Scholarly Publishing Office Goals September, 2005- August, 2006

SPO's goals for fy2006 are shaped by a number of factors. First, the fy2005 work of migrating all publications from DLXS release 11 to DLXS release 12 has run into the first quarter of fy2006 and clean-up work from this continues. This has had a major impact on our ability to put staff, particularly programming staff, to other work. Moreover, because of the migration, the release of new and updated publications has been significantly delayed, so that much of the first half of the year will be dedicated to returning publications to a more routine schedule. There is also a backlog of development requests from two of our important clients, the ACLS History Ebook project and LLMC-Digital, requests that will occupy time throughout fy2006.

Besides the constraints imposed by the need to dedicate resources to those areas, we have certain standing concerns that require attention each year, especially in those areas of our work most effected by the rapidly changing electronic publishing environment. Chief among these are the need for:

- Better integration with standards-based access mechanisms such as OAI, implementation of DOIs, external resolution of IDs, etc.
- Improved turnaround time on projects. We need to continue to examine workflow issues, staff roles and responsibilities, and how best to organize and divide up SPO activities.
- Improved workflow design and support for collection-building processes.
- Improved ability to scale up.
- Continuing work on developing tools to manage content at all stages (submission, data prep and conversion, indexing and releasing to production).

While each year some of these areas are marked for special attention (and this year is no exception) we also have to be respond to opportunities to address these needs as those opportunities arise.

Besides the DLXS completion, catch up and clean up process, the two main areas of focus for SPO this year are its journal services and outreach and promotion. In addition, there will be attention to some special projects, as detailed toward the end of the goals.

Priority 1: Work resulting from DLXS migration
- Complete DLXS migration
- Clear backlog that has accumulated in migration period including inventory and release of publications that have been on hold during migration.

Priority 2:Meet commitments to our publishing partners
- Maintain and continue to grow the ACLS History E-book backlist

- Meet ACLS development commitments including Athens implementation and number of frontlist development issues.
- Maintain regular LLMC updates
- Meet LLMC development commitments including changes to the TVP search, implementation of a citation searcher and Handles implementation.

Priority 3: Formalize journal/serial publication options and workflow
With several journals now in publication, SPO believes it has encountered most of the variables likely to be present in journal and serial publications. Building on this experience, we will:

- Define standard electronic delivery models for journals including behaviors for fully encoded journals, for page-turner/image-based journals and for pdf delivery. These models will include some interface improvements to make the publications function in a more "journal-like" way including improvements to table of contents displays and access through issue browses.
- Review and improve formatting and design of journals (homepage and formatting of electronic text pages) including a standard option homepage with options for upgrading for a fee.
- Define standard methodology for delivering journals that are mixed levels of encoding.
- Define a standard set of print delivery options and standardize methods for producing print.
- Continue to look for ways to simplify/streamline/automate tasks, balanced against the need for publication customization and brand identity.
- Improve the text preparation process, looking at possible alternatives to the current RTF to XML method.
- Improve the management of conversion process, including creating guidelines, documentation and improving the conversion scripts and validation process. Work on a revamped transformation process that allows staff to more easily fix previously processed files, and allows Unicode end-to-end.
- Institute annual check-ups for journal publications to guarantee continued attention and to trigger upgrading as necessary
- As part of journal system maintenance and clean-up, move Philosophers' Imprint to TextClass (at last).

Priority 4: Outreach and promotion
SPO continues to spend far more time on production than promotion. While this results in a high level of productivity, it also means that our colleagues, potential clients and users are not fully informed about the extent of our services and achievements. SPO intends to pursue a multi-pronged strategy to increase national, campus and library awareness.
- Redesign SPO Web site to update information and better showcase both SPO services and SPO publications.
- Form Advisory board to both guide and promote SPO

- Focus on better communication with Library colleagues including more regular library newsletter items, updates to CMDC and Senior Managers, and consultation with selector colleagues.
- Write formal report on SPO activities to date
- Conduct a series of departmental visits, probably in conjunction with Jim Ottaviani (representing Deep Blue) to present Library as scholarly publishing and distribution alternative.

Priority 5: Expansion of the Print on Demand program
In late fy2005, we were presented with a special opportunity to work with Amazon.com on a print on demand sales program through Amazon to distribute the volumes from the Michigan Historical Reprint series. Responding to this opportunity will necessitate:
- Contract negotiation and contract approval by pertinent UM units
- Delivery of files
- Specification and delivery of metadata
- Pricing
- Promotion

Looking toward the future
While it is unlikely that we will be able to give substantive attention to these areas in fy2006, we would like to begin planning and discussion in these areas:

Creation of a separate imprint for Library related publications that are not strictly part of the scholarly mission. This would allow us to continue to provide a publishing service to the Library at the same time we clarify the nature of SPO publications.

Plan for development of the book publication program with intent to make this a special area of focus starting in June 2006.

Discussion of the philosophical and pragmatic relationship of SPO to Deep Blue, the Institutional Repository.

Publication specific goals
In addition to regular updates for continuing publications, we will attend to the following in fy2006:

New electronic releases:
- *Michigan Family Review* – current issues
- *The Proceedings of the Western Society for French History*
- New additions to the Center for Japanese Studies collections
- James Cook volumes
- *Michigan Family Review* backfile
- *The Journal of Electronic Publishing*
- Machyn Diaries
- *The French Revolution at the Grassroots*

- *Arkivoc*
- *Plagiary*
- *Bulletin of the American Society of Papyrologists*
- Special Collections Exhibits*: Radical Responses to the Great Depression* and the St. Petersburg exhibit

New print releases:
- The Proceedings of the Western Society for French History
- Print version of Responsibility in Crisis

Clean up and improvements to the *Proceedings of the International Computer Music Conference*
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