Is it Really Publishing?
The Why and How of Library Publishing Initiatives

Sarah Kalikman Lippincott
@sarahlippincott
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Library as Publisher

New Models of Scholarly Communication for a New Era

Sarah Kalikman Lippincott
Is it Really Publishing?
<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal titles published by libraries*</td>
<td>817</td>
</tr>
<tr>
<td>Journal titles published by US university presses**</td>
<td>1,080</td>
</tr>
<tr>
<td>Peer-reviewed English-lang. scholarly journal titles***</td>
<td>28,100</td>
</tr>
</tbody>
</table>

*www.librarypublishing.org/resources/directory/lpd2016
**http://www.aaupnet.org/about-aaup/about-university-presses/aaup-snapshot
***http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1008&context=scholcom
Publisher or service provider?
Why would anyone want to get into this business when those of us who were already there were trying desperately to get out?
Provide Alternatives
Address Gaps
Complement Existing Services
Support Teaching & Learning
Enable Advances
Large, Commercial
- Elsevier
- Wiley-Blackwell
- Springer

University Presses
- MIT Press
- Cornell University Press
- UC Press

Scholarly Societies
- Modern Language Assn.
- American Chemical Soc.

High prestige
High visibility
Professional support
Expertise
High prestige
High visibility
Professional support
Expertise

Least restrictive
Experimental
Service-oriented
Subsidized
Make sure there’s someone other than you in your community who wants this to happen. There’s something to be said for being a visionary and being out in front, but I think it would be hard to build a publishing service if there wasn’t some recognition from within your community that it was valuable or necessary.
Is it Really Publishing?

Does it matter?
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