Working in partnership to support quality research

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Agenda

- Delivering quality research
  - Working together to support and train authors
  - Understanding where to publish; supporting all options
  - Supporting peer review – systems, processes
  - Publication beyond the article
- Dissemination to the widest possible audience
  - Discovery and workflow tools
  - Understanding usage and quality metrics
  - Promotion to end users
Delivering quality research
Authors are faced with a myriad of choices and we can help with support and training

- Training/information
  - Webinars
  - Online information resources
  - In person training at conferences
- Support services – eg language editing
- Mentoring/young researcher initiatives

- Better authors = higher quality research!
Working together to offer authors choices and guidance in where to publish to get the best outcome

- Where is the best place to publish my paper?
  - Prestige?
  - Speed?
  - Open access – what does that mean?
  - Authentic – is the journal really what it seems?
Dear Dr. David Abramson,

Hope you are well!

This is a follow up mail from the editorial office, we would be glad to know your opinion to join the editorial board of Gavin Journal of Plastic and Reconstructive Surgery.
This website represents a first phase in an industry-wide call-to-action to discuss, develop, ratify, and launch a coalition of stakeholders representing the publishing community (publishers, journals, academic societies, academic institutions, pharmaceutical companies, scholarly services companies, freelancers, and academic authors) under the structure of a US-based non-profit 501(c)(6) corporation called the Coalition for Responsible Publication Resources, yet to be formed.

This initiative was first formally presented by Donald Samulack, PhD (President, U.S. Operations, Cactus Communications and Editage) during a panel session titled “Predatory Author Services: What Can Be Done About It?” that included Hazel Newton (Head of Author Services, Nature Publishing Group), Josh Dahl (Head of Publishing & Associations, Thomson Reuters), and Jeffrey Beall (Scholarly Communications Librarian and Associate Professor, University of Colorado, Denver) at the International Society of Managing and Technical Editors (ISMTE) Annual North American meeting in Baltimore, MD (USA) on Thursday, August 20, 2015. Recordings of the sessions presented at the ISMTE meeting are provided below.
Peer review continues to be the backbone of high quality research and we need to continue to provide tools and processes

Author
- Produces research
- Writes up results
- Submits paper
- Archives paper
- Manages data

Editor
- Sets editorial policy
- Appoints board
- Chooses reviewers
- Makes final decisions

Editorial Board
- Provides support to editor
- Promotes journal
- Acts as reviewers
- Manages sections of content

Reviewer
- Assesses accuracy of content
- Ensures data and conclusions match
- Sets content in context

Publisher
- Provides systems for managing submission and review
- Funds editorial office
- Provides support
Together we can help ensure the final paper endures over time

- Mandatory/voluntary deposit of the submitted manuscript or final peer reviewed version
  - Providing “green archiving” through institutional repositories
  - Depositing papers to funder repositories, eg PubMedCentral
- Creating and managing a data management plan
- Providing dark archiving services to ensure permanence of the scholarly record
Dissemination to the widest possible audience
Finding content online can be like finding a needle in a haystack – how can we work together to help?

- Search engines – Google Scholar; platform search tools
- Discovery Services
- Social sharing networks

Helping to make these work:
- Metadata consistency and curation
- Standards – Orcid, FundRef, DOI
- Linking – CrossRef, CHORUS
- Version of record – ensuring accuracy
Together librarians, publishers & vendors assure discovery services value

• Transparent solutions & content neutrality benefit Libraries & Publishers

• Partnerships support better: data, linking & discovery

• Metrics measure & maximize use and value of content for library and publisher

• Meets users’ expectations for global information, seamless pathways, ease of use

“2001 A Space Odyssey”
What can tell us that something is quality research?
Research fails to deliver if it is not read – how can we make sure that the right people get the right content? Marketing is key!

1. **Analytics**
   Marketing is more a science than art today, understanding our readers and their behavior is critical.

2. **Social Media**
   Not a new channel but how it gets used to not only bring traffic to content sites but to engage with our core audience.

3. **Data Visualization**
   Helps tell the story behind the data and analytics.

4. **Technical Skills**
   Marketing technology and automation is more crucial than ever.

5. **Teamwork**
   Being jack-of-all-trade is not feasible anymore. Relying on others and teamwork is essential.

6. **Newsjacking**
   Ability to react fast to news can increase visibility and drive traffic and interest to content.

7. **Soft skills**
   Together with teamwork, soft skills will improve collaboration and outcomes.
Nurturing great research is an essential partnership between librarians and publishers

- We can and do work together to support authors through information, training and guidance
- Preserving and nurturing the peer review process will be key to ensuring a high quality body of published research
- Together we ensure that our readers/patrons can find the information they need and can trust what they are reading
- Scholarly research is both complex and dynamic; we can continue to ensure it thrives by working in partnership
Shameless plug......

Open Book: A Librarian’s Guide to Academic Publishing

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Open Book, in an authoritative and conversational way, tackles many of the key services and products of academic publishers. This insiders guide gives librarians an informed perspective on academic publishing that will benefit both their team and career. Contributors range from experienced publishers across various platforms to leading librarians.
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