Scholarly Publishing Office Goals September, 2006-August, 2007

The work of this year will balance continuing to catch-up on publications that were held in abeyance during the long system migration to DLXS 12, making progress on new publications, and improving the design and functionality of all SPO publications. We also continue to work on improving methods for data conversion and management and to scale up our growing Print On Demand program. As always, we continue to balance the development requirements of our paying clients with our need to support campus publishing activity. Our maturing partnership with the UM Press is also a major area of focus, requiring both planning and technical development throughout the year. Finally, we are ever-mindful of the need to turn outward and promote our services, our content, and our mission. Overall, SPO is at a juncture where it needs both to consolidate its previous successes and to create strategies for remaining flexible and able to respond quickly to the emerging electronic publishing environment.

What follows are specific goals, organized by area of work.

ACLS

Backlist
- Maintain backlist production schedule, releasing approximately 250 books in two rounds (September, January)
  Responsibility: *TG*
  Timeline: Ongoing
  Milestones: 5a release, 9/15; 5b release 1/15
- Establish backlist XML workflow
  Responsibility: *TG*
  Timeline: 1 – 2 weeks (November)
  Milestones:
- Develop plan for level-4 encoded backlist titles with page scans (XML backlist)
  Responsibility: *TG; JM*
  Timeline: 12/15/06
  Milestones:
- Resolve cradle scan image resolution problems (for future work)
  Responsibility: *TG*
  Timeline: 2 – 4 weeks
  Milestones: Looking for notable improvement in 5b work
- Improve QC process for backlist titles
  Responsibility: *TG*
  Timeline: 1 – 2 weeks
  Milestones:
- Investigate and possibly implement PPP reloads
  Responsibility: *TG*

Timeline: investigate: 1 week   implement: 2 – 4 weeks, depending on what's involved
Milestones:

Frontlist

- Assess and implement front-list development requests
  Responsibility: *JM; MB*
  Timeline: Ongoing
  Milestones:
- Specifically, complete Miller development: image map and multi-page manuscript scans
  Responsibility: *JM*
  Timeline: First quarter fy07
  Milestones: done

General

- Investigate AHA access requests
  Responsibility: *JM; MB*
  Timeline: 1/15/07
  Milestones:
- Finalize all documentation
  Responsibility: *TG; JM*
  Timeline: 2 – 3 weeks
  Milestones: 1/31/07
- Debug browse page display problems
  Responsibility: *JM*
  Timeline: 11/07/06
  Milestones:
- Re-establish proofing on ferment instead of dlps8
  Responsibility: *TG*
  Timeline: 1 week (December, or whenever we're close to Linda's proofing)
  Milestones:

LLMC

- Support for items in more than one collection
  Responsibility: *JM*
  Timeline: 12/01/06
  Milestones:
- Add two new collections
  Responsibility: *JM*
  Timeline: 12/21/06
  Milestones:

- Develop citation searcher
  - Responsibility: *JM; MB*
  - Timeline: 3/1/07
  - Milestones:
- Redesign update process
  - Responsibility: *JM*
  - Timeline: 12/1/06
  - Milestones:
    - Migrate update processes to dlps11/12 by 11/6/06
    - Design support for items in more than one collection by 11/13/06
    - Re-code update scripts by 11/30/06
    - Complete redesign of update process by 12/1/06
- Possibly incorporate continuous tone images
  - Responsibility: *TG; JM*
  - Timeline: 3 – 4 weeks (05/07?)
  - Milestones:
- Train back-up for data management (Rashmi)
  - Responsibility: *TG*
  - Timeline: 1 – 2 weeks (November; DSS needs to install FileMaker 6.0 first)
  - Milestones:
- Finish documenting processes
  - Responsibility: *TG; JM*
  - Timeline: 2 – 3 weeks
  - Milestones:
- Improve process/work-flow for re-dos
  - Responsibility: *TG; JM*
  - Timeline: 1 – 2 weeks, by 4/1/07
  - Milestones:

Serial publications

General system-wide improvements:
- Continued work on conversion and mark-up methods and tools
  - Responsibility: *KH; MM*
  - Timeline: By summer 2007, though possibly tied to decisions about DLXS development
  - Milestones:
    - Introducing timestamp check into makepub.sh in late 2006
    - Preparation of new conversion system for alpha testing by summer 2007
- Improve browse pages (issue browse/perhaps TOC view):
  - Responsibility:
    - Specifications: *KH; SK*
    - Implementation:

Timeline:
Milestones: SK will work on mock-ups, 4/07
- Implement RSS feeds
  Responsibility:
  > Specifications/research: *KH; SK*
  > Implementation: *SJ/JM?*
  Timeline: 3/07
  Milestones: Specs, 1/07
- Improve navigation from article to journal – possibly by implementing sidebar TOC
  Responsibility:
  > Specifications: *KH; SK*
  > Implementation: *JM*
  Timeline:
  Milestones: Design mock-ups 2/07
- Create more flexibility in header display
  Responsibility:
  > Specifications: *SK*
  > Implementation:
  Timeline: 1/07
  Milestones: test and build based on modifications made for BOT
- Create style guide (document/then implement)
  Responsibility: *SK*
  Timeline: 2/07
  Milestones:
- Improve overall design and appearance, particularly of text pages
  Responsibility: *SK*
  Timeline: Fall, 2006
  Milestones: BOT release, staging for other publications
- Create training document/submission guidelines for content providers and putting on SPO website
  Responsibility: *KH; SK; MM*
  Timeline: by end of 2006
  Milestones: n/a
- Establish POD methods for serials
  Responsibility: *SK*
  Timeline: 2/07
  Milestones: get specs from Book Surge; do QC; write documentation

Publication- specific goals

- Assist WSFH with backfile conversion
  Responsibility: *SK; KH*
  Timeline: release in 11/07
  Milestones: ongoing throughout fy07
- Review TMR processes
  Responsibility: *KH/SJ*

Timeline:
Milestones: early 2007

- Release MFR backfile
    Responsibility: *KH*
    Timeline: by end of 2006
    Milestones: having it ready for previewing
- Release BASP
    Responsibility: *KH*
    Timeline: by July 29, 2007 (when XXV International Congress of Papyrology will be held)
    Milestones: having it ready for previewing by April
- Make improvements to ICMC
    Responsibility: *KH*
    Timeline: should take 1 week of work, aiming to finish by early 2007
    Milestones: n/a
- Launch UMMA bulletin
    Responsibility: *SK*
    Timeline: 06/07
    Milestones: obtain files; sign agreement; design interface (work w/ their web designer); build collection
- Release Michigan Discussions in Anthropology backfile through current issue
    Responsibility: *KH*
    Timeline: By early 2007
    Milestones:
        Build a collection for backfile by December
        Build frontlist collection by January
- Fix mqrarchive to include article-level metadata on missing book reviews
    Responsibility: *KH*
    Timeline: After basp
    Milestones: n/a
- Identify two serial publications for development in fy2008
    Responsibility: *MB*
    Timeline:
    Milestones:

JEP

- Release backfile
    Responsibility: *SK*
    Timeline: 1/07
    Milestones:
- Improve workflow/time to publication
    Responsibility: *SK*
    Timeline: 1/07 (ongoing monitoring)
    Milestones:
- Rework home page and static html pages

Responsibility: *SK*
Timeline: 12/06
Milestones:

- Improve publicity
  Responsibility: *SK; MB*
  Timeline: Ongoing (1/07 for next issue)
  Milestones:
- Follow up with sponsors
  Responsibility: *MB; SK*
  Timeline: At next release (January)
  Milestones:
- Plan for SSP or ALA event
  Responsibility: *MB; SK*
  Timeline: Start planning in January for June
  Milestones:

Books

SPObooks

- Conversations with books publishers and possible series sponsors
  Responsibility: *MB; SK*
  Timeline: Ongoing
  Milestones: One per month starting in December
- Improve look of SPO books online – assess design needs with an eye to establishing legitimacy and recruiting more authors
  Responsibility: *SK*
  Timeline: 3/07
  Milestones:
- Release Markovitz
  Responsibility: *SK*
  Timeline: 1/07
  Milestones:
- Release electronic editions of Cook books
  Responsibility: *KH*
  Timeline: by October 1
  Milestones: done
- Correct Simoni markup
  Responsibility: *KH*
  Timeline: by October 1
  Milestones: done

Digital Culture

- Develop and launch Digital Culture web site
  Responsibility: *SK*

Timeline: 12/06
Milestones:
- Release Electronic Best of Tech 2006
  Responsibility: *SK*
  Timeline: 12/06
  Milestones:
- Work toward a "big launch" (perhaps at AAUP?) ;Define the requirements for the launch
  Responsibility: *MB; SK*
  Timeline: 6/07
  Milestones:
- Develop and refine intake process
  Responsibility: *MB; SK*
  Timeline: Jan-June 2007
  Milestones:
- Coordinate with Press on publicity campaign
  Responsibility: *MB; SK*
  Timeline: for June 2007
  Milestones:

CJS

- Swap out b&w photos in Ozu with color (3 – 6 weeks; not sure what's involved)
- Correct typos in 2 Out-of-Print titles (this is mostly Jeremy; 1-2 days)
- Status of green notebook film materials? (1 week)
- Return all materials to Bruce and Markus (1 week; deadline of 1/31/07)
  Responsibility: *TG*
  Timeline: As above
  Milestones:

Infrastructure

- POD work (see reprint/pod section)
  Responsibility: *SJ*
  Timeline: Possibly through March 2007
  Milestones:
  - create base system (database model, system/coding model, architecture)
  - develop migration techniques for existing data (spreadsheets, Xserver and conversions to new database model)
  - coding (see reprint/pod section)
  - testing/deployment and backup strategy
- Design and implement unified header database, including a process for replacing headers
  Responsibility: *SJ*

Timeline: Starting in April

Milestones: Still need to do a thorough investigation on this, ideally moving everything to a centralized mysql database with web server access

- Migrate Phimp to Textclass

  Responsibility: *JM*

  Timeline: 4/1/07

  Milestones:

- Implement handles for all SPO collections

  Responsibility: *JM*

  Timeline:

  Milestones:

- Evaluate, clean-up and possibly reorganize file system

  Responsibility: *All (KH to takes lead)*

  Timeline: will take 2 days; do by end of 2006

  Milestones: n/a

- Evaluate other publishing systems to possibly replace or supplement DLXS

  Responsibility: KH, JM

  Timeline: to be done in conjunction with evaluation of conversion methods

  Milestones: alpha testing a new system

- Clean up static HTML on collections

  Responsibility: *DFE student guided by KH*

  Timeline:

  Milestones:

- Coordinate with Suzanne Chapman on UI improvements, revision of help pages

  Responsibility: *KH; SK*

  Timeline: 4/07

  Milestones: meet w/ Suzanne to discuss possible areas of overlap between dlps and spo.

- Expose all content over which we have direct control to Google Scholar

  Responsibility: *JM; MB*

  Timeline: Ongoing

  Milestones: Debug rdist syntax for automation by 11/13/06

Special Scholarly Projects

- Release Machyn

  Responsibility: *KH*

  Timeline: by Nov. 1

  Milestones: n/a

- Release Amann

  Responsibility: *KH*

  Timeline: by Dec. 1

  Milestones:

- Implement Ramsey Court rolls

  Responsibility: *KH*

Timeline: should take 3 weeks, aim for spring 2007
Milestones: make them ready for previewing
- Move Agora to Bib Class or other delivery solution
    Responsibility: *KH*
    Timeline: should take 4 weeks, aim for spring 2007
    Milestones: make them ready for previewing
- Assess and possibly migrate Diderot to wiki
    Responsibility: *KH followed by DFE student to implement*
    Timeline: by spring 2007
    Milestones:
        Write proposal by Nov. 15 (KH)
        Set up a test system by Dec. 1 (KH)
        Set up content migration scripts and test by April 2007 (DFE student)
        Move content all at once and release by May 2007 (KH)
- Preliminary planning for Tintern Abbey exhibit
    Responsibility: *TG, MB*
    Timeline: 1 – 2 weeks (preliminary); 8 – 12 months (implementation)
    Milestones:

POD/Reprints

- Complete work on design and implementation of order and tracking system, including implementing international credit card ordering and daily order system testing
    Responsibility: *SJ*
    Timeline: Possibly through March 2007
    Milestones:
        - create pod order form(s) including XML/XSLT transformation, new front end design, recode for new backend database model, fix safari bug and browser compatibility testing
        - international CC rules and interface w/ BSchool CC processing
        - order and CC processing monitoring
        - pod admin pages including XML/XSLT transformations and redesign
        - automate collection and order updates (Lightning Source , DLPS,
        - ISBN/Bowker, (BookSurge, others?))
        - order tracking including integration with BSchool order processing
        - ability to manually add/edit/delete:
        - publications (isbn, pub, dlps)
        - wholesalers/invoices
        - order/buyers
        - printers/pricing/bindings
        - ability to sort/create reports by various criteria (date range, title,
        - author, collection, pricing, top 10 etc…) via web interface and/or download as excel spreadsheets
- Improve process for managing updates with printers

Responsibility: *TG*
Timeline: 2 – 3 weeks
Milestones:
- Increase promotion and marketing of content and services
    Responsibility: *TG*
    Timeline: ongoing; initial plan 4 – 6 weeks
    Milestones:
- Holiday reprints display
    Responsibility: *TG*
    Timeline: 3 – 4 weeks; deadline 11/22/06
    Milestones:
- Write a proposal for developing reprint service and sales
    Responsibility: *TG*
    Timeline: 6 – 8 weeks (Jan./Feb.)
    Milestones:

Outreach:
- Form Scholarly Communications Advisory Board
    Responsibility: *MB*
    Timeline: dependent on EC approval; first meeting in early 2006
    Milestones:
- Release new Web site
    Responsibility: *SK*
    Timeline: 12/07
    Milestones:
- Plan and sponsor Press/Library "Summit" at CDL prior to SSP
    Responsibility: *MB*
    Timeline: Initial planning, Oct-Nov, final planning May 2006
    Milestones: Invitations out 11/15
- Conduct outreach conversations with faculty and librarians
    Responsibility: *MB*
    Timeline: Ongoing, one conversation per month
    Milestones: Librarian's Forum, Science Library Information Exchange
- Continue working with Deep Blue to promote the Library's scholarly communication services
    Responsibility: *MB*
    Timeline: Ongoing
    Milestones: ADPG
- Work with IP Specialists and Deep Blue to develop and conduct a scholarly communication campaign for the campus
    Responsibility: *MB*
    Timeline: Ongoing
    Milestones:
- Educate and confer with subject selectors re publishing needs in their areas
    Responsibility: *MB*

Timeline: Ongoing, one conversation per month, starting in December
Milestones:

Good housekeeping

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- Work to migrate ethnic directory to better delivery solution
    Responsibility: *MB*
    Timeline:
    Milestones: