History, Reputation Management, and Value: Discussing the Merits for Publishing Our Own

Bella Karr Gerlich, Texas Tech University
Ron Milam, Texas Tech University
Sheila Curl Hoover, Texas Tech University
Marina Oliver, Texas Tech University

Library Forum
Baltimore, Maryland
March 21, 2017
Mission or Tradition?
Quality or Culture?
Entitlement or ROI?

Bella Karr Gerlich, PhD.
Texas Tech University
History (Publishing our own?)

Ron Milam, Ph.D.
Texas Tech University
So Long
For Now

A Sailor’s Letters from the USS Franklin

Jerry L. Rogers
Foreword by Robert M. Utley
“Thoughtful and richly detailed, this outstanding account ... takes us into the forbidding Mekong River Delta with the men of Charlie Company, to witness their harrowing firefights and their fleeting victories.”

Hugh Ambrose, author of *The Pacific*

**THE BOYS OF ’67**

Charlie Company’s War in Vietnam

Andrew Wiest
A RAID TOO FAR
OPERATION LAM SON 719 AND VIETNAMIZATION IN LAOS
JAMES H. WILLBANKS
The shocking story of captured B-29 Superfortress airmen! Awaiting Trial and Execution as "American War Criminals"!

ACCUSED AMERICAN War Criminal

FISKE HANLEY, II
One of Few Survivors of Japanese Kempei Tai Military Police Brutality
Reputation Management (and Altmetrics)

Sheila Hoover
Texas Tech University Library
Reputation Management
Altmetrics
Google scholar and citations
PlumX
Reputation management is about understanding and influencing an individual's reputation.

In the context of book publishing, this means both the author and the publisher.
In scholarly and scientific publishing, altmetrics are non-traditional metrics proposed as an alternative to more traditional citation impact metrics, such as impact factor and $h$-index generalization of article level metrics.

The term altmetrics was proposed in 2010. Although altmetrics are often thought of as metrics about articles, they can be applied to people, journals, books, data sets, presentations, videos, source code repositories, web pages, etc.
Assessing the effectiveness of whole person learning pedagogy in skill acquisition

JD Hoover, RC Giambatista, RL Sorenson… - … Learning & Education, 2010 - amle.aom.org

Abstract We describe a whole person learning experiential/behavioral skill pedagogy developed in an executive skills course. The pedagogy was designed to address recent criticisms of MBA education relative to program relevancy and the skill sets of students

Cited by 93  Related articles All 10 versions  Web of Science: 23  Cite  Save
Social Media

Maintain a blog
- Blog about your authors and books

Get a face book account
- Friend other publishers and review and retail outlets
- Advertise your new books and authors

Get a twitter account
- Connect to other publishers and review and retail outlets
- Announce your new books

Have authors get PlumX account
- Follow outputs to gauge impact
PlumX Metrics:
Get more value from your institutional repository.

PlumX Metrics allows you to get more value from an institutional repository (IR) by embedding the altmetrics about your research directly into the IR. These altmetrics are about the different versions of the same article – not just the one in the IR, so your authors can see the impact and reach of their research in just one place. This makes your IR a more valuable place for research and encourages your authors to deposit their articles and other research.

Embed metrics where you need them.
The PlumX metrics come to you. The Plum Print shows all of the metrics about your research that you can easily embed anywhere.

Same article – different places. Measure them all.
Research output is hosted on multiple platforms including publisher sites, discipline-based pre-print repositories, institutional repositories, and aggregated databases. In addition research is referenced on web sites such as faculty pages, department and lab sites, CVs, and abstracting and indexing databases. PlumX provides easy-to-embed metrics widgets for all of these types of resources.
Examples of each type are:

- **Usage** – clicks, downloads, views, library holdings, video plays
- **Captures** – bookmarks, code forks, favorites, readers, watchers
- **Mentions** – blog posts, comments, reviews, Wikipedia links
- **Social media** – +1s, likes, shares, tweets
- **Citations** – citation indexes, patent citations, clinical citations
PlumX from Plum Analytics: Not Just Altmetrics

Citation data: Journal of Electronic Resources in Medical Libraries, ISSN: 1542-4066, Vol: 13, Issue: 1, Page: 8-17
Publication Year: 2016

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Joy M. Perrin

Researcher from:
Library Faculty

Impact by Type: All

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Value (and Library Publishing)

Marina Oliver
Texas Tech University Library
Vicious Cycle

Faculty use peer reviewed scholarly publications to further research.

They publish their results in these publications without (or little) compensation.

Publishers sell back to Libraries faculty’s research as books and journal subscriptions.

Libraries make these publications available to the campus to further learning and faculty research.
Subscription inflation outpaces library budgets.
http:// Changes the World
High user expectations - Instant gratification

“If it ain’t online it don’t exist”
Meanwhile back at the library …

- We begin the digital flip
- Big Deal(s) = big bucks
- Library Consortia – more participants share the cost
Life goes mobile

Darwin's Theory for Evolution of the Apps

Academic Social Networking

Scholarly communication moves at the speed of a tap, swipe or click

Google Scholar – heightened discoverability!

Enhanced content – videos, linked data, linked citations

Oh, BTW … it should be free for everyone
Unrestricted access and reuse
• Green – you can archive pre/post-prints in local repository (sometimes publisher’s copy)

• Gold – articles in OA journals

• Hybrid - OA articles in subscription journals, for a fee
Open Access

OA equals no cost to use

OA does not equal no cost to produce
Established Publishers Provide

- Infrastructure – printers/servers/websites/use stats
- Editorial boards / peer reviewers
- Relevance/reputation – Promotion and Tenure
- Marketing
- Revenue stream
- Sustainability / continuity
But …remember

It’s researchers who provide the content, the ideas
Publishers manufacture and distribute a container

Authors furnish the contents

Together = scholarly publication
Libraries ...

Are OA advocates;

Have strong relationships with campus researchers;

Are under strict budgets constraints.
Libraries and Authors are an OA match
Libraries as publishers

Libraries have:

*Skills*
- Scholarly Communications Librarians
- Copyright expertise
- Metadata Librarians
- IT staff

*Technology*
- Digital Services Departments
- Institutional Repositories

*Money – we have the money right?*
Can we provide?

Publication reputation

- Rigorous review process
- Create relevance for promotion and tenure

Visibility

- Make a new product known and discoverable

Continued financial support

Sustainability / Continuity (all of the above)
We don’t have to do it like established publishers

Examples:

- Knowledge Unlatched
- Open Textbook Library
- Project Muse (coming 2018)
- Cultural Anthropology
“Knowledge Unlatched is not a publisher, rather we are an organization that is coordinating a global coalition of libraries that will share the costs of making books and journals Open Access”
Knowledge Unlatched

**Libraries**
A community-driven initiative that helps to lower costs and enable wider access for peer-reviewed titles from respected publishers

**Publishers**
Sustainable pricing to cover the cost of publishing titles Open Access, while maintaining flexibility in distribution of different formats

**Authors**
A route to Open Access that involves no cost to authors and promotes maximising publication discovery

**Readers**
Anyone, anywhere in the world, can discover, read and enjoy free access to full-length PDF versions of peer-reviewed scholarly books and articles
“We believe that by working together libraries and publishers can create a sustainable route to Open Access.”

“By offering books and journals through Knowledge Unlatched, publishers gain access to funding to cover the fixed costs of publishing scholarly content in the form of a Title Fee that will be paid by the Knowledge Unlatched member libraries.”
KU books – available now

KU journals – first round 2017

KU books accessible via OAPEN and HathiTrust

Discoverable via DOAB, HathiTrust, EDS, Summon, and Ex Libris
Published 2016

Understanding the global energy crisis / edited by Eugene D. Coyle and Richard A. Simmons.
Published 2014

Composing the party line: music and politics in early cold war Poland and East Germany / David G. Tompkins.
by Tompkins, David G.
Published 2013

Borderland City in New India: Frontier to Gateway / Duncan McDuie-Ra.
by McDuie-Ra, Duncan,
Published 2016
• Library funded
• Journals and books offered are determined by participating libraries
• Partnership with publishers
• Freely available to all
“The Open Textbook Network provides a growing catalog of free, peer-reviewed, and openly-licensed textbooks”
OTN is comprised of 350 members

http://open.umn.edu/opentextbooks/

Strategy

- Multi level development
  - onsite faculty workshops
  - OTN Summer Institute for campus leader development
- Faculty are given stipends for attending the workshop and reviewing of one of the OTL textbooks
Well established “society” journal published by Wiley

Transitioned to OA with Society of Cultural Anthropology (SCA) as publisher

A partnership with Duke University Libraries

February 2014 first OA issue released
There is more to an OA journal than the articles. Robust infrastructure is as important as the scholarly content.

SCA assumed CA publishing responsibilities 2013. Duties now included:

- Production
- Content management
- Metadata editing, and distribution
- CA website - publishing platform
- Administration
• Prior to going OA much of the above was provided by Wiley

• This new “freedom” came much more responsibility for the final product

• To paraphrase CA Managing Editor Timothy Elfenbein:

   When we envision a world of OA scholarly journals we need to be keenly aware that the it is not just about the articles that require our zeal but also the backend, all that goes into making the final product available.
Going Forward

• As libraries become participants and not just consumers of scholarly publishing

• We need to be deeply aware of the challenges to maintain a robust infrastructure. Without which the scholarly articles contained within the journal or book will be lost

• Our publications must gain relevance and reputation in the research community

• We need a solid source of funding
Looking at the various ventures into library publishing and all that entails, it appears to be best addressed by those sharing the responsibilities. Partnerships between libraries, platform providers, publishers, and researchers. That is, let us each do what we do best together, to build sustainable OA publications. Allowing unrestricted use and cost savings for libraries.

Open Textbook Library/Network  
[http://open.umn.edu/opentextbooks/](http://open.umn.edu/opentextbooks/)


Thank you! Questions, Discussions?