What's Your (Business) Plan?

How to Move your Library Publishing Service Forward Strategically

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University of Minnesota Libraries Publishing

- Emma Molls - Publishing Services Librarian @emma_molls
- Laureen Boutang - Publishing Services Coordinator @la_boux
- Shane Nackerud - Technology Lead
- John Barneson - Developer @johnbarneson
- Kate McCready - Content Services Director @kamccready
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.
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

Instructions:

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

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

Image: https://mydata2017.org/programme/call-for-proposals/
Instructions:

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

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

Plans are developed over time. Start with one piece at a time.
Questions?

Thank you!
Kate McCready, mccre008@umn.edu
Emma Molls, emolls@umn.edu
Laureen Boutang, llb@umn.edu
Shane Nackerud, snackeru@umn.edu