Publishing Partnerships: Working with Conferences to Provide Client Solutions

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PUBLISHING PARTNERSHIPS

Working with Conferences to Provide Client Solutions

Nina Collins
Scholarly Publishing Specialist

Marcy Wilhelm-South
Digital Repository Specialist
Planning
- Objectives/Outcomes
- Financial Management
- Timelines

Venues
- Property liaison
- Room set-up (Audiovisual)
- Transportation
- Signage

Registration

Marketing
Branded and Custom Designed Web Pages

Multi-Year Conference Management

Multi-Track Organization

Peer Review Management

Manuscript Management

Author/Administrator/Editor Communication Tools
SCHOLARLY PUBLISHING SERVICES

$\text{FREE}
\text{Hosting/} \text{Open Access Dissemination Services}
  \text{Purdue e-Pubs hosting platform}
  \text{Indexing of Purdue e-Pubs materials in Google Scholar}
  \text{Automatic monthly COUNTER download report for editor(s) and contributors}
  \text{Peer review management system}
  \text{Author communication/notification tools}
  \text{Manuscript management system}
  \text{Readership activity map}

$\text{FREE}
\text{Copyediting}
\text{Typesetting}
\text{Indexing}
\text{Proofreading}
\text{Figure redrawing}
\text{DOI generation}
\text{Video Captioning}

\text{Production Services}
\text{Color printing}
\text{Black-and-white printing}
\text{Shipping}
CURRENT CONFERENCES

Road School

Dawn or Doom

ICDCS

Six Sigma

I3R2

ITCC/ITES
BENEFITS

From DC

• Branded and stable web pages
• Easy to learn/use template-based systems
• Long-term preservation and global open access
• Indexing in Google Scholar
• Automatic monthly COUNTER-compliant download reports

From PUSPD

• Professional editorial services provide crisp publications
• Indexing of proceedings in library/repository catalogs
• Production services
• Client centered support
• Purdue University reputation and branding
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Marketing

Publishing Services
Challenges

- Marketing Scholarly Publishing Services
  - New market
  - Time investment - meet with many clients for little ROI
  - Clients don’t know what they want or need
- Print shop pitfalls
- Feast or famine workflow
- University Press Scope
- Publishing Contract or MOU
Opportunities

- Double dip outreach
  - Promote open access
  - Promote IR and mediated CV review service
- Glean information on disciplinary trends
- Refinement of University Press Scope
QUESTIONS & COMMENTS

Thank You

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