



# What's Your (Business) Plan?

## How to Move your Library Publishing Service Forward Strategically

*Library Publishing Forum, May 2018*

# University of Minnesota Libraries Publishing

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# Agenda

- Overview
- Guiding Principles
- Scope of Services
- Accepting Publications
- Team Member Roles & Committees
- Financial Aspects



# Overview

Why do this?

Structure of Today's  
Workshop Session



# U of MN Libraries' Philosophy of Service & Business Plan

<https://z.umn.edu/LPForum-UMNBusinessPlan>



**Takeaway: The philosophy of service and business plan created shared expectations and the ability to communicate them.**

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# Creating Guiding Principles

Defines your service

Conveys your purpose

Creates a shared expectation  
of goals and outcomes

# Guiding Principles

Broad Philosophy

Non-Changing

Filter for Decisions

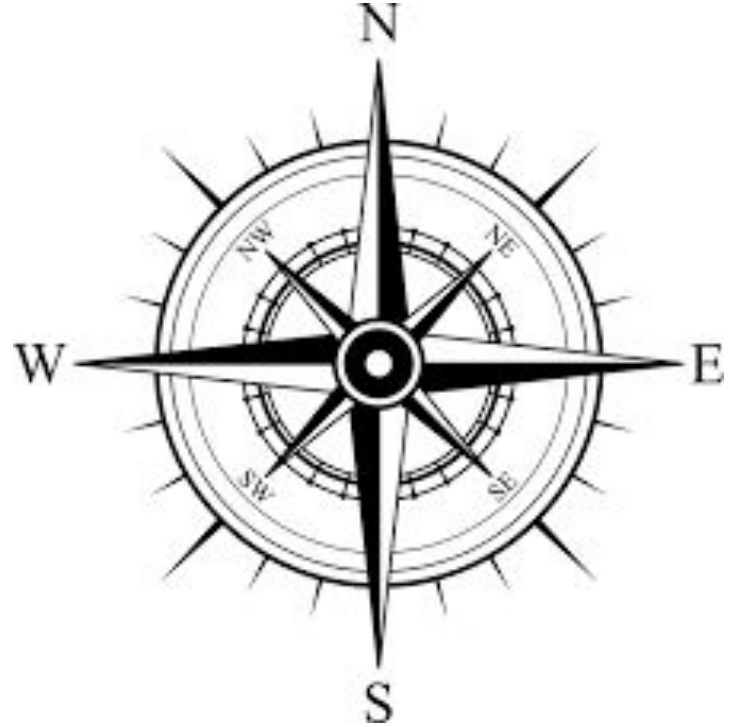


Image: <https://pixabay.com/en/compass-north-south-east-west-3057603/>



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## Instructions:


**Write down one or two guiding principles that describe your publishing activities. You have 5 min.**

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**Please Share!**



## Guiding Principles - Examples from U of MN

- We support scholars by contributing quality, scholarly works to the public commons through open access publishing.
  - We support intellectual freedom by keeping the means of production in the hands of scholars.
  - We believe that the scholarly ecosystem works best when creators retain their copyright.
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# Scope of Services

Types of Publications You'll Support

What Services Do You Offer?

Who Do You Serve?

# Scope of Services

What do you offer?

What is not included?

What do they need to bring?

Will you charge?



**MICHIGAN PUBLISHING**  
UNIVERSITY OF MICHIGAN LIBRARY

## Journal Services

- Custom web design
- Journal web hosting
- PDF Typesetting
- Logo design
- Digital preservation
- Print on demand



### Books

Streamlined monograph publishing options designed to make high-quality scholarship available in print, eBook, and Web formats.



### Journals

Affordable, efficient, integrated, born-digital publishing solutions for important journals in niche areas.



### Digital Projects

Web-based collections that bring together research and primary sources to enrich diverse fields, from the humanities to medicine.



### Course Materials

Services, including Print on Demand options, that help instructors enhance pedagogical impact.

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## Instructions:


**What specific services do you (or will you) offer? What are things you will not offer? You have 3 min.**

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**Please Share!**



## Scope of Service - Examples from U of MN

- University of Minnesota Libraries Publishing supports University affiliates' creation of scholarly publications.
  - We publish quality journals, monographs, textbooks, conference proceedings, and dynamic scholarly works in an open environment without charge.
  - The University Libraries Publishing will not support the development of departmental newsletters, websites, or content better served through OIT supported content management
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# Accepting Publications

Guarding Boundaries

Getting Highest Quality

Ensuring Success & Continuity

Ensuring Resources Are  
Available

# Accepting Publications

How Do You Accept Proposals?

What Are Your Review Criteria?

What Information Do You Need?

Do you have a Memorandum of Agreement?



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## Instructions:


**Write down one criteria you could use to decide to accept or reject a publishing project. You have 3 min.**


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**Please Share!**

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# Accepting Publications - Examples from U of MN

- Call for proposals 2x year
  - Require initial consultation, basic publication details, proposal narrative
  - Review team weighs the proposals against the evaluation criteria (e.g., demonstrated community value & support; quality; capacity, etc.)
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- A decorative footer featuring a repeating pattern of dark blue and teal triangles.



# **Team Member Roles & Responsibilities**

Reinforcing Communication

Stakeholder Engagement

Identify Partners

# Team Member Roles & Committees

Who are your stakeholders?

Who is working on the publications?

Who is deciding what to accept?

Who is setting direction for the service?

Where is your expertise?



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## Instructions:

Identify a library/campus partner.  
What role could they play in your  
operation? You have 3 min.



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**Please Share!**



# Team Member Roles & Committees - Examples from U of MN

- **Publishing Proposal Review Team:** Publishing Services Librarian (chair), Wordpress Developer, AUL for Content & Collections, Publications Coordinator , Director of Open Scholarship, Libraries Technology Lead, Copyright Permissions Coordinator, Copyright Librarian, Scholarly Communication Librarian (UM-TC), Director of Digital Humanities, & Scholarly Communication Librarian (UM-Duluth)
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## Financial Aspects

Clear expectations

Commitment of your  
organization to this service

Understanding of institutional  
rules

# Financial Aspects

What is Your Budget?

What Other Money Do You Need?

Can You Create Income?

What Do You Expect  
Authors/Editors To Pay For?



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## Instructions:


**Write down one thing you know you have funded by your library and one thing you don't know how to pay for. You have 5 min.**

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**Please Share!**



## Financial Aspects - Examples from U of MN

- We pay for all hosting costs and have staff allocated to the service.
  - We were able to get registered with “External Sales” at the the U of MN to be able to charge money for some of our services.
  - We use collected funds to create a subvention fund that supports the work on publications that don’t have other financial resources.
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## Takeaway

Plans are developed over time.

Start with one piece at a time.

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# Questions?

Thank you!

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