

Scholarly Communication Annual Report, 2008-2009

The Scholarly Communication department (<http://www.lib.utk.edu/scholar/index.html>) was established in July 2008 to address emerging trends related to scholarship in the digital age. The department increases campus awareness of scholarly communication issues such as intellectual property, the economics of scholarly publishing, alternative publishing models, and access to scholarly resources. See departmental mission and goals for the year at: <http://www.lib.utk.edu/scholar/goals20082009.pdf>.

The department led the development of a campus institutional repository, demonstrated university library digital publishing, and engaged faculty and administrators in academic publishing issues through programs and services.

Specific accomplishments made by team members Jayne Rogers, Marie Garrett (25%), and Linda Phillips (Head) in collaboration with numerous colleagues within and external to the University Libraries included the following:

Administration

- Created a web presence for the new department. Jayne and Linda collaborated with Perry Bennett in IUS on the design of pages featuring categories of intellectual property, digital repositories, publishing models, open access, and more.
- Linda responded to 20 inquiries from faculty, staff, students, and library colleagues about publishing concerns, including intellectual property.
- Linda co-chaired the UT Scholarly Communication Committee with Vice Provost for Academic Affairs, Sarah Gardial. At meetings in October 2008 and February 2009 the group discussed the Open Publishing Support Fund concept, digital publishing, open access, and university digital repository policies.
- With Donna Braquet, Ann Viera, and library representatives, we worked with the Office of Research to establish the Open Publishing Support Fund, creating incentives for faculty and graduate students to publish in open access journals. Dan Greene designed the web site, including an online application form.

Newfound Press

- Marie Garrett, Jayne Rogers, and doctoral student, Casie Fedukovich (copy editor) established procedures for book production in a digital environment, working with authors, reviewers, and numerous library and UT Press colleagues. Their remarkable achievements, described as follows, propelled Newfound Press toward its vision of attaining credibility for publishing high quality scholarship.
- With UT Press we established a print-on-demand (POD) service for Newfound Press books. Jayne collaborated with UT Press staff and Martha Rudolph to establish production processes and provide text and images in required formats.
- *To Advance Their Opportunities* by Judson MacLaury was published online and made available via POD in October 2008. MacLaury visited campus to celebrate the publication. He spoke at a University Libraries e-Forum and to an audience of faculty and students at the Black Cultural Center. An interview recorded with the author is to be posted with the online book. Several journals were notified about the book to solicit reviews.
- *Simplicissimus, the German Adventurer*, translated by John Osborne, was published online in December 2008 and available via print-on-demand in March 2009. Jayne

Rogers converted print and outdated word processing files to InDesign text. Her linking of hundreds of references between the text and bibliography provided significant added value to the work as shown in the data below.

- Both books by Lera Knox (published online in 2005 and 2007) became available for POD in March 2009.
- Paul Cummins created programs to collect use data for online publications, including visits to the book home page, as well as the number of full text downloads.
- Use data for book titles as of July 1, 2009 was as shown in the following table:

Title	Online counter start date	Visits to Book Home Page as of 7/29/09	Full text downloads of entire book as of 7/29/09	Downloads of the notes/bibliography only	Print on Demand Sales as of 6/30/09
<i>Goodness Gracious Miss Agnes</i>	Apr 13, 2009	321	470	N/A	30
<i>Travels of a Country Woman</i>	Apr 13, 2009	194	47	N/A	26
<i>To Advance Their Opportunities</i>	Nov 1, 2008	692	245	307	42
<i>Simplicissimus, the German Adventurer</i>	Dec 5, 2008	453	839	496	4

- Editorial Board meetings were held in October and December 2008. The Board endorsed an Appalachian Initiatives Proposal developed by UT Press. The proposal includes providing open access to titles in the Appalachian Echoes series; digitizing the *Dictionary of Smoky Mountain English*, including 125 sound recordings; and applying experience gained with the dictionary to create an online *Encyclopedia of Appalachia*.
- Five UT Press titles in the Appalachian Echoes series were digitized; two have been posted to the Newfound Press web site.
- *Gamut*, the Music Theory Society of the Mid-Atlantic journal hosted by Newfound Press published two issues containing 15 articles and 4 reviews.
- Marielle Veve created original catalog and OAI-PMH records for all Newfound Press books and the journal.
- Titles in production include *With a Critical Eye: An Intellectual and His Times* by Arthur J. Vidich; *An Introduction to the Southern Works of Cormac McCarthy* by Christopher J. Walsh; and *The Road Home: McCarthy's Imaginative Return to the South, Proceedings of a Conference Held in Knoxville, Tennessee, April 26-27, 2007*.
- Peer review has been completed for *Southern Manuscript Sermons Before 1800: A Bibliographic Database* by Michael Lofaro et al.
- Two titles are currently with peer reviewers; one title was not accepted after peer review.
- Newfound Press received copyediting services from doctoral student in English, Casie Fedukovich, at a cost of \$1,850 for 3 titles.
- Sarah Lowe, Art Professor and Editorial Board member sponsored an independent study to create a new identity for Newfound Press. We subsequently hired the student to incorporate the logo into a revised web site launched August 1, 2009.
- Promotion and marketing initiatives included press releases for the publication of the books by Lera Knox and Judson MacLaury, and the POD service. Posters and news releases were created for the MacLaury visit. Marie published an article about Newfound Press in the June 2008 *C&RL News*; a paper by Melanie Feltner-Reichert, Marie Garrett, and Linda Phillips on discovering locally created content was presented at the ACRL conference in March 2009; and Linda contacted YBP, *Choice*,

and *Library Journal* to promote inclusion of Newfound Press publications in traditionally print distribution and review sources.

- Collaboration between Newfound and UT presses has proven extremely beneficial for both. The POD arrangement has given Newfound Press titles visibility in the UT Press printed and online catalogs, and in online bookseller lists such as Amazon and Barnes & Noble. Inclusion of UT Press books in the Newfound Press has enabled open access and increased visibility with the option to purchase out of print titles. As the university explores the potential for increasing its attention to the valuable commodity represented by local scholarship, the library and the press are well-positioned to lead discussions and experiment with new forms of scholarship.
- A database edited by Michael Lofaro et al, *Southern Manuscript Sermons before 1800: A Bibliographic Database*, received positive peer review. Given the extensive involvement of DLI programmer, Cricket Deane, in the presentation of the work, it will be featured as a Digital Library Initiatives collection as well as published by Newfound Press.

Digital Repository

- Digital repository planning group membership was expanded in July 2008 to include library and campus representation. The group researched platform options, hosted a local demonstration of the subscription-based Berkeley Electronic Press Digital Commons, contacted IR administrators for references, and viewed scores of university repository sites.
- The group proposed use of Digital Commons for UT's launch of services. The University Libraries, Office of Research, Office of the Provost and the Science Alliance shared the first year's subscription cost of \$41,450; the 3-year license contains an option for the entire UT system to participate for an additional fee.
- The planning group named the new service Trace (Tennessee Research and Creative Exchange); further broadened its membership and became the Trace Advisory Group; and established opening day policies and guidelines. The group also created the Trace web site in collaboration with Digital Commons technology support.
- Roger Weaver became the first Trace administrator in April 2009 to ingest content, provide technical assistance, design training programs, and serve as the primary technical contact with Digital Commons. Roger formed an ad hoc technical group to organize the site and plan for server space for large files.
- Linda discussed the repository with several library and campus groups, including the UT Scholarly Communication Committee, subject librarians, the Graduate Deans Group, and the Faculty Senate. The Trace Advisory Group presented a WRAPS program about their research in May.
- Linda, Roger, and Linda Long met with representatives of the Graduate School in June to establish processes that will enable students to submit their theses and dissertations online.
- The Trace Advisory Group identified potential first communities and created talking points to encourage content submission.
- Trace Advisory Group work is documented in extensive meeting notes. The notes and experience with launching a campus repository will inform a business plan to be created during Fall 2009.