Scholarly Communication Solutions for the University of California

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• What is eScholarship
• eScholarship as part of the UC
• Evolution of the service
• New partnerships
• Operational Issues
• Lessons Learned
What is eScholarship?

eScholarship provides an open access, scholarly publishing service to the University of California and delivers a dynamic research platform to scholars worldwide. Powered by the California Digital Library.
Launched in 2002 with three complimentary goals:

1. Reducing journal subscription costs by intervening in the scholarly publication marketplace.
2. Provide librarians with a tool to organize, disseminate and preserve the UC’s scholarly output.
3. Establishing services that would enable self-publishing

Developed via cooperative engagement with the Berkeley Electronic Press (bepress)

- eScholarship platform was the predecessor of the now popular Digital Commons® repository service.
- Relationship with bepress ended in 2011.
“The readership of our journal has exploded since we started using eScholarship! Last April's usage was greater than all of 2011 combined.”

-Andrea Broaddus, Managing Editor: Berkeley Planning Journal
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Campus Partners & Stakeholders

Systemwide Library and Scholarly Information Advisory Committee (SLASIAIC)

Reshaping Scholarly Communication

UCLA

GRADUATE STUDENT PUBLICATIONS

Librarians Scholars
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eScholarship Platform Transition

2009 – Phase I
Front-end access interface transition

2011 – Phase II
Submission management transition
Library's Department of Special Collections. Fourteen years later, in 1982, the UC Office of the President mandated the designation of a campus archivist and the establishment of an archival repository by the University Librarians of all UC campuses. Today, the University Archives staff reports to the Associate University Librarian for Collection Management and Scholarly Communication, and processed manuscripts are administered in cooperation with the Department of Special Collections’ Manuscripts Division.

This exhibition demonstrated the importance of raising awareness about archival materials among the student population. At UCLA, the University Archives provides access to its records through reference conducted both in-person and electronically. Students and faculty members study materials for scholarly research purposes, and administrators rely on the University Archives to.
editorial

Making the most of the news and update section: share your views on the most recent research in biogeography

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The aims of Frontiers of Biogeography include disseminating research in biogeography to a broad audience⁸ and being a leading forum for biogeographers. Now published with eScholarship⁹, we have consolidated our affordable open-access status while providing an easy, modern and professional setup throughout all steps of the editorial process. Here we highlight a key section in the journal—news and update—as a forum for the community: providing a place for finding and discussing the latest advances and trends in biogeographical research.

The news and update section provides a way to keep up to date with the increasingly large literature published across the diverse field of biogeography. Of particular importance are the update articles, which highlight recent research (specific papers, special issues or recent advances in a particular field) that can be of general interest for anybody interested in biogeography, regardless of his/her particular field of study. The editorial board of the journal contributes to a continuous flow of articles in this section, and Frontiers of Biogeography especially welcomes independent submissions of update articles. The more diverse the articles and the more cross-disciplinary they are, the better. They can also be used to discuss a polemical paper (e.g. Beck 2011) or the current evolution of research on a given question or methodology (e.g. Blois 2012), to place recent advances into a wider theoretical context and show how they complement it (e.g. Parent 2012), to show how despite their novelty these advances are rooted in an already consolidated body of knowledge (e.g. Burridge 2012), or even to identify new lines of research (e.g. La Sorte 2011). Being short and concise reviews, update articles can be good for training graduate students on scientific writing, and are thus an ideal outcome of journal clubs or discussion groups. Needless to say, this section provides the opportunity to share the excitement about some fresh articles that you discussed with your peers over a beer or a coffee, or during lunch. If you have benefitted from discussing the most recent high-quality or mind-boggling research then others will, too—especially if it helps others of us see beyond the narrow confines of our specific topics.

Also within the news and update section, Frontiers of Biogeography publishes summaries of recent meetings, workshops or symposia. These articles can either provide a short account of the topics that were discussed (e.g. Martins et al. 2011)
Phase II: Submission Interface

eScholarship journals content:

- **New articles:**
  for inclusion in journals
  published by eScholarship

- **Pending journal submissions:**
  for review

All other eScholarship content:

- **New book-length works:**
  NOT previously published elsewhere

- **Postprints:**
  books/articles previously published elsewhere

- **Preprints:**
  working papers, seminar series papers, conference materials, data papers, etc.

- **Non-textual media:**
  audio, video, images,
New initiatives

• UCSF Open Access Policy implementation
• eScholarship Plus
• Improved consulting services for Journal publications
UCSF Open Access Policy

• Served as consultants to those on the UCSF campus who were trying to grow support for this policy – particularly around questions of implementation

• We are now tasked with that implementation, and are building intuitive, low effort deposit and waiver systems.
eScholarship Plus

- Print on Demand (PoD)
- eBook services
- Branded e-commerce sites
- Retail distribution
- Plans for additional fee recovery services under this banner
Journal Consulting Services

- Thorough indexing
- Best practices consultation
- Requirements auditing
- Resources & sustainability
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Partnerships
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Operational Issues

- Staffing
- Outreach
- Advocacy
- Sustainability
- Evaluation and assessment
4 FTE, including

— Program Director
  Catherine Mitchell
— Technical Lead
  Lisa Schiff
— Operations Coordinator
  Justin Gonder
— 3 Developers
  Martin Haye
  Kirk Hastings
  Barbara Hui
Outreach

- 1 former FTE, now a shared resource
- People who know about our service, love it (but not many people know about it).
- Heavy reliance on our campus librarians
- Usage stats & quarterly reports

What would we like to do more of?
- Facebook and twitter (maybe)
- Campus visits
- Webinars
- Print collateral
Advocacy

• Open Access week campus visits / webinars
• Otherwise, we focus on discovering unmet needs and providing services
• Top-down advocacy has not been successful for us, but we can identify and inform champions who will spread the word about our services.
Sustainability

• Remaining relevant in the face of fast-paced change
• Offering competitive services that scholars need
• Exploring options for cost recovery
• Demonstrating our value to stakeholders
Evaluation and Assessment

- We primarily assess users’ experiences during major points of change and transition.
- We also conduct usability testing ahead of major feature changes.
- Track ongoing feedback using CRMS.
- Planning to replicate a major assessment based on a combination of Google Analytics data and user profiling surveys.
eScholarship
University of California

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Persistent Challenges

- Budget cuts
- Lack of an advisory board would
- Consortial challenges
- Distance
- Maintaining customer support & service
- Preparing users for change, coping with change reactions.
Lessons learned

• Involve the user base whenever possible. Even if you can’t meet all of their wishes, they still need a voice.
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• Maintain regular communications with those at the campus level who can help get the word out about services, and who can best relay information about emerging needs.
• Lots of demand for these services among graduates and undergrads. We can meet that need with existing services while still distinguishing faculty work.
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• Keep your core service offerings clear and simple.
• Wait for critical mass before heading down new paths.
• Regularly step back and look honestly at mature services: Are they still relevant? Have conditions changed?
• Provide robust support in a wide variety of formats.
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