The Academic Medical Library as Online Publisher

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Background

The Library launched its institutional repository in 2006 and developed a mature collection of peer-reviewed articles, posters, and conference proceedings. Beginning in 2009, the Library sought to expand the use of the repository and partnered with two academic departments, Neurology and Psychiatry, to publish electronic journals.

In the spring of 2011 the Library began to explore the idea of publishing its own peer-reviewed, open access electronic journal. Planning and implementation considerations included: choosing a unique and appropriate name; infrastructure and hosting options; organizational and governance structure; roles and responsibilities; journal structure and content; aims and scope; editorial, peer review and other policies and procedures; and dissemination. Simultaneously the Library undertook the publishing of its first electronic book, where issues of presentation, page turning features, photo placement, and indexing became significant.

Publishing Challenges

Technology/Infrastructure
• Graphic design skills and experience
• Incorporating DOI maintenance tasks
• Multimedia inclusion and presentation
Workflow/Editorial Management
• Finding peer reviewers
• Communicating with authors and copy editors
• Staffing roles and responsibilities
• Efficient workflows
• Marketing/promotion and communications
Sustainability
• Content recruitment
• Increasing readership
• Staff capacity to support new projects
• Sharing maintenance tasks with content providers

Repository Advantages

Utilizing the institutional repository for publishing purposes offers a number of advantages. The repository provides a tested infrastructure for ingesting and sharing of documents. The repository administrator possesses strong in-house expertise, experience with embargoes, metadata, preservation and dissemination, and most importantly, has built strong relationships and trust with faculty and researchers. The open access platform leads to wider dissemination and maximum impact, backed up by reliable usage statistics.

Conclusions

- Academic medical libraries can successfully publish as well as host online journals, books, and conference proceedings
- Locking publications for revisions speeds up workflows
- Helpful planning guides and other resources are available
- Utilize professional copy editing services

E-Journals

Neurological Bulletin
Featuring Articles by Trainees in Neurology & Neuroscience

Journal of eScience Librarianship
putting the pieces together: theory and practice

Psychiatry Information in Brief
A Center for Mental Health Services Research and Career Development and Research Office Publication
UMass Department of Psychiatry
Massachusetts Department of Mental Health

Status: 3 live open access e-journals, 2 in development

Established Content Partners: Department of Psychiatry; Department of Neurology

Unique Challenges: Governance; Managing peer review process; DOI assignment; Indexing and abstracting service considerations; Content recruitment; Highly customized

Achievements: ISSNs; CrossRef membership; Inclusion in DOAJ; Positive readership patterns

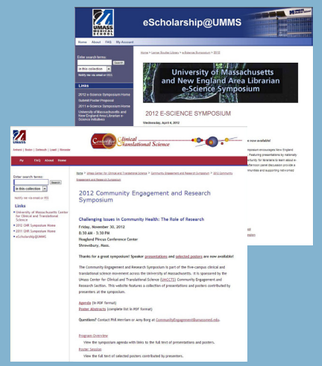
Conference Proceedings

Status: 3 open access conference proceedings

Content Partner: UMass Center for Clinical and Translational Science

Unique Challenges: Content recruitment; Determining structure and presentation

Achievements: Integrated multimedia; Improved workflow; Improved access to grey literature



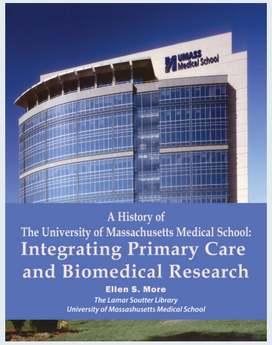
E-Book

Status: 1 open access e-book, 1 in development

Content Partner: Office of Medical History and Archives

Unique Challenges: Page turning; Photo placement; Indexing; Numerous revisions

Achievements: Embedded PDF with page turning features



http://escholarship.umassmed.edu

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