

**Linköping University
Electronic Press**

Strategic Plan 2009-2011

December, 2008

1. Background

As of January 1st, 2008, Linköping University Electronic Press (LiU E-Press) became a unit within the University Library. At the same time, Linköping University's Publication Database (PubDb) became part of LiU E-Press. For these reasons, the [Strategic Plan for LiU E-Press \(2007-2009\)](#) is being updated to reflect the new reality.

Since its beginning in 1996, LiU E-Press has developed into a leading actor in electronic publishing at Swedish Universities. LiU E-Press has amongst the highest amount of content and the largest number of document downloads, when compared to other Swedish Universities. The short and long-term goals of LiU E-Press are to continue in this vein. In the short term this requires a focus on research articles with the objective being to improve the registration of research articles so that a complete collection of abstracts and links to full text is accessible from shortly after the publication date. This will provide the outside world with easy access to the research that is conducted at Linköping University. It will also provide reliable data for internal university management. Beyond article registration, a further short-term goal of LiU E-Press is to parallel publish the full-text of all allowed peer-reviewed, journal-published articles. The latter benefits researchers through increased visibility and accessibility to their work, leading, as many studies have shown in the last five years, to increased citation.

In the longer term LiU E-Press aims to continue to lead developments in Open Access, placing a focus on publishing of research data and subsequently e-science.

1.1 Current Status Quo

The services offered by LiU E-Press can be divided into four general areas: *registration*, *publication*, *searching* and *support*. At present the publication registration system and the publication system are different (an LiU-developed system for the former and DiVA for the latter). The result is that it is not possible to do a single search in both systems. To date, the registration system has been treated as an internal tool, mainly for administrative use. In rough numbers there are some 20 000 publications registered in the registration system, while in the publishing system there are some 675 full-text Ph.D. theses, 200 Licentiate theses, 4700 undergraduate reports and 500 articles (from conference proceedings, parallel publishing and research series). Additionally there are 34 conference proceeding, four peer-reviewed journals, 19 report series and six databases.

1.2 Users

Users comprise researchers, readers, authors and administrators. The authors who publish at LiU E-Press are mainly researchers, staff and students at LiU, with the exceptions being those that publish articles in International Journals or Conference Proceedings. Authors who register articles in the publication database come from either LiU or the University Hospital.

Those that download documents from LiU E-Press (there are currently in excess of one million downloads per year) come from all over the world. Some 75% of visitors to E-Press come from computers registered in countries outside Sweden. About the same fraction of users find material using Google and jump directly to the pdf file of a document. A study of IP addresses of visitors has shown that a significant fraction come from non-academic circles (*e.g.* industry and the general public).

1.3 Current Global Status of University Electronic Publishing

Over the last twelve months, the movement towards Open Access has grown significantly. Many international research financing agencies now require that articles from work funded by them be

published freely so that anyone with an internet connection can read them without fee. Similar policies have been implemented by universities (researchers are required to make their work available without subscription), internationally and in Sweden. The combination of these two has led to an expansion in Open Access journals and has led many of the major publishers to allow parallel publishing (*i.e.* making published, peer-reviewed articles available through institutional web sites such as E-Press). Generally researchers are not keeping up with these changes.

For electronic publishers, the changes mean that the volume of material to be made available in full text will grow dramatically over the medium-term future. It also means that publication registration is moving from simple metadata to also including full text.

Nationally, a portal is being developed, SwePub <http://www.ub.gu.se/swepub.se/> that will allow access to material published or registered at all Swedish universities. There is also a significant number of projects that are being funded by OpenAccess.se. The overall objective is to increase the uptake of open access publishing by researchers.

2. Strategic Activities

The * symbols in the right hand margin indicate the relative priority for activities: more indicates increased priority.

2.1 Publishing/registration-related Activities

<i>Increase content</i>	The ultimate goal for E-Press is to publish in full text all research articles, Ph.D. theses and undergraduate theses that are possible. A supplementary goal is to develop a strong collection of high quality academic journals, conference proceedings and books (monographs as well as anthologies).	*****
<i>Solve issues with PubDb</i>	With the current publication database there are a number of technical issues that must be solved by E-Press, preferably in the short-term. These include report generation and data exporting for administrative usage, problems of author identification when they have affiliation only with the University Hospital, data errors in the database, etc.	*****
<i>Integrate registration/publication system</i>	Of utmost importance is that LiU's registration and publication systems become integrated. The simplest solution is for both of these to make use of Uppsala's DiVA system. This is currently under way.	****
<i>Improve article registration process</i>	A critical issue with LiU's publication database is the timeliness and quality of the entries. Currently, the majority of entries are made towards the end of each year, just before Faculty deadlines and often are missing an abstract and a DOI (or any) link to the full-text with the publisher. The result is that the database is not as useful as it could be for highlighting the research that is conducted at LiU. To improve this situation requires that it be possible to import the data required to register an article from a journal or an indexing service, simplifying the registration process. The ultimate objective is to automate the import of data from sources such as ISI, Scopus and PubMed on a weekly basis.	****
<i>Improve parallel publishing process</i>	With the current pressure from funding agencies and universities on researchers to ensure that their work is published under the concept of open access, a significant role falls to E-Press to assist with this. In the short term E-Press must provide information to researchers about what open access means and what different options are available. One of the options is parallel publishing of research articles. For authors, this makes their work available open access. For LiU, this improves the quality of its publication database (articles are not only registered, but are also available in full text). Currently, parallel publishing is confusing to researchers since it is relatively new. It is also rather labour intensive for E-Press, since, because of the confusion	*****

amongst researchers, it is deemed best that E-Press takes care of many of the details of parallel publishing. Long term this is not sustainable and a very important strategic activity for E-Press is to develop technologies that will allow parallel publishing to be largely automated. For example, it should be possible to develop a system for which, once an article is registered in LiU's publication database, it is possible for authors to choose to make the full-text available. The computer system should be able to determine from the journal in which the article is published, what rules apply as to parallel publishing and then be able to generate the required title page for the parallel published article (with appropriate links and copyright statements), set any required embargo period and inform the author as to which version of the article they may use.

Begin using creative commons agreements While LiU E-Press publishes "open access", it is not clearly stated what those who download documents can do with them. Having authors make use of a creative commons agreement would solve this ambiguity. ****

Increase exjobb publication 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 30% and hence some work needs to be put into increasing this percentage. The publication rate varies widely between the various institutions. Because of commercial interests, a realistic objective is to increase the publication rate to 60%. ****

Implement electronic registration for Ph.D. theses The publication of Ph.D. theses is now going very well, with some 95% being available in full text from 2007. An improvement in the "spikning"/publication process for students would be to implement an electronic registration process at E-Press. Students would register their theses prior to "spikning" and have automatically generated for them a "spikblad" (exact format dependent upon which Faculty they are from). This saves the student from entering their metadata twice and ensures E-Press gets the metadata for 100% of theses. ***

Create templates for Ph.D. theses E-Press currently has templates for journal articles and exjobb reports, both of which are highly appreciated by authors. Report templates should be generated for Ph.D. theses as well. ***

Advertise the possibilities for advanced publications 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, etc. 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. ***

Journals LiU E-Press has a reputation in Sweden as being a possible host for those seeking to produce an open access journal. With a recent change of policy, LiU E-Press can now host journals for which there is no LiU connection (on a cost-recovery basis). E-Press should advertise this possibility to relevant parties. ***

Develop systems for E-science A growing issue for universities is the long term storage and accessibility of research data. This is partly to ensure that data is available for related but different projects, but is also to allow the analyses and conclusions of an article to be duplicated and checked. Huge amounts of data are produced each year and just as research publications from publically funded research should be free, so should the underlying data. The movement towards making data freely available is only just beginning (probably as research articles were some five years ago). It is predictable with certainty that in the mid-term future universities will have to deal with how to store with data sets. E-Press should play a leading role in the developments required, together with the University archivist. In one sense, E-Press is helping with data preservation in another E-Press is providing a service to researchers by making data available for further usage. Archiving data also includes dealing with the software that was used to do the analysis. A significant issue which must be **

studied is rights and legal aspects.

<i>Investigate electronic publication of commercial theses</i>	Within certain disciplines there is a tradition of publishing theses as a book through a commercial publisher. For an author, there is a certain prestige associated with publishing a thesis in this way. However, purely practically, looking only at distribution of the work, it is clear that electronic publication is far more successful. Print runs of commercially produced theses are very small, with virtually no distribution to bookstores. It seems unlikely, however, that tradition can be changed in the short term so E-Press should explore the possibility of obtaining permission to make these theses available electronically (perhaps lock against printing) through discussion with publishers. There are studies that show that having open access versions of a book available electronically can increase sales of the printed version.	**
<i>Increase awareness of book re-publication possibilities</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 needs to actively make researchers at LiU aware of this possibility for out-of-print books.	**
<i>Investigate the possibilities for music and art publication</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>	*
	<h2>2.2 Customer-related Activities</h2>	
<i>Increase visibility of parallel published articles</i>	With the anticipated increase in parallel publishing activities, a key activity for LiU E-Press is to ensure that articles parallel published reach a large audience. This is more challenging than for Ph.D. theses or undergraduate reports, since the big scientific indexers are unlikely to include this material.	*****
<i>Implement Print-on-Demand</i>	Print-on-demand is a service which would allow readers to obtain a printed copy of a document that they are interested in. E-Press should work with a printing service to offer print-on-demand.	****
<i>Develop a publication-list-for-funding-applications service</i>	To make Linköping University's publication database more useful for researchers at LiU (and hence make them more interested in keeping it up-to-date), a service should be added from which researchers could easily generate a publication list in the correct format for a specific funding agency.	***
<i>Develop E-Press' webpages</i>	E-Press' web site needs to be continually undergoing development, to offer new and improved services for all users. This will become particularly true once the publication database and the publication system merge. Searches of the entire output from LiU will be possible from a single search form. Searching, however needs to be improved through offering options such as search-specific RSS feeds, lists of most frequently downloaded documents 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 would also be worthwhile for E-Press to do a study of commercial publishers' websites, looking at layout and services offered. E-Press should aim to look as much like a commercial, professional publisher as possible.	***
<i>Increase awareness of E-Press and its services</i>	It is noticeable that the awareness of E-Press amongst researchers at LiU has increased significantly over the last couple of years. It is important, however, that E-Press continues to improve this through activities such as production of newsletters, participation in courses, seminars and information sessions. E-Press should also continue to be active at the national level by participating in national groups and projects relating to electronic publication.	***

*Improve
usage
statistics*

One of the biggest marketing tools E-Press has is in the number and breadth of visitors that make use of the material available at E-Press. Experience has shown that illustration of the numbers of times that documents are downloaded has a big impact on improving the perception that researchers have of E-Press and how useful it can be to them. In this light, it is important the E-Press improves the visibility and scope of its usage statistics. For example, each document should have a clear indication of how many times it has been downloaded.

LiU E-Press Work Plan Summary 2009-2011

Activities		2009												2010				2011				
		1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	1	2	3	4	
Increase content	(continuous)																					
Solve issues around PubDb	(beginning 2008)																					
Integrate registration/publication																						
Increase exjobb publication	(beginning 2008)																					
Increase awareness of book re-publication possibilities																						
Development of E-Press web pages																						
Electronic registration of Ph.D. theses (automatic spikblad generation)																						
Implement print on demand																						
Improve usage statistics																						
Improve parallel publishing process																						
Improved article registration																						
Advertise advanced publications																						
Implementation of publication list production																						
Develop systems for E-science																						
Investigate publication of commercial theses																						
Music and art publication																						