From University Press to eScholarship Publishing
Differences and Similarities

Rachel Lee, Publications Manager
eScholarship Publishing
California Digital Library
Career History

- 2019, eScholarship Publishing
  - Publications Manager
- From 2000-2019, Journals + Digital Publishing Division
  - Journals Manager
  - Library Relations Manager
- Elsevier - Trends Journals
- Blackwell Publishing - Books
- ABC-Clio - Editor
We have a lot in common!

- Mission-Driven Publishing

Specific challenges...
- Resourcing
- Discoverability
- Technology
- Engagement
- ‘Competition’
- Value

…..to name a few!
Non-Profit Publishing at UC Press

- Active management of journals, editors, societies
- Demonstrating value to stakeholders, libraries, societies
- Competition from commercial publishers
- Building discoverability and usage
- Focus on subscriptions
- More journals, no more money
- Impact Factor
- Technology expectations, costs
Library Publishing at eScholarship

Some early thoughts...

- Understanding and implementing ‘Best Practices’
- Journal management - carrot or stick? 🥕
- Reaching readership, discoverability
- Niche or emerging fields are okay!
- Quality metrics
- Demonstrating value to stakeholders
- Expectations around platform design, tools
Quick wins for you
… and your journal

- ‘Best Practices’ are fundamental
- Editor engagement; getting a journal ready to publish, the ‘cost’ of a free platform, find your champions
- Author and reader engagement
- Using data and metrics to tell a story
- Discoverability is key; indexing and cataloging
- Institutional pedigree over commercial clout
- Library friendly!

Los Angeles Public Library Photo Collection
Source: Calisphere
https://calisphere.org/item/bbab24184dcecb998fcd35bf4ea25c/
Questions?

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