Publishing e-Journals Using Digital Commons at Purdue University

IR Day
Butler University – March 17, 2011

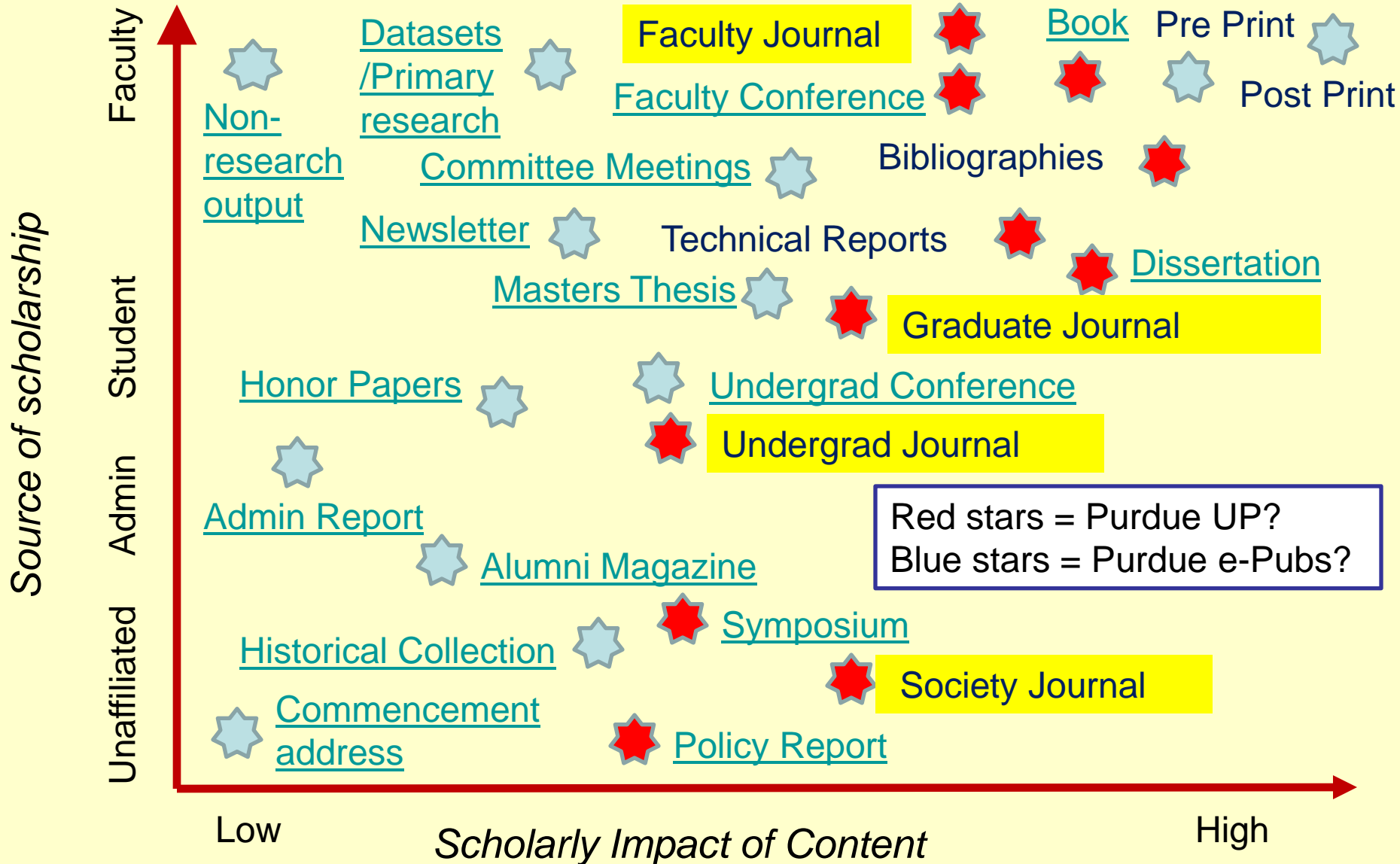Charles Watkinson, Director, Purdue University Press
cwatkinson@purdue.edu

Structure of Presentation

1. The Context and Why We Like Digital Commons

2. Case Studies
   a. Faculty journal e.g., *IJPBL*
   b. Graduate journal e.g., *Journal of Contemporary Anthropology*
   c. Undergraduate journal e.g., *JPUR*
   d. Society journal e.g., *Education and Culture*

3. Challenges and Opportunities for the Future
   a. Helping print journals transition online, especially society journals
   b. Better business modeling
   c. Publishing new types of content on e-Pubs, e.g., technical reports, books, supplementary data

Continuum of Scholarly Communication Needs ►Library / Press Collaboration Opportunities

Source of scholarship (vertical axis, bottom to top): Unaffiliated, Admin, Student, Faculty

Scholarly Impact of Content (horizontal axis): Low → High

Faculty:
- Datasets /Primary research
- Non-research output
- Faculty Journal
- Book
- Pre Print
- Post Print
- Faculty Conference
- Committee Meetings
- Bibliographies

Student:
- Newsletter
- Technical Reports
- Dissertation
- Masters Thesis
- Graduate Journal
- Honor Papers
- Undergrad Conference
- Undergrad Journal

Admin:
- Admin Report
- Alumni Magazine

Unaffiliated:
- Historical Collection
- Symposium
- Society Journal
- Commencement address
- Policy Report

Red stars = Purdue UP?
Blue stars = Purdue e-Pubs?

Why We Like Digital Commons

1. The manuscript management functionality provides a built-in publishing workflow familiar to authors

2. The professional design service allows each journal to be clearly branded

3. The usage statistics are industry-standard (and authors love the automatic download counts)

   Simply speaking, DC allows us to focus on content development (i.e., publishing) rather than the technology

Manuscript Management

Professional Design

Magic Metrics

docs.lib.purdue.edu
Map Overlay
Sep 8, 2009 - Sep 8, 2010
Comparing to: Site

Visits: 1 — 6,428

13,939 visits came from 121 countries/territories in the "IJPBL" segment

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
13,939	**3.52**	**00:03:17**	**75.96%**	**56.26%**
% of Site Total: 100.00%	Site Avg: 3.52 (0.00%)	Site Avg: 00:03:17 (0.00%)	Site Avg: 75.96% (0.00%)	Site Avg: 56.26% (0.00%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	6,428	3.46	00:03:04	75.02%	55.06%
Indonesia	977	3.50	00:04:50	80.35%	53.43%
Canada	793	3.32	00:03:09	57.38%	63.56%
United Kingdom	578	3.61	00:03:31	79.07%	50.17%
Malaysia	555	3.44	00:03:44	81.98%	55.50%
Australia	418	3.69	00:03:22	79.90%	51.44%
Germany	256	4.22	00:04:05	57.03%	43.36%
Philippines	245	3.07	00:02:57	89.39%	64.90%
India	227	3.33	00:02:55	84.14%	61.23%

1   Google Analytics

docs.lib.purdue.edu
State Detail:
Indiana
Sep 8, 2009 - Sep 8, 2010
Comparing to: Site

Visits: 1 — 213
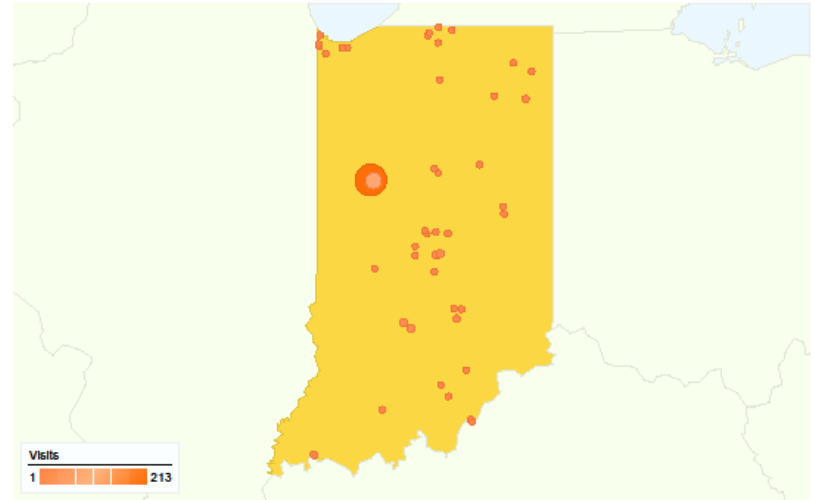
This state sent 666 visits via 49 cities in the "IJPBL" segment

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
666	**4.23**	**00:04:28**	**52.10%**	**40.84%**
% of Site Total: 4.78%	Site Avg: 3.52 (20.08%)	Site Avg: 00:03:17 (35.86%)	Site Avg: 75.96% (-31.41%)	Site Avg: 56.26% (-27.41%)

City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
West Lafayette	213	4.13	00:05:10	41.31%	42.25%
Lafayette	172	5.94	00:06:16	42.44%	23.26%
Lafayette	77	3.58	00:03:16	40.26%	32.47%
Indianapolis	28	3.11	00:02:58	67.86%	53.57%
Evansville	20	2.35	00:01:22	45.00%	60.00%
Bloomington	20	4.70	00:06:00	90.00%	25.00%
South Bend	18	1.06	00:00:01	100.00%	94.44%
Bloomington	15	2.20	00:01:13	66.67%	66.67%
Indianapolis	14	4.71	00:02:19	85.71%	50.00%

1   Google Analytics

Faculty Journal
Interdisciplinary Journal of Problem-based Learning

- 75,000 downloads since 2006, and solid upward trend
- Sustainability funding for three years from the Teaching Academy
- Good international usage

Financial model: Three year funding ($15,000) from campus center and College of Education supports portion of graduate assistant and course relief for editor. Then?

Graduate Journal
Journal of Contemporary Anthropology

• Started by a graduate student with scholarship funding.

• MOU signed with Department of Anthropology.

• 20 articles submitted since November 2010.

Financial model: Graduate student editor. Department of Anthropology pays for any direct work. What happens when editor moves on?

JCA | Journal of Contemporary Anthropology

Department of **Anthropology** at Purdue University

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Journal Home
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Aims & Scope
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Policies

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Most Popular Papers
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Editor

Name   Brad Codr, Purdue University

The *Journal of Contemporary Anthropology* is published by the Department of Anthropology at Purdue University. The JCA has been established through funding from the Purdue Bilsland Strategic Initiatives Fellowship program. The journal provides a unique and important new outlet for graduate student research and professionalization. If you would like to receive updates regarding website changes, new publications, or submission deadlines, please follow us on Facebook and Twitter.

CURRENT ISSUE: VOLUME 1, ISSUE 1 (2010)

Articles

Undergraduate Journal
The Journal of Purdue Undergraduate Research

JPUR
The Journal of Purdue Undergraduate Research
Volume 1 ❖ 2011

Natural Poisoning or Industrial Contaminants
What Killed the Wild Horses of Cactus Flat Playa? ❖ 1

Also in this issue
Aerodynamics of the Dragonfly's Wing ❖ 17
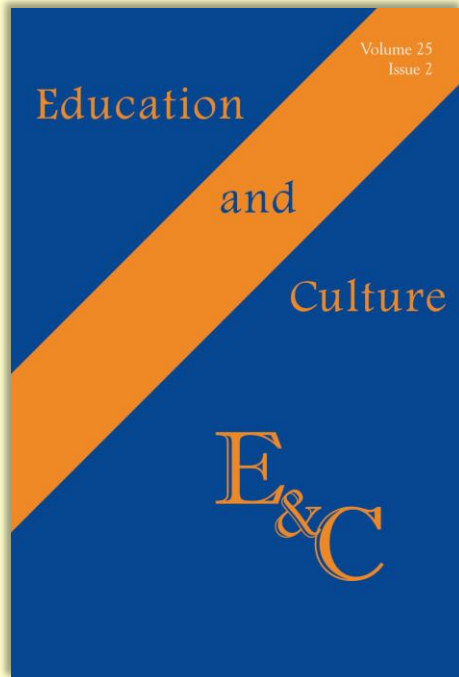Building the $100 Prosthetic Arm ❖ 39
Aiding a Silent Killer ❖ 47

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Financial model: Launch funding (3 years) from Office of the Provost. Then integration into university development program?

Society Journal
Education and Culture

Financial model: Not Open Access. Society pays $2,000 an issue. Some subscription and licensing income. Next steps?

Helping Print Journals Transition Online

Publishing Support for Small Print-Based Publishers

Options for ARL Libraries

February 2011

Report Prepared for the Association of Research Libraries by
October Ivins & Judy Luther, Informed Strategies

Publishing Support for Small Print-Based Publishers,
by October Ivins and Judy Luther (ARL, March 2011)

http://www.arl.org/bm~doc/pub-support_7mar11.pdf

This project examined the intersection of the demand for a digital format for print-only journals and the opportunity for libraries to utilize new publishing capabilities to support these publishers.

The consultants were engaged to investigate whether there could be a match between libraries developing online publishing programs and the editors of scholarly print journals that lack an electronic version.

Better Business Modeling
http://cdrs.columbia.edu/

	Barebones	Basic	Simple	Simple + Design	Extended	Premier
Weeks to set up	1 to 2	3 to 5	7 to 8	7 to 8+	11 to 13	17+
No Fee	✓	✓				
Fee			✓	✓	✓	✓
No Design	✓					
Design by Journal		✓	✓			
Design by CDRS				✓	✓	✓
Columbia Domain	✓	✓	✓	✓	✓	✓
Software	✓	✓	✓	✓	✓	✓
Maintenance	✓	✓	✓	✓	✓	✓
Additional Blog or Wiki*	✓	✓	✓	✓	✓	✓
Additonal Functionality					✓	✓

*Add a week to set up timeframe

Other Types of Publication
books, supplementary data
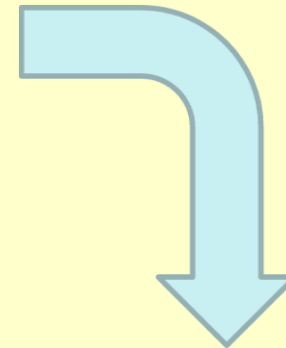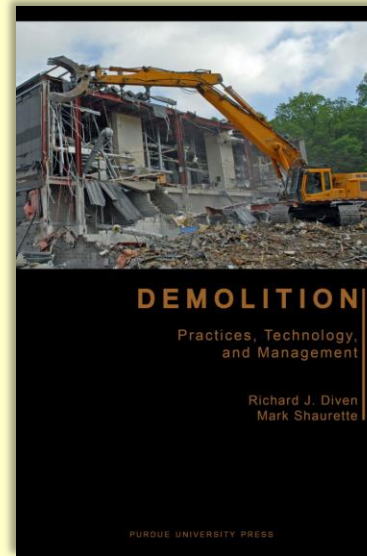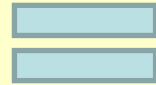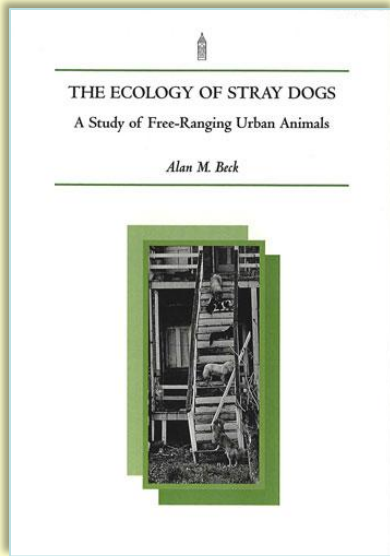
The Ecology of Stray Dogs: A Study of Free-Ranging Urban Animals

Alan M. Beck

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DEMOLITION
Practices, Technology, and Management

Richard J. Diven
Mark Shaurette

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Other Types of Publication
Technical Reports

- Digitization of backlist
- Application of metadata
- Redesign of workflow
- Production support
- Print-on-Demand?
- DOIs?
- Data solutions?

Financial model: Indiana Department of Transportation (INDOT) funding for JTRP operating expenses

Thank you

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