Extending & Measuring Impact

The Cincy Model
So we have this press....

Now what!
Creating more touchpoints

- **The University of Cincinnati Press has two imprints:**
  - **UC Press**
    - Publishes peer reviewed, faculty board approved books in social justice, community engagement and regional studies across all disciplines with a particular interest in transdisciplinary approaches
    - Manuscripts of 30,000 + words are of interest to us
    - The press utilizes the library’s institutional repository to provide stable preservation in either a dark or open archive
  - **Cincinnati Library Publisher Services (CLIPS)**
    - Provides a la carte publishing services under a cost-recovery model in all subject areas for UC faculty, staff and students
    - Specializing in conference proceedings, OER and affordable textbooks and journals. Individual books can also be supported
Positioning within the university
7 Golden Rules

- **Establish** yourself as the (an) institutional publishing expert.
- **Differentiate** your services from other potential publishing units.
- **Determine** how you are going to support the institutions strategic directives.
- **Inspire** collaboration between units. Identify where other units are struggling to get traction/funding and where they excel.
- **Schedule** an annual engagement tour.
- **Say** yes more than no.
- **Create** a roadmap of institutional services for faculty
You are the institutional publishing expert

- Establish strong relationships with
  - Faculty senate
  - Provost’s office
  - Elearning
  - Bookstore committee
  - Textbook affordability committee
  - Branch campuses – different missions, different student needs
  - Foundation
  - Faculty outside the university press publishing program
  - Digital Humanities Scholarship Center
  - Graduate school
  - Business Affairs Managers

You are a complete business. Create an end to end publishing continuum for faculty
Swim upstream...

What’s going on at the state level?

Textbook Affordability and OER Projects
• OhioLink Go To
• OTN System Ambassador
• Ohio Link Inclusive Access RPT Review Committee
• Institutional Textbook Adoption Policy Committee
Will the real university press please step forward... differentiating services

Can you find a way to work together to share costs and workflows?

Develop an imprint for library publishing services within the press

Develop clear mission and purpose statements that identify the unique value proposition of library Publishing

Don’t forget to include staff time in cost recovery

Use your differences to expand the offerings that individually limit your publications and services

Specialize
Work Together even when you can’t

• If you can’t clarify what you do, how do you expect faculty and the administration to clarify the mission and support funding.
Great collaborative models exist
University Goals – how can we move these forward?

Institutional Partners – become a stakeholder

Textbook affordability

University – Community Impact

Global Interdisciplinary Research Impact

Instructional Designers
Digital Media
Digital Scholarship
Faculty Enrichment Center
Library
Institutional Repository/Library
University Press
State support

University Press and Library Publishing

Peer Review Publications
Cost Recovery a la carte services
Global marketing, sales and distribution
Open Access

State support

University of CINCINNATI PRESS
Partnerships

- Who else can help with your publishing workflows and processes?
- Can you professionalize faculty and student projects happening elsewhere?
- When are you a stakeholder and when are you driving the bus?
- Funding: Is funding available for special initiatives and university strategic directives?
- Create measurable markers for improvement
  - Author management
  - More consistent publications schedule
  - Manufacturing
  - Increasing the digital presence
  - Altmeterics

You don’t have to do it all!
Engagement Tour – Go to where they are! Build good will!

Survey the landscape...and the opportunities

**Step 1:**
- Meet with the Deans of each college for one hour, suggest that they invite their senior team
  - Ask for the Dean’s wish list
  - What would they like to see for their faculty, graduate students and undergraduate students with regard to publication support
  - What do their faculty struggle with?
  - Solicit project suggestions

**Step 2:**
- Have the dean invite you back to meet with faculty
  - Brown bag or department catered lunch
  - Get invited to a faculty meeting
  - Dean/college subsidized endeavors for faculty participation
Research Resource Road Map

- University of Cincinnati Press
- Individual College Support Services
- Center for Excellence and eLearning (CEeL)
- Digital Media Cluster (DMC)
- Digital Scholarship Center (DSC)
- Cincinnati Library Publisher Services (CLIPS)

- Presentation
- Journal article
- Class research project
- Digital Humanities
- Community impact & application
- Grant opportunities
- Preservation
- RPT strategies and planning

- Course materials
- Network Analysis
- Videos
- Monograph
- Research
- Transdisciplinary analysis

Research
Transdisciplinarity
Course materials
Network Analysis
Videos
Monograph
Research
Transdisciplinary analysis
Take-aways

• Make yourself the solution; not the problem
• Build trust with the administration
  • Serve on committees;
  • Answer questions;
  • Know what campus services is responsible for and exclusive arrangements they may be making that impact your ability to sell or distribute products.
• Understand the power pain points
  • Provost’s office, faculty senate
• How many colleges or departments do your projects currently represent?
• Create a campus operations council if you are a library publishing services operation