The Academic Medical Library as Online Publisher

Mary E. Piorun  
*University of Massachusetts Medical School*

Lisa A. Palmer  
*University of Massachusetts Medical School*

Raquel Abad  
*University of Massachusetts Medical School*

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Presenter Information
Mary E. Piorun, Lisa A. Palmer, Raquel Abad, Sally A. Gore, Donna Kafel, and Elaine Russo Martin

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Comments
This poster was awarded "Most Informative in Communicating e-Science Librarianship" at the 2013 e-Science Symposium.


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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.

### 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

### 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-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
ISSNs; CrossRef membership; Inclusion in DOAJ; Positive readership patterns

### 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-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

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