Integration of the Press and Libraries Collaboration to Promote Scholarly Communication

James L. Mullins, PhD
Dean of Libraries and Professor
University Presses and Libraries have:

• Had a symbiotic relationship for well over a century
• Co-existed in academe unaware of challenges each other faced
• Realized dependency (grudgingly)
Characteristics of the three phases:

Phase 1: 1860s – WWII. Presses highly aligned with their host institutions. Vertical integration.


Phase 3: 2010 - . Presses become more aligned with their host institutions again. Combination of horizontal and vertical integration. Libraries are collaborators.
Purdue University: A Case Study

• Purdue founded 1869 by gift of John Purdue
  • Agriculture, Science, Engineering focus
  • Liberal arts ceded to Indiana University (until 1960s)

• Purdue Libraries
  • From initial gift, books purchased
  • First female graduate named librarian - 1878

• Purdue University Press
  • Founded 1960 - reported to VP, Research/Dean, Graduate School
  • Reporting changed to Dean of Libraries, 1990s.
  • Located on periphery of campus
  • Integration of Libraries/Press began – 2008/2009
  • Hired new Director – Charles Watkinson, September 2009.
  • Classed as AAUP Group 1 – Small Press.
Purdue UP: From Phase 2 to Phase 3

2006-2007

- Peripheral location on campus
- Occasional meetings with Dean
- Charged back for services
- Own finance staff
- Loose financial controls
- Only print products
- Subscription-based journals
- < 10% of authors from Purdue
- Publishing tangential to university’s signature areas
- Little campus awareness of Press’s purpose

2010-2011

- Central location on campus & integral to Libraries
- Regular meetings with Dean & Libraries faculty and staff
- Services covered by Libraries
- Shared business office
- Transparent finances
- All titles available electronically
- Mostly Open Access journals
- > 40% of authors from Purdue
- Publishing more aligned with university’s signature areas
- Management Board includes senior university administrators

Libraries
Three Strategies

Spatial: Moving the Press from a peripheral to a central position on campus, and encouraging Press and Library staff to mix.

Governance: More closely aligning Editorial Board with “signature subjects” and establishing a Management Advisory Board to include senior university administrators and outside leaders/advisors in publishing.

Financial and Staffing: Integrating support services with rest of libraries. Focusing Press staffing on editorial and marketing core competencies.
Status of Space pre-2009: Low
South Campus Courts: Peripheral

Library
Administration Building
Status of Space post-2009: High
Establish Management Advisory Board

Inside Purdue:
• James Almond, vice president for business affairs
• Richard Buckius, vice president for research
• Angelica Duran, associate professor, English, chair, editorial board
• Gerry McCartney, vice president for information technology
• James L. Mullins, dean of libraries, chair.
• Mark Smith, dean, graduate school.
• Charles Watkinson, director, Purdue University Press
• Irwin Weiser, dean, college of liberal arts

Outside Purdue:
• Karen Hawkins, vice president, product management, IEEE.
• Raym Crow, senior consultant, SPARC / principal, ChainBridge Consulting
• Lee Dirks, director of education and scholarly communication, Microsoft Research
• Cliff Lynch, executive director, Coalition for Networked Information, CNI
• Janet Rabinowitch, director, Indiana University Press
• Kate Wittenberg, consultant, Ithaka S+R
Financial and Staffing

2006-2007

• Press charged back by the Libraries for IT support and legal services.
• Press has its own finance assistant, handling payables, accounts receivable, royalties.
• Press has one staff member dedicated to editorial function.
• Press operating at a deficit, with no funds available for reinvestment.
• Lack of financial transparency leading to unexpected debts at book distributor.

2010-2011

• Libraries does not charge Press for IT support and legal services.
• Libraries Business office provides all financial services.
• Press has three staff members dedicated to the editorial and project management function.
• Press operating in the black, with special projects fund.
• Quarterly management accounts, and transparent transactions with book distributor.

Libraries
Efficiency Measures

**FY 2008-09**
- Total Expenses as % of Sales: 162%
- Cost of Sales as % of Sales: 83%
- Sales per employee: $61 K

**FY 2009-10**
- Total Expenses as % of Sales: 129%
- Cost of Sales as % of Sales: 58%
- Sales per employee: $70 K

**PUP (FY 10)**
- Total Expenses as % of Sales: 129%
- Cost of Sales as % of Sales: 58% *
- Sales per employee: $70 K

**SMALL GRP 1 (FY 10)**
- Total Expenses as % of Sales: 146%
- Cost of Sales as % of Sales: 48%
- Sales per employee: $67 K

All figures come from the Association of American University Presses Annual University Press Statistics. Cost of sales as % of sales is higher for PUP than for other Small Group 1 Presses (revenue < $750K) because of a legacy book distribution contract with an external vendor.
Innovation Measures

**FY 2008-09**

- # of Open Access Journals: 5
- Grant applications prepared: 1
- External funding pledged / rcd: $65 K
- Library faculty in joint projects: 1

**FY 2009-10**

- # of Open Access Journals: 10
- Grant applications prepared: 12
- External funding pledged / rcd: $992 K *
- Library faculty in joint projects: 9

FY 09: Provost’s Office $50,000; IAPSS ($15,000). FY 10: HABRI Central $831,535; JPUR $90,000; Teaching Academy $10,500 (IJPBL); Lella Gaddis Foundation $10,000; INSPIRE $5,000 (JPEER); Raisbeck Foundation $5,000 (JATE); Mars $20,000 (HBDW); Pfizer $5,000 (WAHLAP); Green Chimneys $15,000 (ESGC)
Opportunities

New forms of publication: Enabled by combining the skills and resources of Press and Libraries.

Collaboration: Within the university press AND library communities.

Joint Transportation Research Program
Making Gray Literature Discoverable

- Digitization of backlist (Lib)
- Application of metadata (Lib)
- Redesign of workflow in Purdue e-Pubs (Lib + Press)
- Data curation profiling (Lib)
- 0.5 FTE Production Editor (Press)
- Print-on-Demand?
- DOIs?
- Data solutions?

Financial model: Indiana Department of Transportation (INDOT) funding for JTRP operating expenses
HABRI Central

Platform for Online Collaboration

HABRI Central Digital Library

- Bibliography (0.25 FTE) (Lib)
- Taxonomy (0.15 FTE) (Lib)
- Repository (1.0 FTE) (Lib)
- Journal (0.35 FTE) (Press)
- Coordination (0.5 FTE) (Press)
- Technology infrastructure (IT)

Financial model: Launch funding and then continued support through a sponsorship / affinity program by HABRI Foundation (pet products industry)
New Hope in the battle against addiction

How pet ownership affects relapse rates and why addiction counselors are eager to adopt animal-assisted therapies.

>> read more

Quick Access

Latest Resources

OPQ/LAF - Instructional Guide
in Videos, April 29th, 2013

Cherry Eye: Diagnosis and Treatment Tips
in Lectures, April 28th, 2013

Porcine Parvovirus in the United States [2009-2012]
in Datasets, April 26th, 2013

Exploring the Role of Animal Companionship in Homelessness Outcomes
in Journal Articles, April 25th, 2013

Animals and Addiction: A New Approach to Overcoming Addiction
in the HABRI Journal, April 24th, 2013

Latest Discussion

Evidence-based practices
A. Wilson, April 29th, 2013, 10:39 AM

“I’ve always prescribed Slenotrol for that, even though I haven’t seen much literature to support that use. Why hasn’t anyone explored...”

Food thief
G. Gatewood, April 29th, 2013, 9:52 AM

“You might be on to something there, Denise! I hadn’t considered that his newly acquired bad habits could be the result of...”

Urokinase plasminogen activator
M. Colletti, April 29th, 2013, 9:49 AM

“Absolutely! This method of detection can be applied to multiple species, depending on the degree of metastasis...”

>> read more
Financial model: Launch funding (3 years) from Office of the Provost. Then integration into university development program?
10 Other Open Access Journals
docs.lib.purdue.edu/thepress

Journal of Aviation Technology and Engineering – foundation funded
Journal of Pre-College Engineering Education Research – foundation funded
Global Business Languages – funded by CIBER program of US Dept of Ed.
Claritas – funded by Department of Philosophy (under development)
Interdisciplinary Journal of Problem-based Learning – Purdue Teaching Academy
Journal of Contemporary Anthropology – Department of Anthropology
Journal of Terrestrial Observation – Purdue Terrestrial Observatory
Journal of Problem Solving – author article charges ($500 per article)
CLCWeb: A Journal of Comparative Literature and Culture – Press funded
First Opinions, Second Reactions – Press funded

Most common model: Press enters into MOU with sponsoring department
Department provides $4000 - $5000 pa + 0.25 FTE Graduate Editorial Assistant
Collaboration

### UP Community
- University Press Content Consortium
- Project Muse
- JSTOR Editions
- CrossRef

### Libraries Community
- University of Utah and Georgia Tech: “Library-based Publishing: Strategies for Success”
- CIC e.g., HathiTrust
- DataCite
“Library Publishing Services: Strategies for Success” Project

- Purdue University / University of Utah / Georgia Tech
- Web survey, case studies, literature review
- 3 workshops at member campuses in May 2011

News and Results: [http://www.arl.org/sparc/partnering/](http://www.arl.org/sparc/partnering/)

With additional support from:
Berkeley Electronic Press
Microsoft Research
SPARC
Georgia Tech, Utah, Purdue Libraries
Strategic Plan 2011 - 2016

Our mission is to advance the creation of knowledge for the global community through provision and preservation of scholarly information resources; teaching of information literacy; research in library, archival, and information sciences; and the development of dynamic physical and virtual learning environments.

Goals and Objectives

**LEARNING**
- Integrate information literacy into student learning at Purdue through partnerships and collaboration
- Strengthen our capacity to lead and participate in information literacy and learning initiatives
- Enhance and redesign Libraries spaces and services (physical and virtual), and partner on campus learning spaces

**SCHOLARLY COMMUNICATION**
- Improve and increase access to and use of scholarly resources
- Continue to build and identify collections unique to Purdue
- Lead in data-related scholarship and initiatives
- Develop and promote new publishing models

**GLOBAL CHALLENGES**
- Contribute to international information literacy, learning spaces, data management, and scholarly communication initiatives.
- Broaden global availability of scholarly information through support for open access strategies, new modes of publishing, and digitization
- Increase the participation of Libraries faculty as partners in multidisciplinary research, applying library, archival, and information science principles to address global challenges
Challenges

Brand and reputation: Are we in danger of undermining the university press brand?

Business and sustainability models: Where should “mission” stop and “cost recovery” begin?

Collection development and list building: How do we define the limits of our service and focus our resources.

Others?
Thank You

James L. Mullins
jmullins@purdue.edu