

The Library as Publisher:

A Liberal Arts College Experience

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The Past

“University presses...a means of getting the work of an institution’s faculty out to the world.”

“...they often sent the work they produced to other universities’ libraries for free in exchange for the work being produced at those universities.”

Getting the Word out: Academic libraries as scholarly publishers (ACRL, 2015, p.vii)

TERRI - that economic model changed in the 20th century - but it was and still is based on a print-based distribution. That was then, this is now...

MEDIA CENTER > PRESS RELEASES > INAUGURAL STUDY FINDS NEARLY 15 MILLION AMERICANS EARNING BILLIONS IN THE NEW CREATIVE ECONOMY

FEB 14, 2018

Inaugural Study Finds Nearly 15 Million Americans Earning Billions in the New Creative Economy

 Like 0  Tweet  Share  1

Study highlights that economic impact is just “tip of the iceberg” with independent creators in every state

<http://www.recreatecoalition.org/>

A new “Creative Economy” - independent creators

Minnesota

MN

Over the span of just two decades, the internet has unlocked the gates to the new creative economy. Today, creators can use a wide range of internet platforms to offer their art, videos, photographs, music and more directly to national and even global audiences — and earn money while pursuing their creative passions. In 2016, nearly 15 million Americans from across the country used internet platforms like Amazon Publishing, Instagram, Etsy and YouTube to earn income, driving the growth and expansion of the dynamic, multibillion-dollar new creative economy.



Minnesota is home to an estimated **309,640 new creators**.



Their earnings from creative activities **contributed \$101,016,607 to Minnesota's economy in 2016**.

<http://www.recreatecoalition.org/wp-content/uploads/2018/02/New-Creative-Economy-Study-Minnesota-State-Data-Sheet-508.pdf>

In 2016, nearly 15 million people used internet platforms to earn income

MN - 309, 640 new creators



<http://www.recreatecoalition.org/wp-content/uploads/2018/02/New-Creative-Economy-Study-Minnesota-State-Data-Sheet-508.pdf>

Note the use of Wordpress and Amazon publishing

This is the new economic model - and it is based on a digital format, and it is made possible by the Internet. This model is based on earning money from publications. But there is one essential piece missing in this creative economy - quality control, peer review process that provides some semblance of quality control in an academic environment

So that brings us back to libraries and why we publish

Our philosophy/ why we publish

- *“The mission of librarians is to improve society through facilitating knowledge creation in their communities.”*
R. David Lankes (*The New Librarianship Field Guide* (MIT Press, 2016, p.23)
- Changing/evolving role of librarians and changing spaces - maker spaces, digital humanities, publishing, etc.
- Committed to open access and sharing the scholarly and creative works produced by our community

TERRI

So the past was an economic model of exchanging goods, for the common good.
The creative economy is based on economic gain for personal/private gain
But the academic library publishing model is based on sharing digitally produced resources for the common good in a system based on open access to address economic imbalances in scholarly publishing created by commercial publishers

Publishing @ Mac

The DeWitt Wallace Library at Macalester College believes the original work created by our faculty, students, and staff should be available and visible to the world. Our scholarly publishing system is committed to open access and disseminating the scholarly and creative works of our community to the widest possible audience.

<https://www.macalester.edu/library/publishing/>



TERRI

From our website

Our publications/ some examples of what we publish

- Scholarly association journal
- Born digital books
- Student journals
- Department journals
- OER/open textbooks

TERRI

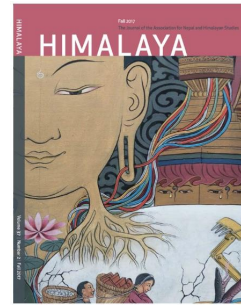
We will talk about some of our publishing projects and what we are doing now in terms of open textbooks

Our story is a series of progressions, from one project to the next, each one informing us and helping us develop a program based on knowing that what we could do, didn't necessarily mean we should do it

We began with a scholarly association journal

Why would a small, liberal arts college take responsibility for publishing a scholarly association journal?

- First journal that we helped produce using online journal editing program
 - Receive submissions electronically
 - Assign peer reviewers
 - Track peer reviewers and their progress
 - Communicate with both reviewers and authors
 - Electronic copy final version for production
- Why? One of our faculty members was co-editor for the journal
 - We also digitized all the backfiles
- Why continue now when faculty no longer an editor?
 - Our success with converting a subscription journal to open access



TERRI

Why produce a scholarly association journal?

Why continue?

Several positives -

We worked with the association to gradually move them from a 2 year embargo to a full OA journal

What we also learned in supporting Himalaya - InDesign expertise - provided us skills to tackle a different project

Born digital monographs

Faculty Emeritus, conceptualized a multi-media,
digital book - history of theatre and musical
performances in WWII POW camps

First meeting to discuss - **November 13, 2008**

The first iPad was released on **April 3, 2010**

Project Completed - copyright 2014 Sears A. Eldredge

TERRI

This is a story of a life-long project, and a work of love.

We were approached through our faculty development office - the Center for
Scholarship and Teaching

Sears had a vision, but was frustrated with traditional publishers who could not fulfill
his vision

And this was an opportunity for librarians to fill an unmet need - and share a
compelling story that needed to be told

Tell the long sordid story - 7 year project, before iPad

Learning process that informed all following work on journals

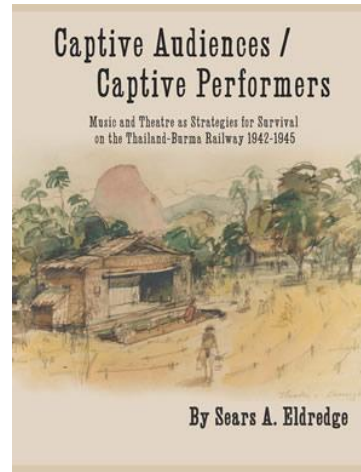
No one was doing this, and we learned a lot as we proceeded - the most important
lesson being, **do not agree to publish an unwritten work**

Performers

The story of musical and theatrical performances in Japanese prisoner of war camps in Southeast Asia during World War II and these shows helped the 61,000 POWs survive.

- [Read chapters from the book](#)
- [Hear interviews with former POWs](#)
- [See images from this book](#)
- [Watch videos from this book](#)

<http://digitalcommons.macalester.edu/captiveaudiences/>



TERRI

What we learned:

We couldn't find faculty willing to do the peer review, so we hired an outside editor
One area we did not have experience in, was marketing - author promoted work at conferences

We kept a record of lessons learned and from this created an agreement of what we could do for future projects

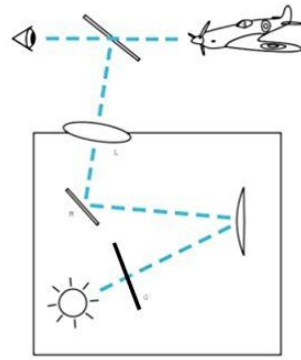
Learned about ISBNs

We did have one other faculty member approach us to publish his work based on what we had done with Sears' work

Rapture of the Virtual

John W. Kim
Copyright 2016

Rapture of
the Virtual



John Kim

<http://digitalcommons.macalester.edu/books/1/>

TERRI

This book was published in a print version as well as an online version.

This book will possibly be the last book published by us - because while we are committed to open access, we found a different outlet -



**LEVER
PRESS**

“Leading the way in establishing best practices for born-digital, peer reviewed, open access monograph publishing”

- Born digital, open access monographs
- New economic model - 40+ pledging liberal arts college libraries
- Set of values
- Peer reviewed

<https://www.leverpress.org>

TERRI

leading the way in establishing best practices for born-digital, peer reviewed, open access monograph publishing.

So this has been about faculty work, but what about students?

What we learned helped us establish our journal production, and that is what Ron will talk about next

Student Journals



[Tapestries: Interwoven voices of local and global identities](#)

- journal produced by our American Studies Department which focuses on issues related to identity -- race, gender, ethnicity, class, nation, ability, and sexuality.
- students manage the entire journal production process from determining issue's theme, to managing and peer reviewing submissions, layout and design, etc.
- added marketing to the journal production process this year.



[Macalester Journal of Physics & Astronomy](#)

- highlights original scientific research completed by graduating physics and astronomy majors.
- peer reviewed by students and department faculty; the faculty take turns serving as editor.
- incorporates video presentations of their research along with the research paper and data.
- Only student journal we publish where not all content is made publicly available.

Grenzenlos Deutsch

To be used in GERM 101 / GERM 102

- German language and culture courses that creates an inclusive and interactive learning experience; real-world, contemporary communication scenarios, multimedia content, and embedded online learning activities;
- Modularized so that can be used in any order; interactive exercises and multimedia content can be downloaded and used separately;
- Building in WordPress.

Bayesian Statistics

To be used in MATH 454

- No appropriate textbook exists for teaching this topic at an undergraduate level;
- Constructing textbook using the RStudio "bookdown" platform; will be share and publish on github;
- Fully customizable and will incorporate all required computer code for applying Bayesian methodology.

Education in Global Perspective

To be used in EDUC 250

- No appropriate textbook exists for teaching this topic at an undergraduate level;
- Students in course helping create content to be incorporated into textbook; working with NGO to develop case study;
- Building in Pressbooks.

Ron - why we are involved in OER efforts

- faculty workshop - full day/hands-on
(open licensing/Creative Commons, 5Rs, finding existing open content, hands-on time with publishing tools, etc.)
- Mansergh-Stuessy Grant for College Innovation
- National Endowment for Humanities funding
- Working with Mountain Children Foundation (India)

Ron - why we are involved in OER efforts

A Liberal Arts College Experience

- All of our publications rely on the work of student employees
- Students are provided opportunities to work with
 - InDesign (for layout and production of *Himalaya*)
 - Adobe Creative Cloud / Photoshop - for images
 - Video production (iMovie and Adobe Premier)
 - Filming
 - Editing
 - Captions
 - Uploading to YouTube
 - Wordpress/Pressbooks
 - HTML / web page design
- Experience with working to meet deadlines
- Recognition/acknowledgment in publications
- Translates into job experiences that can be noted on resumes

RON

Transition to our work on OERs



Minnesota Libraries Publishing Project

Pressbooks Public Self-Publishing Platform

TERRI -

Circling back to the “creative economy” - Minnesota Libraries Publishing Pilot

A platform to get started with publishing if you have no other platforms, services.

- Pressbooks is an online book authoring tool that allows authors and publishers to create attractive, professional content using a wide variety of templates and formatting options.
 - It is the state-of-the-art tool used by many ARL libraries and university presses.
- Academic libraries use MLPP to explore library publishing and support efforts on campus surrounding open textbooks, Open Education Resources (OER), student writing projects, creative writing projects, open anthologies, course packs, etc.
- Finalized content can be shared online or exported into epub, mobi, pdf and other file types.
- Can incorporate multimedia (up to 25MB per file).
- A Community of Interest gathers online every other month to share ideas, questions, and best practices about academic library publishing. Join at mlpp.pressbooks.pub.

Examples of possible uses:

- Creative writing classes



<https://mlpp.pressbooks.pub/sustainabilitycookbook/>

<https://mlpp.pressbooks.pub/sustainabilitycookbook/>

Student used some creativity in this project - Play Your Part, in addition to the recipes.

This platform was so user-friendly the student needed very little assistance

Summary of our progression

- Scholarly association journal
- Faculty born digital multimedia book
- Traditional faculty print publication made openly accessible
- Support for a new publishing press and economic model for OA born digital monographs
- Student-produced journals
- Support for faculty produced OER/Open textbooks
- Participation in statewide initiative to provide book authoring tool - Pressbooks

“The mission of librarians is to improve society through facilitating knowledge creation in their communities.”

And that is why we publish.

“Knowledge creation” can be interpreted in a number of ways - the creator gains increased knowledge based on creating - this could be applied to maker space equally as well as applying it to a scholarly paper
Society can be improved in a variety of ways as well - creating a new product as well as creating scholarly works based on research
So, depending on your interpretation, we still must acknowledge that roles for librarians are changing and one way that we can contribute is to enable access to publishing for our community members.



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