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If They See Them, They Will Come: Improving Visibility and Re-use of Library-Published Journals

Marianne Reed
Digital Media Coordinator
Univ. of Kansas Libraries

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Journal Publishing @ KU

April, 2018

Two platforms:

- KU ScholarWorks (DSpace) – 15 journals
- Journals@KU (OJS) – 16 journals

Library/IT Staffing:

- Direct user support -- .25 percent FTE (me)
- Metadata librarian – as needed metadata services to enable preservation/DOIs
- Part of a system/application administrator

Editors:

- Editors Forum
- KU Editors discussion list



Common Strategies For Visibility

Open Access

- Use Creative Commons licenses
- Add back content
- Apply to the Directory of Open Access Journals (DOAJ); we upload article metadata
- Add policy on sharing to SHERPA/RoMEO



Common Strategies For Visibility

Enhanced Discovery

- Assign DOIs (and other permanent identifiers)
- Machine-readable CC licenses
- Primo discovery
- Harvesting of content by Google
- Metrics: Google Analytics, alternative metrics, statistics
- ORCIDs



Common Strategies For Visibility

Editors as partners

- Work with editors to make sure that public information about the journal (author guidelines, licenses, publication agreement) is clear and complete.
- Include abstracts with articles
- Importance of standards (metadata, accessibility, etc.)
- Authors should be encouraged to share in IR
- Provide resources for editors to work with aggregators, including potential pitfalls



Common Strategies For Visibility

Editors as partners

- Coach editors on successful journal promotion

Reputation of the journal is key to success

- Take advantage of scholarly networks
- Social media
- Disciplinary distribution lists
 - Ask colleagues to help spread the word
- Conferences
- Cite with DOI



New Strategies For Visibility

Events

- We provide a venue for editors to host scholars in their discipline (i.e. potential authors/reviewers)

Montessori Research Retreat hosted by the *Journal of Montessori Research* in the Libraries led to creation of KU's Center for Montessori Research (and an increase in high-quality submissions to the journal)

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- **Layout services – as needed**
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New Strategies For Visibility

Free* Layout Services:

- Editors' most-requested service enhancement
- Accessibility:

If library publishing provides layout services, we can make sure that journal meets accessibility standards, providing maximum visibility & re-use for all users

*Fully subsidized



New Strategies For Visibility

Layout Services

- We work with editors to create journal templates; any graphic design work for logos, etc. is provided to layout by editors or through freelancers
- Editors send finalized content to libraries' layout service to plug into templates for review. If approved, we upload to OJS/KU ScholarWorks.



New Strategies For Visibility

Layout Services

The end result:

- Happy editors who can concentrate on editing
- Content is accessible
- We upload the finished journal. Previously, content for printed journals often took years for digital files to be sent to library publishing for upload.



*Questions or
comments?*

Marianne Reed
mreed@ku.edu

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A night-time photograph of the University of Kansas campus, featuring the Old Chapel and the Campanile tower, with a blue color overlay and red diagonal lines.

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