2016

Ann Okerson Profile

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Recommended Citation
DOI: https://doi.org/10.7771/2380-176X.7369

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sally available, probably mostly through the institutional repository path. The influence on pricing has been minimal to zero, but the exploration into new ways of publishing and testing of new business models has been highly useful. Getting more librarians conversant with how publishing works and introducing new ideas into the field has also been a contribution. In addition, increasing library-university press collaboration has helped both partners think a bit harder about what constitutes success.

ATG: Where do these libraries get funding for their publication efforts? What are their main sources of financial support? How would you rate the support of faculty, college administrations and other campus stakeholders for the role of library as publisher?

AO & AH: Unless things have changed mightily since our survey, the leading form of support is the library budget itself. It’s not entirely clear what this means in terms of sustainability, but time will tell. As we noted earlier, support also sometimes comes from the home institution (outside the library budget), grants, and other parties involved in a particular publication. Rarely, but occasionally, there are end-user payments.

ATG: According to your findings only about 11% of the libraries you surveyed spend money on marketing. How do they get the word out about their publications?

AO: This seems to be the greatest weakness of libraries where they act as stand-alone publishers. We don’t know much about marketing channels, we’re not budgeted for marketing, and many don’t even think marketing matters — for in an age when you make your documents discoverable, won’t people just find what they need? One hears this a lot. And coming from librarians, who know how important and tricky library discovery is, it’s a kind of incomprehensible position!

ATG: Are library publishers having a discernible impact on spreading the open access movement? If so, in what ways?

AO & AH: It’s very hard to say. There’s probably some impact, given how prevalent the commitment to open access runs, but libraries generally have not been pulling journals (or books) from publishers with subscriber or end-user pays models. They’ve been more focused on smaller, often new journals, frequently with a tie to the local institution. It’s not clear how many of those — especially new ventures — would...