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Mary E. Piorun

University of Massachusetts Medical School

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The Academic Medical Library as Online Publisher

Raquel Abad, Sally A. Gore, Donna Kafel, Elaine R. Martin, Lisa A. Palmer, Mary Piorun
University of Massachusetts Medical School • Lamar Soutter Library

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.

E-Journals
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: ISSN; 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

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.

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

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