access, management, and dissemination to collaborate on campus-wide global initiatives.

OBJ 1: We will promote understanding of the opportunities for library/publisher collaboration in our community, especially through promotion of the library publishing coalition project.

OBJ 2: We will broaden global availability of scholarly information through international distribution partnerships, support for open access publishing strategies, and promotion and then implementation of the Purdue open access policy.

OBJ 3: We will orient our publishing program to engage more with international topics.

Infrastructure

An effective and well-aligned infrastructure underpins our ability to achieve the strategic goals listed above.

- **Acquisitions**
  We will focus on building resources in strategic areas and improve quality in our existing publishing programs through careful selection and development processes.

- **Production**
  We will enhance processes and skills so we can add value in the digital environment as we have done in the print world, without compromising the quality of our products.

- **Distribution**
  We will make all publications available digitally and (if appropriate) through global POD. We will adopt sustainable Open Access strategies where possible.

- **Sales and Marketing**
  We will become expert in outreach to niche audiences via electronic media. We will find better ways to measure and communicate the impact of our publishing.

- **Administration**
  We will be more efficient in how we run our business by moving to electronic workflows. We will benchmark our vendors and better monitor costs.

Vision of Purdue Libraries

We will be recognized as an essential leader in the advancement of the University’s core strengths and global mission by leading in innovative and creative solutions for access to and management and dissemination of scholarly information resources, and for the provision of information literacy and the creation of leading edge learning spaces, both physical and virtual and will be regarded as a leader in the national and international research library community.

Core Values of Purdue Libraries

We will achieve our vision through a culture that is committed to:

- Maximizing access to information
- User-centered service
- Continuous learning
- Collaboration and respect for one another
- Stewardship and accountability

- Flexibility and adaptability
- Innovation
- A diverse and inclusive campus community
- Advancing scholarship in library, archival and information science
• **Potential threat to reputation**
  Does more alignment with campus raise concerns about vanity publishing? Differentiating Press from Services. Rigorous peer review and maintaining Editorial Board independence even more crucial.

• **Loss of independence**
  Are we more subject to the whims of senior administrators? But we now have the advantage of a larger parent should things get tough.

• **Strategic misdirection stemming from lack of understanding**
  But we have independent and diverse Management Advisory and Editorial Boards. For example, our Open Access activities have a strong sustainability element which is supported by the Dean.
ADVANTAGES

• **Many back office services provided without charge to Press**
  Including business office services, legal counsel, IT support (including hardware), fundraising, online hosting, office space including utilities, and physical facilities support. As well as the 60% of staff salaries paid from general funds.

• **More diversity of skills and perspectives**
  Metadata, digital preservation, bibliographic standards knowledge, etc., just down the hallway, plus useful and honest information about why and how libraries buy.

• **Freedom to experiment/engage more with campus partners**
  We can go “beyond the monograph” . . .
WHY ADD “SCHOLARLY PUB SERVICES”?
ALLOWS US TO SERVE SCHOLARS ACROSS A SPECTRUM OF PUBLISHING NEEDS

Two Imprints, shared infrastructure: ca. 50% subsidy /ca. 50% earned revenue
- Purdue UP: branded; peer-reviewed; books and journals aligned with Purdue mission; discipline-focused
- Scholarly Publishing Services: “white label”; less formal; e.g., tech reports, conferences; institution-focused

SCHOLARLY PUBLISHING SERVICES

PURDUE UNIVERSITY PRESS

PRE- and POST-PRINT COLLECTIONS
CONFERENCE PROCEEDINGS
TECHNICAL REPORTS
JOURNALS
BOOKS E-BOOKS APPS
PLANS FOR THE FUTURE

• Expansion of campus publishing services with more systematic cost-recovery. Conferences offer a special opportunity.

• More support for new models of publication, e.g., better capacity to handle multimedia and links with data.

• Move up the value chain from technology and science areas where we have established relationships through our informal publishing activities. E.g., books in civil engineering.
• **Physical collocation** is important for promoting understanding and innovation.

• It is essential for the press to be **integrally involved in strategic planning** for the libraries, and for all staff to “see themselves” in the resulting plan’s goals.

• Focus on **shared visions for serving disciplinary communities** overcomes operational issues. There is a common interest in building “unique collections” and “distinctive lists.”
“The publishing division of Purdue Libraries enhances the impact of Purdue scholarship by developing information products aligned with the University’s strengths.”