

**Linköping University
Electronic Press**

Strategic Plan 2007-2009

January, 2007

Executive Summary

Through the late Fall of 2006 a committee comprising Bengt-Erik Eriksson, David Lawrence, Ulf Nilsson and Erik Sandewall was given the task to develop a strategic plan for the operation and development of LiU E-Press for 2007 to 2009. LiU E-Press currently has a collection of about 350 Ph.D. theses, 120 Licentiate these, 3500 undergraduate reports, 19 conference proceedings, 5 Journals (2 active) and 2 databases. In 2005, 35% of Ph.D. theses produced at LiU were electronically published, 70% in 2006, with new routines in place at the Faculty level to ensure 95% in 2007 and beyond. The following are the prioritized activities for LiU E-Press between 2007 and 2009:

2007

- Re-design of E-Press' website;
- Application of JARSS to internal, active Journals;
- Publication of popular descriptions of Ph.D. theses;
- Develop a plan for increasing the visibility of E-Press within the University;
- Complete the publication of historical databases from ArivData;
- Begin the process of stimulating further LiU International Journals;

2008

- Focus on increasing publication rate of undergraduate reports;
- Post-print publication;
- Develop demonstrations of advanced publications;
- Offer E-book publication;
- Implementation of Print-on-Demand service;

2009

- Pre-print publication;
- Development of "similar publications from LiU" list for a thesis;
- Offer a Music and Art publication service.

1. Background

1.1 Initiative

At the October 11, 2006 Board Meeting for Linköping University Electronic Press (LiU E-Press) a group consisting of Bengt-Erik Eriksson, David Lawrence, Ulf Nilsson and Erik Sandewall was given the task to develop a strategic plan for the operation and development of LiU E-Press for 2007 to 2009. As a basis for the work, the group was given:

- Rektors instruktioner för elektroniska förlaget (Dnr LiU 411/04-10)
- Strategisk plan för informationsförsörjning vid Linköpings universitet 2006-2010 (Dnr LiU 821/04-10)
- Mål och Visioner för Linköping University Electronic Press (EPK 05/2.5).
- Minnesanteckningar från Hearing med forskare, lärare och studenter 2005-10-28
- Minnesanteckningar från möte med Advisory Board 2006-05-09 (EPK 06/03.07)
- Minnesanteckningar från styrelsens strategimöte 2006-10-11

The objective was to develop a strategy which allows E-Press to best serve the University, including identification and prioritization of key, central activities. Additionally, desirable, longer term projects are to be identified together with a plan for how to achieve all activities (long and short term). Measurable milestones, particularly for the first year of the plan, 2007, are to be provided.

1.2 Summary of Background Documentation

LiU E-Press was first started in 1996. Most recently in 2004, the leadership of the University recognized the potential of LiU E-Press as a tool for increasing the visibility of the activities within LiU and issued "Instructions for the Electronic Press". These set the overall objectives and role of LiU E-Press. The guiding principle is that LiU E-Press is to electronically publish (*i.e. via* the internet) academic reports produced at LiU. These are to include all Ph.D., Licentiate and undergraduate theses and allows for publication of other undergraduate-level reports. Furthermore, E-Press is to provide a positive service for researchers, teachers and students in order to make their work more easily available and hence more visible nationally and internationally.

Through the period between 2004 and the present, LiU E-Press has had feedback upon its role from a number of sources including an Advisory Board, a public hearing with researchers, teachers and students, a working group to define the vision and direction of E-Press and most recently a strategy meeting of E-Press's Board of Directors. From all of these there were many common themes and recommendations. Primarily, it has been seen as crucial that E-Press position itself as a publisher with the highest professionalism, standards and most modern technology so as to reflect the width and depth of LiU's research and education. In conjunction with this, it has been seen as important that LiU E-Press be a forward-looking, high quality and internationally-oriented scientific publisher. More specifically, emphasis is to be placed on ensuring the publication of all (with minor exception for publications with copyright or intellectual property issues) theses (Ph.D., Licentiate and undergraduate) produced at the University. Beyond the publication of simple, text (and figure) only theses, it is seen as E-Press's role to encourage the use of the power of electronic publishing. Through electronic publishing of a thesis, possibilities for allowing sound, video, animations, raw data, supplementary material *etc.* to complement the basic text become easily possible. Also important for the University is the publication of research results through, *e.g.*, conference

proceedings having a connection with LiU, International Journals published at LiU E-Press and research series. With regards the publication of undergraduate teaching material (course notes *etc.*) and departmental reports and policy documents, there have been more questions and the extent and visibility of both these examples has been unclear.

It was often repeated that LiU E-Press needs to put some focus on increasing its own visibility within the University and beyond. E-Press' web site is considered to be a crucial part of its marketing. Beyond that, however, strategies for increasing contact with the rest of the University (particularly Department for External Relations and the Publication Database) need to be developed.

1.3 Current Services Offered by LiU E-Press

The services offered by LiU E-Press can be divided into three general areas: *publication*, *searching* and *support*. All of these are available through the LiU E-Press web site (www.ep.liu.se) which receives several hundred thousand visitors per year. The bulk of the publications comprise theses (Ph.D. ~350, Licentiate ~120 and undergraduate reports (~3500). Additionally there are 19 conference proceedings (with a total of roughly 400 articles), five journals (two have had new issues in 2006 with continuation planned for 2007), 16 report series and two databases (with several more very close to publication). Publication is divided into publication using DiVA (theses) and that done locally (everything else). For theses, the process relies on the author doing most of the work entering their metadata. For Ph.D. and Licentiate theses the pdf file of the actual thesis is collected directly from the printer, to ensure that the printed and electronic versions are identical. For undergraduate reports, the students supply the pdf files themselves.

1.4 Users

Users comprise researchers, readers and authors. The authors who publish at LiU E-Press are mainly researchers, staff and students at LiU. The exceptions being those that publish articles in International Journals or Conference Proceedings.

With current information, it is very hard to be definite about who the readers at E-Press are. Some groups are obvious: students (both undergraduate and graduate), researchers (both internal and external) and librarians. Beyond this, hearsay indicates that there is significant interest from industry. One could surmise also that the general public and journalists could have use for the information available within LiU E-Press.

1.5 Comparison with other Electronic Publishers

In its most general interpretation, electronic publishing can include everything from commercial journals which publish their journals and articles on-line to digital, library archives. Beginning in Sweden, there is a large number of universities that offer some form of electronic publishing of theses. There are 16 universities in the DiVA group alone and then several using their own publishing system. Virtually all of these could be classified as electronic repositories in that they collect their respective theses, store them and make them available on the internet. Very little material is published other than the theses. LiU E-Press plays a significant part in the continuing development of DiVA and in the development of the new version.

Within Europe, if one looks at university electronic publishers, nearly without exception they focus entirely on Ph.D. theses. Germany, France and Holland can be seen as being the most

proactive each with large repositories of theses. In North America the scene is somewhat similar with any number of universities having repositories for their theses, some more extensive than others. There are, also, a number of examples of university electronic publishers which offer commercial, open access electronic journals (University of California, Berkley being one).

Linköping University has a great deal more expertise in electronic publishing and media technology in general than most universities and as a result LiU E-Press offers a more comprehensive service than just a basic thesis repository. In terms of the University's goal that the research and results produced at LiU be spread as widely as possible, it is advantageous for LiU E-Press to continue to position itself as a Professional Publishing House, a publisher of high-quality scientific material, as a non-commercial, open access publisher.

2. Strategic Activities

2.1 Research-related Activities

Over the most recent past, Ph.D. theses have been the main focus of LiU E-Press, trying to ensure the University's policy that all theses are published electronically. Over the last nine months a significant manual effort has been made to chase after authors of theses that were not initially electronically published. More recently, new routines have been implemented at the faculty level to ensure that over 95% of theses will be electronically published automatically. Because of the latter, the focus of recent times on Ph.D. theses can be reduced in 2007 and further in 2008 and 2009. In fact, it is anticipated that into the future, electronic publishing of theses will become an automatic part of the routine of doing a, *e.g.*, Ph.D. It will be necessary to evaluate how well faculty routines are working mid-way through 2007 to ensure that more than 95% of theses have been published. If this goal has not been attained then the faculties will have to be re-visited to discover and correct the weaknesses in the work flow. The publishing for Licentiate theses should also increase in 2007 because they follow similar work routines to the Ph.D. theses.

Reduce emphasis on theses

The publication of scientific journals is an area in which LiU E-Press should expand. LiU has a significant number of strong research groups. Some of these have been identified by the University's leadership as being key to the future development of LiU. In some research areas, notably the humanities, there is a strong interest in niche journals publishing two or three issues a year in a highly specialized area. LiU E-Press should stimulate this process by approaching strong research groups in 2007 and making them aware of possibilities for and advantages of operating an electronic journal together with the support services that are available.

Stimulate the publication of LiU-based electronic journals

LiU E-Press currently has two databases published. Through close cooperation with ArkivData in Norrköping, ten further historical databases are close to publication (in nearly all these cases ArkivData has completed transcribing the data – personnel at LiU Library are currently building a database model and web layout suitable for displaying these databases).

Historical databases

2.2 Reader/author/researcher Support Services

For the general public, Ph.D. theses are often difficult to understand. The University has recognized this and for many theses a non-technical summary is written. At present virtually none of these is used and few are made public.

Publish popular descriptions of theses

Print-on-demand, a service which would allow readers to obtain a printed copy of a document

Implement Print-

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|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>on-Demand</i> | that they are interested in; this should be completed during Spring 2008 |
| <i>Offer JARSS to Hygeia and IJAL</i> | The original plans for the development of the DiVA system included journal publication and support but little has happened to date and indications are that it is likely that little will come. On the other hand, LiU E-Press has obtained 260 000 SEK for 2007 in order to increase the implementation base of JARSS. JARSS should be offered for implementation for LiU's two active journals, IJAL and Hygeia, during the Spring of 2007. |
| <i>Offer a Post-prints service</i> | There is a trend within the academic publishing world in which traditional journals are increasingly allowing authors to make their published articles available on personal or institutional websites. Some publishers allow this as soon as they have published an article, others require a delay of a few months. LiU Press should begin in the Fall of 2007 to (1) prepare a list of which journals allow what, (2) make researchers at LiU aware of the possibility of having their articles also published (with full text) through LiU E-Press and (3) investigate and implement the best way to organize and publish these articles (post-prints). |
| <i>E-book service</i> | Academic books, unless adopted as a common undergraduate course textbook, tend not to be printed in large numbers of examples and then become quite hard to obtain after a period of years. For those books, written by LiU researchers, for which the original publisher is no longer printing further copies, LiU E-Press should encourage authors to contact their publishers and obtain permission for the books to be electronically published at LiU E-Press. LiU E-Press would need to start a series with a title such as "Electronic Books" and then actively make researchers at LiU aware of this possibility for out-of-print books. This should begin late in 2007. |
| <i>Advanced publishing demonstrations</i> | One of the advantages of electronic publishing of theses and other documents is the possibility to connect static text with dynamic items such as video clips, animation, sound files, simulations, <i>etc.</i> It can be anticipated that more and more of the potential of electronic publishing will be used into the future, however, it is likely that it will take five or ten years before it becomes standard. To help this, LiU E-Press should develop and market examples of the full potential of electronically published documents. |
| <i>Improved RSS links</i> | RSS links are an important way for users to get continuing information from a website and as such this technology should be developed further on the LiU website. Ultimately, the possibility to subscribe to new publications in a user-chosen subject category is desirable. |
| <i>Monograph publication service</i> | There are indications from VR that they have problems regarding the printing of monographs in the humanities. There is funding allocated each year for researchers to apply to with which to cover the cost of printing monographs. VR is finding, however, that more applications come in than they have funding to pay for and that the decision process for which monographs to support is somewhat arbitrary. In initial enquiries, VR was open to the possibility of replacing the printing with electronic publishing of these monographs and supporting such a service. It is proposed that LiU E-Press contact VR and explore the possibilities for providing an electronic publishing service for monographs. Contact with VR should be made in 2007 with the idea that this could get more focus within LiU E-Press in 2008 and 2009. |
| <i>Publishing of music and art</i> | LiU has on-going activities in music and the arts. To date, what is produced is not widely spread and as a result has less impact than it could. LiU E-Press could play a role in making the artistic production of the University more visible through the likes of virtual galleries, on-line CDs <i>etc.</i> Beginning in late 2008 and continuing through 2009, LiU E-Press should explore the interest at the University of offering such as service. |

A “similar documents” service

To help readers looking for information, it would be very useful if they got a list of “similar or related documents published at LiU” when they find a thesis or other document published at LiU E-Press. It is most likely that this type of service would have to be implemented through changes in DiVA and as such there is little LiU E-Press can do except make the suggestion to the DiVA working group. The latter can be done in the short-term but practically, implementation of the concept would not be before 2009.

Pre-print publication

A number of articles have been written on the impact that publications have and how to improve it and there is wide agreement that, while open access is important, what is more important is early access, *i.e.* articles that are made available very early in the publication process are more highly cited than those that are only made available after they have been fully refereed and edited. For researchers at LiU, LiU E-Press could provide a useful service by electronically publishing pre-prints (*i.e.* manuscripts that have yet to be submitted, or have been submitted but have not yet been through the refereeing and publishing process). There are obviously copyright issues that would have to be addressed and an evaluation of these would have to be the first step in offering a pre-print service. LiU E-Press should begin this evaluation late in 2008.

2.3 Undergraduate Studies-related Activities

Exjobb focus in 2008

Each year about 600 undergraduate reports are published electronically. It is hard to estimate what fraction of the total this represents, because there is no unified collection of all undergraduate reports at the university. A rough guess would place this at about 50% and hence some work needs to be put into increasing this percentage. The publication rate varies widely between the various institutions. The first stage in addressing the publishing rate of student reports is to determine which institutions are the “problem” ones and then to deal with these first. This is to be begun in 2007.

Low priority for teaching material

A set of material hitherto little considered is teaching material (course compendia *etc.*). There is some reluctance to become overly involved in publishing this type of material because of perceived quality issues: it may detract from the serious scientific publishing house image that LiU E-Press is striving after. It is recommended that publication of teaching material be a low priority for LiU E-Press in the timeframe 2007-2009, with the extent being limited to possibly starting up a series dedicated to such material.

2.4 Other Activities

Increase the visibility of E-Press within LiU

A clear objective for E-Press during 2007 and beyond is to increase its visibility within the University. A strategy is required and needs to be developed in 2007. A beginning for such includes re-design of the E-Press web site, continuation of a semi-annual newsletter, lectures as part of CUL courses, departmental introductions, research courses, *etc.* Beyond the obvious, however, serious consideration needs to be given to how to reach the population of the University in an efficient and effective manner.

Identify Users

It would be of considerable interest to LiU E-Press and the University as a whole, to have a better idea of who is interested in the work that is conducted at LiU. Hence, it is suggested that a project be conducted in the Fall of 2007 which tries to identify the users of LiU E-Press and hence to quantify how the downloading of theses is distributed amongst various user groups.

LiU E-Press Work Plan Summary 2007-2009

| Activities | | 2007 | | | | | | | | | | | | 2008 | | | | 2009 | | | | Milestones | | | | | | |
|--------------------------------|----------------------------------------|------|---|---|---|---|---|---|---|---|----|----|----|------|---|---|---|------|---|---|---|------------|--|--|--|--|------------------------------|------------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | | | | | | | |
| Ph.D./Lic Theses | Normal publishing activities | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Check fraction published | | | | | | | | | | | | | | | | | | | | | | | | | | | publish 95%/year |
| RSS feeds | Implement | | | | | | | | | | | | | | | | | | | | | | | | | | Complete by March, 2007 | |
| Website | Re-design - new LiU look | | | | | | | | | | | | | | | | | | | | | | | | | | Complete by June, 2007 | |
| JARSS | Implement for Hygeia and IJAL | | | | | | | | | | | | | | | | | | | | | | | | | | Complete by July, 2007 | |
| Popular thesis desc. | Publish | | | | | | | | | | | | | | | | | | | | | | | | | | publish those that are produ | |
| Databases | publish unpublished databases | | | | | | | | | | | | | | | | | | | | | | | | | | Complete by Oct., 2007 | |
| Undergraduate reports | Investigate what fraction is published | | | | | | | | | | | | | | | | | | | | | | | | | | Complete Oct., 2007 | |
| | Contact departments | | | | | | | | | | | | | | | | | | | | | | | | | | Complete Spring 2008 | |
| Develop marketing plan | | | | | | | | | | | | | | | | | | | | | | | | | | | Complete by Dec., 2007 | |
| Identify users of E-Press | | | | | | | | | | | | | | | | | | | | | | | | | | | Complete by Dec., 2007 | |
| Stimulate LiU journals | Approach strong research groups | | | | | | | | | | | | | | | | | | | | | | | | | | Complete by Dec., 2008 | |
| Post-prints | Investigate copyright issues etc. | | | | | | | | | | | | | | | | | | | | | | | | | | Complete Summer 2008 | |
| | Begin publishing | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Demos of advanced publications | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E-Books | Market possibility | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Print-on-Demand | Implement | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pre-Prints | Investigate the issues | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Similar publications list | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Music and Art | | | | | | | | | | | | | | | | | | | | | | | | | | | | |