

Supporting Campus Publications at the University of Kansas Libraries

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Introduction

Driven by concerns about the current scholarly communication environment, academic libraries are assuming increasingly active roles in the scholarly publishing arena by building new tools and services to support the publication of scholarly content. The University of Kansas (KU) Digital Initiatives program has been exploring ways in which the Libraries and IT can support electronic publishing on campus, gathering information about the scope of publishing activity occurring at KU, engaging faculty editors about scholarly communication issues, and identifying potential campus partners interested in electronic publishing. This presentation will discuss some of the program's activities to date, and will follow the development of an initial project, the digitization and publication of the back issues of a scholarly journal.

The KU Environment

Digital Initiatives (DI) at KU is responsible for designing and implementing services needed to create, display, discover, store, and preserve scholarly information in a digital format. A program of Information Services (Libraries and Information Technology), Digital Initiatives is building a rich set of software, tools, and services in support of the KU community's research and teaching endeavors. One example of such a service is KU ScholarWorks <<http://kuscholarworks.ku.edu>>, the University's scholarly digital repository. Launched in 2005, and now populated with more than 1200 items, KU ScholarWorks helps capture and make accessible the research output of KU's faculty.

Digital Initiatives has also launched a program to explore new models for the online publication of journals, conference proceedings, monographs, and other scholarly publications <<http://kudiglib.ku.edu/~diglib/projects/epublishing.shtml>>. This program seeks to gauge interest at the University in a central electronic publishing system, and to test, select, and implement such a system. An electronic publishing program can help address an identified need--rather than simply engaging faculty in theoretical discussions on scholarly communications--by assisting faculty editors in adopting policies and systems that support digital library best practices and improve access to scholarship.

Beginning in 2002, the Libraries created an inventory of journals published with assistance from the University, and a separate inventory of KU faculty who serve as editors for scholarly journals. This information proved helpful to gauge interest in a centralized electronic publishing

system. In fact, it has not been a difficult task to identify journals and editors interested in forming partnerships with DI for electronic publishing.

In conducting a scan of the publishing activities at KU, Digital Initiatives determined that currently KU campus units publish various items in print form, including monographs and journals. Other publications have no official affiliation with the university, but may be associated with an individual faculty member or researcher involved with a scholarly society. Further, there are electronic publications (including refereed journals) hosted by departments, research centers, and other campus units, with varying levels of institutional technical, financial, and operational support.

The Academic Library as Publisher

With the development of new open-source applications for electronic publishing, there are new opportunities for libraries to play a stronger role in supporting the publishing activity on their campuses. The pilot program at KU is intended help lower barriers to electronic publishing for campus publications by providing the technical infrastructure to publish in electronic format, while adhering to standards and best practices for description, access, and preservation of electronic collections.

There are several benefits to journals in partnering with Digital Initiatives. Journal editorial staff need not worry about the technical aspects of electronic publishing, but can focus on the journal content. Further, the Digital Initiatives program is committed to preserving and maintaining access to digital collections. Moving journal content from print to electronic can increase the visibility of the journal, and therefore increase use of the journal. Digital Initiatives can extend this reach even further by using systems that support standards such as the Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH), that use uniform identifiers such as Handles, and that allow Web crawlers to access content. These are all elements of a solid methodology for providing improved visibility and access to digital content. Finally, DI can provide consultation about other aspects of electronic publishing, such as workflow and production for electronic content, intellectual property and copyright issues, and track download statistics for content we host.

In spring 2007, we began work on the first project to come out of this initiative: the digitization and publication of *The Latin American Theatre Review*.

Pilot Project: *Latin American Theatre Review*

Published twice a year since 1967 by the Department of Spanish and Portuguese and the Center of Latin American Studies at the University of Kansas, *Latin American Theatre Review* (LATR) covers all aspects of theatre in Latin America and has grown to be one of the premiere scholarly journals in its field <<http://www2.ku.edu/~latamst/latr.htm>>. As of today, there are eighty issues, totaling some 12,500 pages, with over 1300 scholarly articles, news items, theater schedules, and book and performance reviews. The journal is an essential resource for anyone interested in Latin American theater over the last forty years.

One of the goals of digitizing this publication is to increase access, particularly in the countries of Latin America, where many readers, scholars, and writers do not have convenient access to it. Also, because there are dwindling supplies of print versions of the back issues, digital format will provide an alternative way to distribute the content.

Digitizing and publishing the back issues of this journal online involved several stages of activity. These are discussed below.

Agreement with the Publisher

This first step was to come to a common understanding--through numerous discussions and eventually signing a memorandum of agreement--with the journal editors regarding the goals, outcomes and responsibilities of all the parties involved.

One area of discussion focused on the issue of access to the online files. KU Libraries is interested in increasing access to the scholarship produced at KU, and our willingness to provide resources to support LATR rested on being able to provide open access to as much of the content as possible. The journal editors also want to maximize the visibility and usage of LATR, so free online access is in their interests as well. However, like many journals that have very tight operating budgets, LATR is concerned that making their content freely available online will result in subscription cancellations and thus endanger some of the subscription revenue upon which they are dependent. Although the editors foresee the likelihood of going entirely online in the future, they are not ready to do so at this time, and they still require financial resources to support the production and distribution of their print edition.

The Libraries and LATR agreed to start with a 5-year embargo period--that is, all issues up to five years ago would be made freely available online, and as new issues are published, twice a year, new content would be added to keep that five year period up to date. Although this is a longer embargo period than KU Libraries desires, it provides a low-risk way for the journal to ease into the world of online publishing. We hope to revisit this issue in the future, as both LATR and the Libraries gain a better understanding of the effect of electronic access on the journal's usage and subscription list.

A second concern had to do with the physical volumes and ownership of the digital files. The publishers agreed to provide a complete run of the journal which could be unbound for scanning. Digital Initiatives would oversee the scanning, in this case by outsourcing it to a vendor, and would have the right to archive and publish online the digital files in perpetuity. This is a non-exclusive agreement, so the publishers can request the digital files and work with another online publisher if they choose, but the files will also remain available online through Digital Initiatives' systems.

Metadata and Scanning

In addition to providing a complete run of the back issues of the journal, we also needed article level metadata for the entire content. This included information such as article title, author(s), volume, issue, date, page numbers, and keywords and abstracts where available. Graduate

students, employed by LATR, created and corrected data in an Excel spreadsheet according to specifications provided by KU Digital Initiatives staff.

The next stage was the actual digitizing of the materials. Digital Initiatives identified a vendor based on price quotes and levels of service, and gave them technical specifications. The vendor provided 600dpi bi-tonal tiff images (with skew correction and quality control), OCR text files for each page, and a searchable PDF file for each article based on the metadata provided to them.

Publishing Platforms

KU ScholarWorks is the University's institutional repository designed for the long-term preservation of digital objects. It is based on DSpace <<http://dspace.org>>, open-source software co-developed by the Massachusetts Institute of Technology and Hewlett Packard. Placing the journal content into KU ScholarWorks will help ensure its long-term retention and accessibility. Each article will get a Handle--a permanent, linkable location on the web can be used for reliable citations--and metadata will be made available to Google, Google Scholar, and other scholarly search engines, helping to provide greater visibility for the journal.

While the hierarchical structure of KU ScholarWorks is well suited to storing serial content such as journals, there currently is only one generic look-and-feel for the entire repository; this is too rigid for the wide variety of content Digital Initiatives could potentially host. Journal editors have indicated a desire for a more customized look and feel for their content—a place on the Web that provides them with a recognizable visual identity. In addition, KU ScholarWorks lacks editorial workflows and other features used in electronic journal publishing.

Because of this, we will also be providing support for Open Journal Systems (OJS) <<http://pkp.sfu.ca/?q=ojs>>, an open source journal management and publishing system that has been developed by the Canadian-based Public Knowledge Project as part of its efforts to expand and improve access to research. OJS is currently used by over 800 journals worldwide, and it provides comprehensive support for publishing electronic journals--from online submission of manuscripts by authors, to administering and tracking the peer-review process, to final publication of articles--all in a single electronic environment that can help facilitate and make more efficient the journal publishing process.

By utilizing both OJS and KU ScholarWorks, we will be able to offer publications the journal management functions they need (including a customizable look and feel), as well as ensuring that the content is retained in our institutional repository for improved access and preservation.

Future Steps

Once the initial batch of files (representing 35 years of content) are placed online, we will continue to develop and enhance the project. The main areas for attention as we proceed include:

- Increasing interoperability between OJS and KU ScholarWorks. Rather than having the content reside in two locations, we foresee using OJS as a journal editing tool that feeds content into KU ScholarWorks for final publication and archiving. Further development

needs to take place in order for these two applications to communicate with each other. We are also monitoring developments in the DSpace community that will help make the interface more flexible.

- Developing a model ingest process for the regular publication of new content. In the case of LATR, new content will be published every six months, and an efficient and reliable workflow needs to be implemented to handle this. This may include developing a process to publish future issues directly to the web from the editor's electronic files, rather than scanning the printed issues.
- Tracking and analyzing statistics and usage, so all parties gain a better understanding of how much the online content is being used and what the impact is on the visibility and usage of LATR.