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Purdue University Libraries & Press: From Collaboration to Integration

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“The Evolving Digital Landscape: New Roles and Responsibilities in Higher Education”

“Libraries as Publishers”

James L. Mullins
Dean of Purdue University Libraries &
Esther Ellis Norton Professor

Charles Watkinson
Director of Purdue University Press &
Head of Scholarly Publishing Services, Purdue University Libraries
PURDUE WILL FORGE THE WAY IN STEM LEADERSHIP

EXPANDING THE COLLEGE OF ENGINEERING

Scaling solar energy for mass consumption ... harnessing energy from fusion ... developing carbon sequestration methods ... providing clean water ... advancing health informatics ... developing better medicine ... preventing chemical and biological warfare and nuclear terror — these are the global grand challenges that can only be addressed by the field of engineering. Yet, the number of engineering students in the U.S. is actually...
SETTING THE SCENE
HISTORY OF RELATIONSHIP
OUR THREE “BIG MOVES”
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

2011 Joint strategic planning exercise
2012 Purdue University Press and Scholarly Publishing Services established / Purdue e-Pubs institutional repository starts reporting to Director of Press
1. PHYSICAL COLLOCATION

Now – 2013 (above)

Then – 2009 (below)
2. “REPORTING” TO “PARTICIPATING”

Planning and Operations Council
Dean’s Council

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

Dean of Libraries
(James L. Mullins)

Director of PUP &
Head of SPS
(Charles Watkinson)

Information Resources Council
Digital Scholarship Council

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)

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)

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

Repository Speciallist
(HABRI .75 / Purdue e-Pubs .25)
(Marcy Wilhem-South)

Repository Assistant
(Eric Thompson)

Communications Assistant
(Megan Kendall)

Repository Assistant
(Lauren Weldy)

Sales & Marketing Manager
(Bryan Shaffer)

Communications Assistant
(Heidi Branham)

Repository Assistant
(Eric Thompson)

Communications Assistant
(Megan Kendall)

Repository Assistant
(Lauren Weldy)
### 3. Creation of a Shared Mission

**PUP/SPS Now a Full Partner in Joint Strategic Plan**

<table>
<thead>
<tr>
<th>Ind</th>
<th>Overarching Goals</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Learning</td>
</tr>
<tr>
<td></td>
<td>Scholarly Comm.</td>
</tr>
<tr>
<td></td>
<td>Global Challenges</td>
</tr>
</tbody>
</table>

#### Individual Plans, to be developed

**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.

<table>
<thead>
<tr>
<th>Acquisitions</th>
<th>Production</th>
<th>Distribution</th>
<th>Sales and Marketing</th>
<th>Administration</th>
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</thead>
<tbody>
<tr>
<td>We will focus on building resources in strategic areas and improve quality in our existing publishing programs through careful selection and development processes.</td>
<td>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.</td>
<td>We will make all publications available digitally and (if appropriate) through global POD. We will adopt sustainable Open Access strategies where possible.</td>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>

#### 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

- 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
SETTING THE SCENE II
OUR POSITIONING
WHERE WE ARE TODAY
OUR POSITIONING

PARTICIPATING IN TWO “PUBLISHING FIELDS”

University Presses

Purdue University Press & Scholarly Publishing Services

Library Publishers

www.librarypublishing.org
TODAY WE MEET A SPECTRUM OF NEEDS
TWO IMPRINTS, ONE STAFF, SHARED INFRASTRUCTURE

**PUP:** branded; peer-reviewed; books/journals aligned with Purdue mission; discipline-focused

**SPS:** “white labeled”; less formal; e.g., tech reports, conferences; institution-focused
Putting the Horse before Descartes: My Life's Work on Behalf of Animals: Companion Animals and Animal Advocates

By Bernard E. Rollin

Abstract

"Putting the Horse before Descartes: My Life's Work on Behalf of Animals." Bernard E. Rollin is a philosopher interested in animal ethics and rights. In this paper, he presents his personal experiences and reflections on his work advocating for animal rights. Rollin discusses how his research and activism have led him to question the way humans treat and utilize animals, particularly companion animals. He explores the ethical implications of human-animal relationships and emphasizes the need for a more just and compassionate approach towards animals.

Keywords: Ethics, Animal Rights, Companion Animals, Animal Advocacy

Reference:

“The publishing division of Purdue Libraries enhances the impact of Purdue scholarship by developing information products aligned with the University’s strengths.”
HOW WE BENEFIT . . .
PRESS PERSPECTIVE
LIBRARIES PERSPECTIVE
WHY DOES A UNIVERSITY PRESS NEED A LIBRARY?

Opportunities

• Greater financial security allows experimentation / disruption
• Better digital capacity (skills and infrastructure) to serve emerging needs
• Closer connection to campus, physically and organizationally

Challenges

• Maintaining a business-like perspective
• Avoiding over commitment to a new range of opportunities
• Retaining editorial independence
Why Does a Library Need a Press?

Opportunities

• Better understand publishing “from the inside”
• Build functional capacity in new skills areas
• Learn how to gain credibility with authors, not just users, of information

Challenges

• Handling a revenue-generating entity
• Explaining what a university press “is” to admin with STEM backgrounds.
• Gaining acceptance internally for the skills publishers bring
SOME UNRESOLVED QUESTIONS . . .
IN THREE YEARS’ TIME

• Editorial: What disciplines will we be serving? Are there new opportunities to engage with the sciences and engineering?

• Production: What will be the best balance of experimentation with application of established processes at a greater scale? How can we best create links with existing repository infrastructure?

• Sales and marketing: What is the future role of earned revenue? Will all our products be Open Access? If so, what is the sustainability plan?
THANK YOU

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