If They See Them, They Will Come: Improving Visibility and Re-use of Library-Published Journals

Marianne Reed
Digital Media Coordinator
Univ. of Kansas Libraries
Two platforms:
• KU ScholarWorks (DSpace) – 15 journals
• Journals@KU (OJS) – 16 journals

Library/IT Staffing:
• Direct user support -- .25 percent FTE (me)
• Metadata librarian – as needed metadata services to enable preservation/DOIs
• Part of a system/application administrator

Editors:
• Editors Forum
• KU Editors discussion list
Common Strategies For Visibility

Open Access

- Use Creative Commons licenses
- Add back content
- Apply to the Directory of Open Access Journals (DOAJ); we upload article metadata
- Add policy on sharing to SHERPA/RoMEO
Common Strategies For Visibility

Enhanced Discovery

- Assign DOIs (and other permanent identifiers)
- Machine-readable CC licenses
- Primo discovery
- Harvesting of content by Google
- Metrics: Google Analytics, alternative metrics, statistics
- ORCIDs
Editors as partners

- Work with editors to make sure that public information about the journal (author guidelines, licenses, publication agreement) is clear and complete.
- Include abstracts with articles
- Importance of standards (metadata, accessibility, etc.)
- Authors should be encouraged to share in IR
- Provide resources for editors to work with aggregators, including potential pitfalls
Editors as partners

• Coach editors on successful journal promotion

  Reputation of the journal is key to success

  • Take advantage of scholarly networks
  • Social media
  • Disciplinary distribution lists

  • Ask colleagues to help spread the word

• Conferences

• Cite with DOI
Events

• We provide a venue for editors to host scholars in their discipline (i.e. potential authors/reviewers)

  Montessori Research Retreat hosted by the Journal of Montessori Research in the Libraries led to creation of KU’s Center for Montessori Research (and an increase in high-quality submissions to the journal)

New Strategies
For Visibility
Journal Publishing @ KU
May, 2018

Two platforms:
• KU ScholarWorks (DSpace) – 15 journals
• Journals@KU (OJS) – 16 journals

Library/IT Staffing:
• Direct user support -- .25 percent FTE (me)
• Layout services – as needed
• Metadata librarian – as needed for metadata services to enable preservation/DOIs
• Part of a system/application administrator

Editors:
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New Strategies For Visibility

Free* Layout Services:

• Editors’ most-requested service enhancement
• Accessibility:
If library publishing provides layout services, we can make sure that journal needs accessibility standards, providing maximum visibility & re-use for all users

*Fully subsidized
Layout Services

- We work with editors to create journal templates; any graphic design work for logos, etc. is provided to layout by editors or through freelancers.
- Editors send finalized content to libraries’ layout service to plug into templates for review. If approved, we upload to OJS/KU ScholarWorks.
New Strategies For Visibility

Layout Services

The end result:

• Happy editors who can concentrate on editing
• Content is accessible
• We upload the finished journal. Previously, content for printed journals often took years for digital files to be sent to library publishing for upload.
Questions or comments?

Marianne Reed
mreed@ku.edu