LIBRARY TECHNOLOGY SUPPORT FOR FACULTY PUBLISHING
Lynne Grigsby-Standfill and Terry Huwe

OVERVIEW
Many sectors of the information industries have grasped the rapid trend toward self-publishing on the Web. Longstanding roles—author, publisher, repository—are being assessed by all players, and all players are seeking to stake out future positions on the “continuum” of scholarly communications. This ferment creates new opportunities for libraries and library personnel, who have historically done well in articulating their values. Notably faculty themselves are beginning to discover the opportunity to manage their own “collections,” and this may create new partnership opportunities that may carry substantial benefits to The Library. To succeed, library expertise must encompass new technical knowledge and greater awareness that “collection development” now includes “built” digital content. New roles are emerging for “knowledge stewardship” which will assist faculty, cementing alliances with them, and assuring a stable future for quality knowledge resources.

INDUSTRY TRENDS, UC INITIATIVES, FACULTY REALITIES, NEW LIBRARY ROLES

I. Industry Trends and Forces
   - Demand for free, public access is likely to grow
   - Library professionals need more and deeper technical expertise
   - “Publishing” expertise now broadly required. The Library has a sustained opportunity to join together digital publishing and library services
   - As multiple planning processes proliferate on campus, The Library should focus on providing partnership incentives to Faculty and IS&T
   - Open access initiatives (Harvard, NIH) are growing. Library leadership and staff at all levels should regard this as a strategic opportunity
   - There will be an increased emphasis on digitizing collections, preserving digital archives, and improving methods of data storage and retrieval. (Top ten assumptions for the future of academic libraries and librarians: A report from the ACRL research committee)

II. UC Initiatives
   - System-level repositories and publications (eScholarship, BePress) have done well. Is there room for a campus level institutional repository, perhaps similar to DSpace, that does more?
   - UCOP-system level initiatives need to be balanced with campus initiatives. Surprise: library “collaboration” (e.g. collections) is viewed as powerful
   - Introducing Google Books access into the WorldCat Local (Melvyl) Pilot is a defining moment.
   - The University is exploring how to link faculty advancement with participation in open access repositories and other standardized online environments

III. Faculty Needs, Expectations and Potential Reactions
   - There’s growing “philosophical” support for new institutional publishing roles—but many faculty members have not yet realized that this affect their own work
   - Multi-disciplinary research opens new areas for research support in at varying rates in specific disciplines. “Reference” is increasingly linked with content stewardship (RefWorks, eScholarship, D-Space)
   - Faculty are already “publishing” actively but much of their work goes fugitive over time. The Library can offer “content stewardship” to help
   - Faculty members engage in individual content creation and also collaborative development with colleagues and students
   - Even confident content creators require support
V. Potential Roles for The Library

- The Library has claimed a place in IS&T strategic planning to support research; now it’s time to offer services proactively, with IS&T buy-in
- Content Management: The Library should prepare to become a publishing partner to the faculty; it should also be the site where content resides
- Collection development now involves “built” content stewardship, and we need to be activists in this new role
- A solution for content stewardship that reaches the entire campus is necessary. It should be “branded” as a library role
- Atkinson (Ithaka Report under Readings on Wiki) says libraries should take back full responsibility for preserving and archiving scholarly materials—i.e., partner with faculty to house their work, and engage with publishers as needed collaboratively

STARTING POINTS

First Steps:

At the present time, the following forms of action hold promise for long term library growth and development:

- The Library should encourage personnel who interact with digital information and the public comprehensive skills in content creation, development and stewardship
- A pilot project, attached to a well-positioned subject specialty library or program unit, should be launched to test the viability of this approach
- The Library should further cement its existing role in the “IS&T Universe” as the site for managing academic research and its output
- The Library should determine whether CDL or corporate partners are ready to partner in the near term to create new utilities that capture, distribute, index, and preserve digital content in an institutional repository
- Assess campus and UC environment for interest level in a comprehensive institutional repository style approach to knowledge management

Sustained Activity:

- Continue plans to encourage library personnel to begin to learn deep expertise in content creation skills
- Develop and maintain a Digital Collections Development Plan (including project management, digitization partners, copyright, communication, etc)

Potential Obstacles:

Lack of resolve by Library leadership; staff sentiments to resist “new” kinds of work; campus resistance based on historical “turf battles;” the overlap between UCOP/CDL initiatives and campus-level initiatives: how to balance oversight and leadership; corporate competition from vendors or deep-pocket firms such as Google; copyright issues with “faculty collections”