

**Scholarly Publishing Office**  
**Draft High-level goals for 2001-2002**  
**January 4, 2002**

The Scholarly Publishing Office at the University of Michigan Library has been in existence since October of 2000. In the first year of its life, it concentrated on a number of experimental learning projects, on building connections within the Library and across campus, on developing tools and methods for the creation of digital publications and on identifying a number of theoretical and practical questions that need to be resolved to ensure the viability and utility of SPO. It also brought to conclusion a number of projects that had begun during SPO's former but very different incarnation as the Digital Library Program Development unit. In its second year, FY2002, SPO is concentrating on three overarching goals:

- 1) Creating a more formal long-term strategic plan
- 2) Content development and dissemination and
- 3) Moving from an experimental project mode to established production streams for digital publications.

In addressing these three goals, SPO will concentrate its work in the following areas:

***1. A formal strategic plan that includes a mission statement, establishment of a brand identity, and exploration of business models:***

*Develop a mission statement*

- Engage in a number of outreach activities to gain understanding of campus needs, including:
  - Focus group with collection development librarians (both subject selectors and library heads), Public Services Librarians and faculty authors and editors on campus.
  - Talk to Librarian's Forum.
  - Talk to Selector's Forum.
  - Schedule individual meetings with faculty editors and authors to discuss their needs and concerns regarding electronic publication.
- Assemble a standing advisory board.
- Draft mission statement and circulate to board for comment.

*Establish an SPO brand*

- Create a name to brand the distribution of certain SPO publications.
- Create a set of guidelines and criteria for inclusion under the "brand name" vs. distribution through SPO.
- Share guidelines with the board.

*Explore business planning*

- Write white paper on funding models.
- Analyze models at other electronic academic publishing ventures.
- Identify possible consultants to develop formal business plan.
- Track on costs for development and deployment of individual publications.

## ***2. Content development and dissemination, with particular attention to publishing a variety of demonstration models for online publication:***

*Complete and continue, as applicable, the electronic conversion/creation and distribution of a number of publications that have joined SPO in its early stages. These publications fall into three distinct areas, each which require different approaches and methods for online delivery (please see attached annotated list for complete list of projects):*

- “Electronic counterparts” – these are publications that exist in print. They may be exact electronic reproductions of previously printed materials or enhanced electronic versions that capitalize on the possibilities of the digital medium.
- “Born digital” publications created and designed for digital delivery. All of these publications were conceived to take advantage of possibilities offered by electronic delivery, ranging from timely delivery to cost-efficiency to multi-media functionality.
- Library publications that are created by Library staff and that showcase Library collections.

### *Document models:*

SPO’s current publications represent a variety of generalizable models that can be re-employed for other publications. Each model represents costs and benefits, in terms of time, money, functionality and visual appeal. In order to help content providers make informed choices about their publication models SPO will document the models and illustrate the documentation with examples drawn from our publications.

### *Disseminate publications and raise their visibility through a variety of means including:*

- OAI compliance and metadata exposure.
- Cataloging of all publications.
- Registration of all journal publications with Cross-ref.
- Register free publications with popular Web catalogs (such as Yahoo) if they have not yet appeared in those catalogs.
- Target both subject specific and general library list-servs and post announcements and content is released.
- Develop, with Wanda Monroe, press releases about SPO and about individual publications.
- Links to all publications from Library web page.
- Create better access through SPO web site – assess possibilities for gateway to publications.
- Work with editors and authors on visibility and marketing of individual publications.

## ***3. Moving from an experimental project mode to established production streams for digital publications, by continued tool development and development and promotion of services.***

### *Tool Development:*

- Release of journal management system through DLXS. Prior to this release, system will be assessed and undergo some basic revision. Documentation will also be developed regarding the implementation and use of the system.
- Develop ability to change the front-end of the JMS through templates.
- Specify functionality of issue-building tool (probably FY2003) release.
- Consider strategies for JMS “talking to” preprint repositories.
- Continue evaluation of peer review tools – consider options, look for possible partners for building or buying an online peer review system.

- Ongoing assessment of DLXS classes for publication delivery.
- Document needs for better support for contemporary publications in DLXS and work with interface group to specify development.

*Services Development:*

- Standardize and document hand-offs to DLPS Digitization Services.
- Develop and test print-on-demand capabilities. By the end of the year have established relationship with a third party commercial vendor and a campus service.
- Test DLPS access management mechanisms with at least one content provider and work with DLPS to refine system if necessary.
- Test DLPS statistics reporting mechanisms with at least one content provider and work with DLPS to refine system if necessary.
- Standardize and document methods for conversion from native formats to XML. Explore pricing structure for for-fee conversion.

*Miscellaneous*

In addition to these three goals, the Scholarly Publishing Office will pursue the following supporting activities:

- Continue coordination of informal Electronic Publishing working group with Digital Library Federation.
- Complete current staffing plan with hire of an interface specialist.
- Continue to track use of student hourlies; at the end of the year prepare a cost-benefit analysis of using students vs. full-time production assistant.

## APPENDIX CURRENT PUBLISHING PROJECTS

### Electronic Counterparts

ACLS History E-Book Project (Backlist) - American Council of Learned Societies publishing initiative involving the conversion to electronic form of several hundred previously published books in the field of history. A number of university presses are involved. The books are scanned and OCR-ed and then put on-line with a MoA-style interface adapted for the needs of the project. This is a for-fee collection.

*Michigan Quarterly Review* - SPO is putting the entire 40-year run of this journal online. Volumes from years 1960-1997 are being scanned and page images made available. For the volumes from 1997 on we are converting the electronic text to SGML and putting it directly online with a range of search and browse options. The art and photographic images from the later years are included, using the functionality available through Image Services.

*Cross Currents* - Published during the 1980s by the Slavic Department at the U. of M. (and later at Yale), this annual journal features articles on Central European culture, as well as numerous samizdat and dissident writings from the region. Page images will be put online.

*Michigan Feminist Studies* - The complete run of this journal, edited by graduate students, and all its previous incarnations from the 1970 to today is being scanned. We are exploring subscription and reprint models with the editorial collective.

*Post Identity* - A bi-annual cultural studies journal from the University of Detroit-Mercy, will be made available as electronic text. This journal is also exploring enriching the articles with multi-media.

*Bulletin of the American Society of Papyrologists* - Edited and produced by the Papyrology library at the U of Michigan. Files will be put online as PDF, with searchable SGML in the background. The greek and other fonts will raise some special issues.

*Directory of Michigan Ethnic Organizations* - electronic version of the directory published by Michigan Ethnic Heritage Studies Center. The content is maintained and updated by Chuck Ransom.

*Guide to Washtenaw County Programs and Services for People over 60* - published by the Turner Geriatrics Center at the University of Michigan. SPO is working with librarians at Taubman Medical Library who will maintain and provide regular updates of the database.

### Born Digital Publications

ACLS History E-Book Project (Frontlist) - A project consisting of 85 (in the first phase) new works of historical scholarship created specifically for publication online. SPO is working with ACLS to develop delivery models for these innovative monographs.

*The Medieval Review* - From the Medieval Institute at Western Michigan University in Kalamazoo, publishes reviews of current work in all areas of Medieval Studies. This publication is entirely automated. TMR editors submit articles via our web-submission system, and they are automatically validated and indexed and available online the following day.

*Philosophers' Imprint* - a refereed series of original papers in philosophy, edited by philosophy faculty at the University of Michigan. The mission of the Imprint is to promote a future in which funds currently spent on journal subscriptions are redirected to the dissemination of scholarship for free, via the Internet. Articles are published as they are accepted for publication, rather than being bundled into issues.

Miracles of Mary Catalog - A collection of citations to and synopses of passages in medieval manuscripts that refer to miracles related to the Virgin Mary. The catalog is developed and maintained by Laurel Broughton, a tenured faculty member at the University of Vermont.

French Bibliography - Annotated bibliography of publications on the French Revolution, published in collaboration with its author, Professor Amman, emeritus, UM-Dearborn, and Bryan Skib.

Diderot's Encyclopedie - Project to create a collaborative English language translation of this work (there is no single translation of the entire Encyclopedie) into one searchable, online resource. Created in collaboration with Professor Dena Goodman (UM, History and Women's Studies) and Bryan Skib.

Ramsey Census Data and Court Rolls - collection of databases containing information from legal records of the medieval English town and religious community of Ramsey. In-depth census data that tracks a population and individuals of one town over 300 years. Will be published as electronic appendix to Professors Edward and Anne DeWindt's (History, University of Detroit-Mercy) monographic study of Ramsey.

<currently untitled> - SPO is working with Professor David Scobey (UM, Architecture and Urban Planning) and Professor Julie Ellison (UM, English, Director of Imagining America) on creating an electronic publication forum for highlighting the new public scholarship undertaken by programs such as the Arts of Citizenship and Imagining America.

<currently untitled> - SPO is in discussion with David Rumsey, the curator of the Rumsey cartographic collection and others interested in cartographic history about developing an electronic publication space for cartographic history.

Working papers in South Asian Studies. SPO is working with Mary Radar and members of the South Asian Studies center to develop an electronic working papers series.

### **Library Publications**

Cafe Shapiro - online version of this publication featuring work from the undergraduate poetry and fiction readings held each February at the Shapiro library.

*Women's Voices: Early Years at the University of Michigan* - published by the Bentley Historical Library, this publication includes many images and recollections by the first group of women to attend the University of Michigan.

Special Collections Exhibits - Exhibits created for the Special Collections Library that combine text and images. - *The Soviet Invasion of Czechoslovakia: August 1968* and *Jo Labadie and His Gift to Michigan: A Legacy for the Masses*.